

MTD Sales
305.68 L

Brand Share %
27.85 %

Information:

MTD : 01-09-2025 To 03-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.85 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	105.15	34.45 %
Air-Cond	71.24	23.37 %
Fridge	62.85	24.31 %
Wash-Mac	52.47	27.27 %
W-Purifi	7.02	58.59 %
Home-The	2.66	16.67 %
Oven	2.38	55.23 %
Dishwash	1.91	45.60 %
Total	305.68	27.85 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	55.53	30.28 %
TRICHY-01	51.41	28.15 %
SOUTH-03	36.67	25.65 %
CHENNAI-01	33.34	24.95 %
CHENNAI-02	32.68	32.45 %
WEST-02	22.02	26.83 %
WEST-01	20.87	25.67 %
SOUTH ARCOT	20.77	25.68 %
NORTH ARCOT	19.65	33.74 %
KL-SOUTH	12.74	24.68 %
Total	305.68	27.85 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	15.82	39.12 %
Air-Cond	15.35	26.18 %
Fridge	10.83	23.66 %
Wash-Mac	10.81	33.91 %
W-Purifi	1.55	65.27 %
Dishwash	0.77	100.00 %
Oven	0.31	40.15 %
Home-The	0.10	3.65 %
Total	55.53	30.28 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.46	16.82 %
ERL2	1.30	21.77 %
MMT1	1.24	24.02 %
SVK1	1.20	19.13 %
TKS1	1.01	15.68 %
APK2	0.91	21.44 %
VLY1	0.59	8.55 %
VNR1	0.58	23.13 %
COL1	0.26	25.49 %
KYR1	0.19	9.73 %
STU2	0.18	8.46 %
TVL2	0.10	14.18 %
ASM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	55.53	30.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	22.84	45.44 %
Air-Cond	13.03	17.74 %
Fridge	8.85	26.03 %
Wash-Mac	5.80	26.81 %
Dishwash	0.38	50.15 %
Home-The	0.38	22.88 %
W-Purifi	0.12	18.24 %
Total	51.41	28.15 %

Branch *	MTD Sales L	Brand Share %
PTK1	2.13	27.68 %
TVR2	1.44	21.28 %
KUM1	1.30	24.30 %
PDK1	1.17	24.76 %
TNJ1	0.89	12.61 %
AYR1	0.79	21.37 %
MSI1	0.76	22.19 %
KIK1	0.69	15.60 %
TTP1	0.52	24.10 %
TRY2	0.27	4.53 %
JKM1	0.20	11.66 %
KRN1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	51.41	28.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	12.31	32.19 %
Air-Cond	8.61	23.46 %
LED TV	8.02	21.80 %
Wash-Mac	6.46	24.98 %
W-Purifi	0.87	55.75 %
Oven	0.39	59.20 %
Total	36.67	25.65 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.31	13.46 %
MDU2	2.49	23.54 %
DGL1	2.06	16.08 %
TMM1	1.22	19.01 %
TEN2	0.86	25.80 %
KKD2	0.58	18.74 %
ADP1	0.55	22.06 %
MDU4	0.55	14.25 %
KRR1	0.33	22.13 %
NKI1	0.26	14.73 %
KPT1	0.24	24.85 %
PKM1	0.18	15.09 %
NTM1	0.17	9.29 %
TEN1	0.13	2.90 %
BTU1	0.13	12.77 %
CMR1		0.00 %
DGL2		0.00 %
MDU5		0.00 %
ODM1		0.00 %
Total	36.67	25.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.83	22.55 %
LED TV	9.16	35.98 %
Wash-Mac	6.64	27.05 %
Fridge	4.22	16.39 %
W-Purifi	0.78	44.48 %
Home-The	0.37	14.07 %
Oven	0.34	55.97 %
Total	33.34	24.95 %

Branch *	MTD Sales L	Brand Share %
CH14	2.50	21.44 %
CH05	1.48	19.45 %
CH48	1.27	23.35 %
CH19	1.15	15.59 %
CH28	0.99	14.87 %
CH08	0.75	12.64 %
CH22	0.72	17.80 %
CH11	0.70	20.19 %
CH07	0.70	14.01 %
SKL1	0.54	24.20 %
AVD1	0.39	14.10 %
CH30	0.36	8.56 %
CH42	0.13	2.37 %
CH26	0.13	14.12 %
CH29		0.00 %
CH38		0.00 %
CH45		0.00 %
CZWH		0.00 %
Total	33.34	24.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	15.08	46.70 %
Air-Cond	6.84	24.14 %
Wash-Mac	5.32	27.55 %
Fridge	4.35	24.08 %
Home-The	0.72	63.96 %
W-Purifi	0.37	33.25 %
Total	32.68	32.45 %

