

MTD Sales
467.90 L

Brand Share %
28.90 %

Information:

MTD : 01-10-2026 To 02-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **28.90 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	172.41	40.31 %
Air-Cond	132.70	20.73 %
Fridge	76.28	31.24 %
Wash-Mac	63.48	26.14 %
Home-The	7.88	26.74 %
Dishwash	7.31	48.09 %
W-Purifi	5.88	40.41 %
Oven	1.96	39.43 %
Total	467.90	28.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	109.83	40.79 %
CHENNAI-01	69.88	25.37 %
CHENNAI-02	53.39	28.45 %
TRICHY-01	53.36	31.16 %
SOUTH-03	52.41	21.66 %
NORTH ARCOT	35.81	31.25 %
WEST-01	31.27	32.06 %
WEST-03	22.41	24.74 %
SOUTH ARCOT	21.60	23.32 %
WEST-02	17.93	22.95 %
Total	467.90	28.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	56.55	60.59 %
Air-Cond	27.33	27.64 %
Fridge	13.03	36.77 %
Wash-Mac	8.73	27.95 %
Dishwash	1.63	79.79 %
Home-The	1.31	22.83 %
W-Purifi	1.12	51.15 %
Oven	0.12	34.91 %
Total	109.83	40.79 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.48	18.47 %
RND1	1.86	28.25 %
TYI1	1.46	28.89 %
RND2	1.29	26.00 %
RPM1	1.28	21.94 %
ERL2	1.09	27.31 %
VNR1	0.92	28.63 %
SVK1	0.90	12.24 %
PKD1	0.82	21.96 %
VNR2	0.72	10.43 %
UDN1	0.68	23.50 %
VLY1	0.56	14.05 %
STU2	0.39	15.05 %
APK2	0.27	7.77 %
COL1	0.20	18.08 %
APK1	0.14	4.26 %
KYR1		0.00 %
SNL1		0.00 %
WHTV		0.00 %
Total	109.83	40.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	24.60	43.09 %
Air-Cond	17.24	13.45 %
Fridge	12.21	31.14 %
Wash-Mac	10.95	28.14 %
Dishwash	2.40	54.60 %
Home-The	1.50	53.00 %
W-Purifi	0.98	23.41 %
Total	69.88	25.37 %

Branch *	MTD Sales L	Brand Share %
CH05	6.19	24.48 %
CH14	5.65	23.66 %
CH49	5.00	22.96 %
CH48	4.17	28.02 %
CH19	3.01	27.78 %
CH47	2.78	21.57 %
CH28	2.59	15.71 %
AVD1	2.40	19.96 %
CH25	2.21	9.59 %
CH07	2.09	20.82 %
CH42	1.73	14.82 %
CH22	1.16	17.14 %
MRM1	1.01	25.36 %
KNR1	0.82	23.60 %
SKL1	0.79	18.80 %
CH39	0.75	21.04 %
CH08		0.00 %
CH26		0.00 %
CH38		0.00 %
CH40		0.00 %
Total	69.88	25.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	18.30	39.06 %
Air-Cond	17.86	21.99 %
Wash-Mac	8.03	30.87 %
Fridge	6.97	27.70 %
Home-The	1.43	32.22 %
Dishwash	0.41	23.72 %
Oven	0.23	19.65 %
W-Purifi	0.16	14.89 %
Total	53.39	28.45 %

Branch *	MTD Sales L	Brand Share %
CH03	4.10	25.70 %
CH21	4.05	28.42 %
CH15	2.43	12.51 %
CH17	1.82	15.91 %
CH12	1.80	13.23 %
CH20	1.70	18.57 %
CH50	1.60	13.98 %
CH41	1.48	22.56 %
CH33	1.14	22.35 %
CH37	0.78	26.91 %
GPD1	0.47	18.48 %
CH32	0.32	10.50 %
CH01		0.00 %
MC06		0.00 %
WCHN	-1.29	16.41 %
Total	53.39	28.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	19.36	27.42 %
LED TV	18.87	38.12 %
Fridge	8.64	35.52 %
Wash-Mac	5.18	23.40 %
Home-The	0.71	25.78 %
W-Purifi	0.47	40.98 %
Oven	0.12	35.03 %
Total	53.36	31.16 %

Branch *	MTD Sales L	Brand Share %
PBR2	2.35	14.21 %
MVM1	2.33	27.52 %
TRY3	2.03	27.74 %
TVR2	0.97	28.25 %
KUM2	0.84	22.99 %
JKM1	0.80	17.46 %
TYR1	0.78	10.34 %
KIK1	0.78	16.68 %
TVR1	0.53	24.23 %
PDK2	0.51	10.60 %
TRY2	0.22	14.07 %
KRN1	0.16	7.46 %
TTP1	0.14	15.22 %
APM1		0.00 %
ORU1		0.00 %
TZSD	-0.86	25.23 %
Total	53.36	31.16 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	20.23	18.08 %
LED TV	13.62	26.74 %
Fridge	10.10	25.91 %
Wash-Mac	5.78	17.28 %
W-Purifi	1.29	82.60 %
Dishwash	0.94	42.43 %
Home-The	0.32	12.59 %
Oven	0.13	35.43 %
Total	52.41	21.66 %

