

MTD Sales
524.82 L

Brand Share %
27.88 %

Information:

MTD : 01-08-2025 To 03-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.88 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	188.83	35.37 %
Wash-Mac	121.30	30.98 %
Fridge	101.40	25.08 %
Air-Cond	91.89	18.90 %
W-Purifi	9.27	55.95 %
Home-The	7.10	22.02 %
Oven	3.08	39.41 %
Dishwash	1.95	19.48 %
Total	524.82	27.88 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	98.46	33.32 %
CHENNAI-01	71.56	24.56 %
TRICHY-01	61.43	26.49 %
WEST-02	61.43	29.88 %
SOUTH-03	57.54	22.53 %
CHENNAI-02	56.61	27.37 %
WEST-01	46.90	29.97 %
NORTH ARCOT	40.43	34.59 %
SOUTH ARCOT	26.68	24.25 %
KL-SOUTH	3.78	29.84 %
Total	524.82	27.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	29.60	35.66 %
Wash-Mac	23.35	34.75 %
Fridge	21.93	31.51 %
Air-Cond	19.75	30.16 %
W-Purifi	1.91	60.71 %
Home-The	0.82	17.28 %
Oven	0.73	48.64 %
Dishwash	0.37	44.18 %
Total	98.46	33.32 %

Branch *	MTD Sales L	Brand Share %
TUT2	2.96	22.89 %
VNR2	2.83	22.20 %
TKS1	2.37	26.98 %
TCN1	2.10	21.82 %
VLY1	1.43	13.10 %
VNR1	0.90	18.72 %
SNL1	0.67	15.08 %
UDN1	0.45	17.80 %
KYR1	0.44	18.65 %
ERL1	0.33	16.76 %
STU2	0.26	5.12 %
ARM1	0.06	2.69 %
KSM1		0.00 %
SGT1		0.00 %
TVL2		0.00 %
Total	98.46	33.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	21.56	16.97 %
LED TV	19.76	37.04 %
Wash-Mac	15.05	31.64 %
Fridge	11.90	22.78 %
Home-The	1.42	31.08 %
W-Purifi	0.81	25.85 %
Oven	0.66	50.28 %
Dishwash	0.40	18.69 %
Total	71.56	24.56 %

Branch *	MTD Sales L	Brand Share %
CH08	4.11	19.47 %
CH28	3.53	22.41 %
CH48	3.07	15.61 %
CH45	3.00	24.28 %
GUD2	2.33	25.76 %
CH11	2.25	11.78 %
CH39	2.19	23.30 %
CH22	2.16	22.72 %
MRM1	2.04	23.46 %
GUD1	1.78	20.63 %
CH30	1.75	23.98 %
AVD1	1.32	15.32 %
CH42	0.99	5.90 %
CGL1	0.74	19.78 %
CH40	0.33	24.22 %
CH26	0.30	18.59 %
CZWH	0.20	14.71 %
CH29	0.12	8.21 %
Total	71.56	24.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	21.38	32.33 %
Air-Cond	13.99	19.93 %
Wash-Mac	12.10	31.14 %
Fridge	11.91	23.85 %
W-Purifi	1.18	58.70 %
Dishwash	0.39	50.84 %
Home-The	0.38	11.38 %
Oven	0.10	15.58 %
Total	61.43	26.49 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.29	22.49 %
TNJ1	6.22	27.42 %
PBR2	4.91	25.21 %
MVM1	3.88	27.05 %
TNJ2	3.59	26.16 %
TVR2	2.26	26.32 %
MDI1	2.12	23.32 %
NGT1	1.44	20.79 %
TRY3	1.07	12.98 %
KIK1	1.00	12.45 %
MSI1	0.94	18.00 %
KRN1	0.75	25.98 %
APM1	0.66	26.76 %
NCK1	0.62	24.60 %
ORU1		0.00 %
TRY2		0.00 %
Total	61.43	26.49 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	28.39	37.62 %
Wash-Mac	16.43	32.96 %
Fridge	11.68	23.67 %
Air-Cond	2.49	10.62 %
Home-The	1.12	24.35 %
W-Purifi	0.60	69.25 %
Dishwash	0.40	45.27 %
Oven	0.30	28.52 %
Total	61.43	29.88 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.32	15.84 %
HSR1	3.02	26.11 %
HSR2	2.71	18.56 %
ATU1	2.45	27.04 %
VPD1	1.71	26.04 %
ERD2	1.69	12.16 %
SGI1	1.55	20.51 %
CMI1	0.81	26.65 %
MTR1	0.71	17.04 %
SLM2	0.56	15.90 %
TCG1	0.26	7.53 %
DPR1	0.12	4.74 %
PLC1		0.00 %
Total	61.43	29.88 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	19.94	28.91 %
Wash-Mac	13.60	23.72 %
Fridge	12.94	22.78 %
Air-Cond	8.21	13.02 %
W-Purifi	1.68	57.94 %
Home-The	0.62	13.41 %
Oven	0.55	66.26 %
Total	57.54	22.53 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.89	14.56 %
DGL1	2.47	16.17 %
MDU2	2.12	12.76 %
TMM1	1.91	27.38 %
TPT1	1.32	20.33 %
MDU3	1.21	21.75 %
SGP1	1.13	11.00 %
KRR1	1.01	9.22 %
ATG1	0.85	20.10 %
KPT1	0.78	24.41 %
MNM1	0.78	25.06 %
TEN1	0.67	7.34 %
PNV1	0.61	17.55 %
NTM1	0.52	20.06 %
MDU5	0.46	9.60 %
PVI1	0.41	11.54 %
USL1	0.36	8.77 %
DGL2	0.26	5.50 %
ADP1	0.18	5.02 %
BTU1	0.17	6.51 %
CMR1		0.00 %
NKI1		0.00 %
Total	57.54	22.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	22.73	37.29 %
Air-Cond	11.75	17.61 %
Wash-Mac	11.34	30.75 %
Fridge	8.58	25.00 %
W-Purifi	1.32	90.10 %
Home-The	0.47	19.49 %
Oven	0.43	26.34 %
Total	56.61	27.37 %