Branch *	MTD Sales L	Brand Share %
CH18	2.21	27.43 %
CH03	1.61	15.94 %
CH15	1.57	16.42 %
CH06	0.96	18.89 %
CH41	0.86	24.47 %
CH33	0.69	18.55 %
CH24	0.69	22.92 %
CH20	0.40	11.09 %
PON1	0.32	15.92 %
CH32	0.27	25.14 %
UKI1	0.27	25.77 %
GPD1	0.17	7.35 %
CH27		0.00 %
MC06		0.00 %
MJR1		0.00 %
Total	32.68	32.45 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	8.23	30.63 %
Fridge	5.37	22.71 %
Wash-Mac	4.99	25.21 %
Air-Cond	1.87	21.39 %
W-Purifi	1.14	89.91 %
Oven	0.24	100.00 %
Home-The	0.18	12.00 %
Total	22.02	26.83 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.39	18.52 %
TRM1	0.84	25.95 %
ERD2	0.75	12.79 %
MCR1	0.64	24.74 %
HSR1	0.52	17.59 %
SLM2	0.47	24.90 %
ATU1	0.45	21.63 %
HSR2	0.43	10.57 %
RSP1	0.40	16.85 %
APN1	0.28	13.22 %
MTR1	0.19	10.09 %
ERD1	0.13	4.17 %
EDP1	0.13	11.38 %
HRR1	0.12	17.78 %
CMI1		0.00 %
DPR1		0.00 %
PMP1		0.00 %
PLC1	-0.26	-18.22 %
Total	22.02	26.83 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	6.65	28.74 %
Wash-Mac	6.58	33.83 %
Fridge	4.10	16.83 %
Air-Cond	1.65	15.43 %
W-Purifi	0.64	91.24 %
Oven	0.48	78.24 %
Dishwash	0.39	55.69 %
Home-The	0.38	23.31 %
Total	20.87	25.67 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.03	15.26 %
SNR1	1.39	25.36 %
KMR1	1.00	16.04 %
KMD1	0.70	21.91 %
UMP1	0.68	16.91 %
CBE4	0.47	26.35 %
KGM1	0.34	26.74 %
CBE5	0.28	15.25 %
DPM2	0.22	17.84 %
CBE3	0.19	18.62 %
CBE1	0.18	10.65 %
TPR4	0.13	18.19 %
UAM1	0.13	4.88 %
MPM1		0.00 %
PDM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	20.87	25.67 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.41	26.35 %
Air-Cond	5.71	32.85 %
Fridge	4.28	23.16 %
Wash-Mac	2.50	16.58 %
W-Purifi	0.50	100.00 %
Home-The	0.26	21.97 %
Oven	0.12	68.93 %
Total	20.77	25.68 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.69	17.73 %
POY2	1.61	25.82 %
POY1	0.98	14.26 %
CUD1	0.88	17.23 %
KKI2	0.61	17.61 %
PRT1	0.51	14.32 %
CDM1	0.44	12.54 %
TDM1	0.33	10.07 %
MKM1	0.24	8.26 %
SJI1	0.22	10.54 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	20.77	25.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.17	39.39 %
Fridge	4.41	30.63 %
Air-Cond	3.71	29.95 %
Wash-Mac	1.74	22.22 %
W-Purifi	1.05	65.49 %
Oven	0.41	77.95 %
Home-The	0.17	44.84 %
Total	19.65	33.74 %

Branch *	MTD Sales L	Brand Share %
VEL1	0.64	22.29 %
WJD1	0.61	19.54 %
TRL1	0.34	6.26 %
ABR1	0.20	6.34 %
CYR1	0.19	15.90 %
UGI1	0.13	23.13 %
CGM1		0.00 %
PLR1		0.00 %
TRT1		0.00 %
Total	19.65	33.74 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.14	26.07 %
LED TV	3.77	17.90 %
Air-Cond	2.66	43.52 %
Wash-Mac	1.64	23.27 %
Dishwash	0.37	54.29 %
Oven	0.09	100.00 %
Home-The	0.08	24.39 %
Total	12.74	24.68 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.84	26.86 %
PAS1	0.26	2.83 %
Total	12.74	24.68 %