Branch *	MTD Sales L	Brand Share %
MDU8	15.97	17.73 %
MDU1	3.72	17.44 %
DGL1	2.10	22.53 %
MDU7	1.82	27.50 %
MDU3	1.57	22.27 %
SVG1	0.87	28.15 %
USL1	0.69	24.19 %
MDU2	0.64	7.87 %
KKD3	0.63	11.03 %
PNI1	0.62	15.03 %
DKI1	0.62	27.03 %
PVI1	0.62	18.77 %
TMM1	0.51	11.34 %
DGL2	0.50	15.22 %
TDI1	0.44	10.25 %
BTU1	0.37	19.11 %
MDU5	0.30	11.32 %
MLR1	0.28	14.84 %
KYK1	0.15	16.02 %
ADP1		0.00 %
NKI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
WHMD		0.00 %
SZSD	-0.69	-255.52 %
Total	52.41	21.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.26	36.53 %
Wash-Mac	7.92	38.32 %
Air-Cond	6.68	20.11 %
Fridge	6.21	32.04 %
Home-The	0.93	33.37 %
Oven	0.49	64.17 %
W-Purifi	0.31	24.15 %
Total	35.81	31.25 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.15	27.16 %
VEL2	2.10	26.05 %
CYR1	0.95	25.73 %
TRL1	0.91	12.41 %
VEL1	0.81	21.18 %
ANI1	0.80	25.56 %
ARC2	0.78	26.22 %
SBR1	0.77	14.86 %
WJD1	0.61	19.62 %
ABR1	0.61	19.86 %
AKM1	0.34	11.38 %
PTU1	0.31	15.51 %
KPM1	0.14	7.05 %
SLG1	0.14	6.65 %
CGM1		0.00 %
WHVL		0.00 %
Total	35.81	31.25 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	10.38	33.86 %
Air-Cond	7.56	32.51 %
Fridge	7.32	43.03 %
Wash-Mac	4.10	20.31 %
W-Purifi	0.63	47.57 %
Oven	0.61	79.42 %
Dishwash	0.50	25.90 %
Home-The	0.16	6.73 %
Total	31.27	32.06 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.80	20.50 %
KMR1	2.28	21.13 %
SUL1	0.84	25.93 %
UAM1	0.72	16.92 %
PDM1	0.45	17.98 %
DPM2	0.29	23.36 %
MPM1	0.20	6.90 %
PLI1	0.19	8.69 %
ANR1		0.00 %
WHCB		0.00 %
Total	31.27	32.06 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	8.00	20.56 %
Wash-Mac	4.94	28.86 %
LED TV	4.67	27.70 %
Fridge	3.66	24.19 %
Dishwash	0.49	57.52 %
Home-The	0.44	29.61 %
W-Purifi	0.20	100.00 %
Total	22.41	24.74 %

Branch *	MTD Sales L	Brand Share %
TPR2	3.32	24.49 %
ERD2	2.07	16.51 %
NKL2	1.01	11.99 %
AVI1	0.77	13.34 %
CMI1	0.59	14.55 %
SYM2	0.52	15.51 %
RSP1	0.40	12.83 %
TPR3	0.25	6.79 %
TCG1	0.16	5.69 %
W3SD		0.00 %
Total	22.41	24.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.81	37.27 %
Air-Cond	5.39	13.86 %
Fridge	5.01	29.67 %
Wash-Mac	3.48	23.29 %
Dishwash	0.50	50.51 %
W-Purifi	0.18	20.71 %
Oven	0.13	56.69 %
Home-The	0.10	6.34 %
Total	21.60	23.32 %

Branch *	MTD Sales L	Brand Share %
KLM1	1.91	24.26 %
CUD1	1.38	23.74 %
NVL2	1.17	22.91 %
TRK1	0.95	17.13 %
SJI2	0.93	23.72 %
CDM1	0.88	16.47 %
KML1	0.61	26.88 %
TDM1	0.48	19.42 %
TVM2	0.37	19.94 %
STP1	0.35	20.37 %
MKM1	0.26	9.20 %
KKI2	0.19	8.36 %
VPM2	0.15	5.45 %
POY1	0.10	0.94 %
VCM1		0.00 %
WHUT		0.00 %
Total	21.60	23.32 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	5.34	19.17 %
Wash-Mac	4.36	24.08 %
Fridge	3.14	24.77 %
Air-Cond	3.03	20.09 %
Home-The	0.97	33.26 %
W-Purifi	0.53	75.61 %
Dishwash	0.42	100.00 %
Oven	0.13	36.00 %
Total	17.93	22.95 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.83	26.44 %
SLM1	1.51	12.41 %
ATU1	1.15	20.26 %
MTR1	1.06	26.40 %
SLM3	0.96	25.53 %
HSR2	0.87	17.81 %
KRI1	0.85	17.39 %
VPD1	0.53	22.96 %
OML1	0.47	20.92 %
SLM2	0.19	3.42 %
PLC1	0.17	7.40 %
DPR1	0.15	12.96 %
PNG1	0.15	14.54 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
Total	17.93	22.95 %