Branch *	MTD Sales L	Brand Share %
CH03	6.68	26.91 %
CH15	4.62	23.38 %
CH06	3.17	21.42 %
CH21	2.51	18.73 %
CH41	2.30	23.24 %
CH09	2.10	23.86 %
CH34	2.05	24.76 %
MJR1	1.95	24.04 %
PON1	1.86	24.04 %
CH12	1.72	15.06 %
CH44	1.62	20.25 %
CH33	1.61	26.93 %
CH17	1.48	23.03 %
CH24	1.08	15.32 %
GPD1	0.92	18.67 %
CH23	0.45	16.35 %
Total	56.61	27.37 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	18.63	37.28 %
Wash-Mac	12.71	26.47 %
Fridge	11.46	28.68 %
Air-Cond	2.37	19.94 %
Home-The	0.88	26.37 %
W-Purifi	0.65	43.33 %
Oven	0.21	33.24 %
Total	46.90	29.97 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.52	25.87 %
KMR1	2.10	23.45 %
TPR1	1.82	23.62 %
UAM1	1.19	16.15 %
MPM1	1.13	21.39 %
SYM2	1.12	22.34 %
CBE1	0.52	15.15 %
TPR3	0.20	4.27 %
CNR1	0.17	11.83 %
PDM1	0.10	2.45 %
WHCB		0.00 %
ANR1	-0.33	-23.28 %
Total	46.90	29.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.43	47.09 %
Wash-Mac	8.81	37.18 %
Air-Cond	6.09	22.75 %
Fridge	5.86	23.45 %
Home-The	1.10	42.60 %
W-Purifi	0.64	76.29 %
Dishwash	0.39	45.46 %
Oven	0.10	100.00 %
Total	40.43	34.59 %

Branch *	MTD Sales L	Brand Share %
AKM1	1.73	18.78 %
KPM1	0.95	18.31 %
CGM1	0.69	17.19 %
CYR1	0.63	25.72 %
WJD1	0.42	24.45 %
SLG1	0.09	4.43 %
Total	40.43	34.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.64	28.09 %
Wash-Mac	7.07	36.44 %
Fridge	4.81	18.66 %
Air-Cond	4.64	16.34 %
Home-The	0.28	17.10 %
W-Purifi	0.25	63.90 %
Total	26.68	24.25 %

Branch *	MTD Sales L	Brand Share %
KKI2	2.90	26.47 %
CUD1	2.03	17.70 %
ULP1	1.66	22.93 %
VPM2	1.41	20.75 %
POY2	0.89	17.79 %
STP1	0.65	27.42 %
SJI1	0.61	15.23 %
CDM1	0.56	14.39 %
TDM1	0.45	13.82 %
PRT1	0.33	11.95 %
MKM1	0.16	5.91 %
VPM1	0.13	5.79 %
TVM1	0.13	6.92 %
NVL2		0.00 %
Total	26.68	24.25 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.34	28.18 %
Air-Cond	1.03	33.45 %
Wash-Mac	0.85	30.66 %
Fridge	0.33	23.55 %
W-Purifi	0.22	74.94 %
Total	3.78	29.84 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.79	25.61 %
Total	3.78	29.84 %