

MTD Sales
594.73 L

Brand Share %
28.14 %

Information:

MTD : 01-10-2025 To 03-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.14 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	259.58	32.01 %
Wash-Mac	107.20	29.25 %
Air-Cond	103.30	21.66 %
Fridge	92.55	24.70 %
Home-The	13.58	27.25 %
W-Purifi	8.65	54.94 %
Dishwash	7.45	57.60 %
Oven	2.41	40.71 %
Total	594.73	28.14 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	102.52	31.05 %
CHENNAI-01	101.50	32.79 %
SOUTH-03	73.03	25.66 %
TRICHY-01	64.03	23.80 %
WEST-02	63.87	28.66 %
CHENNAI-02	51.49	23.24 %
WEST-01	51.18	28.48 %
NORTH ARCOT	47.30	34.35 %
SOUTH ARCOT	36.93	25.07 %
KL-SOUTH	2.87	26.39 %
Total	594.73	28.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	37.52	35.60 %
Air-Cond	30.66	31.24 %
Wash-Mac	17.64	31.66 %
Fridge	12.07	21.21 %
W-Purifi	2.28	66.96 %
Home-The	0.88	12.28 %
Dishwash	0.77	34.69 %
Oven	0.71	54.73 %
Total	102.52	31.05 %

Branch *	MTD Sales L	Brand Share %
RPM1	7.19	25.85 %
VNR2	2.15	15.14 %
SVK1	2.06	19.30 %
TKS1	1.63	11.07 %
PKD1	1.51	23.57 %
ERL2	1.45	22.25 %
SNL1	0.94	16.68 %
UDN1	0.76	21.95 %
TCN1	0.76	18.68 %
ARM1	0.57	22.76 %
STU2	0.43	17.11 %
TVL2	0.42	9.15 %
COL1	0.39	26.29 %
SGT1	0.37	13.62 %
KYR1		0.00 %
Total	102.52	31.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	43.31	39.76 %
Air-Cond	21.43	23.71 %
Wash-Mac	14.76	31.80 %
Fridge	14.65	29.20 %
Home-The	3.87	61.90 %
Dishwash	2.32	59.52 %
W-Purifi	0.74	28.70 %
Oven	0.42	47.38 %
Total	101.50	32.79 %

Branch *	MTD Sales L	Brand Share %
CH05	5.88	23.79 %
CH14	5.41	23.30 %
CH28	3.14	20.78 %
CH22	2.29	24.18 %
MRM1	1.63	17.16 %
CH30	1.61	15.93 %
AVD1	1.36	16.96 %
KNR1	1.22	16.99 %
CH38	0.93	21.33 %
CH39	0.25	5.79 %
CH26	0.13	4.15 %
CZWH		0.00 %
Total	101.50	32.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	32.14	29.82 %
Wash-Mac	15.09	31.32 %
Fridge	11.53	19.97 %
Air-Cond	10.89	18.01 %
Home-The	1.18	20.26 %
Dishwash	1.15	54.33 %
W-Purifi	0.63	35.09 %
Oven	0.42	62.59 %
Total	73.03	25.66 %

Branch *	MTD Sales L	Brand Share %
DGL1	10.34	24.44 %
MDU1	7.28	23.88 %
MDU2	5.26	19.05 %
KKD3	2.94	21.66 %
TMM1	2.82	25.39 %
MDU3	1.79	20.37 %
MDU4	1.61	27.95 %
ATG1	1.53	20.76 %
TEN1	1.48	19.13 %
MPA1	1.36	27.12 %
SZSD	0.85	18.33 %
BNR1	0.61	15.87 %
ADP1	0.56	15.40 %
NKI1	0.47	16.70 %
CMR1	0.44	16.74 %
KKD2	0.39	10.14 %
PNV1	0.36	19.57 %
ODM1	0.32	13.24 %
MNM1	0.25	5.85 %
MDU5	0.11	2.22 %
DGL2		0.00 %
Total	73.03	25.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	31.30	27.50 %
Air-Cond	10.44	15.88 %
Wash-Mac	10.32	24.54 %
Fridge	10.26	25.18 %
Home-The	0.71	14.44 %
W-Purifi	0.51	55.01 %
Dishwash	0.39	100.00 %
Oven	0.10	20.23 %
Total	64.03	23.80 %

Branch *	MTD Sales L	Brand Share %
MVM1	4.66	26.29 %
TNJ2	3.66	21.44 %
TNJ1	3.61	12.82 %
KUM1	3.02	18.88 %
TVR2	2.84	20.95 %
PBR2	2.81	19.83 %
TRY3	2.29	16.81 %
MDI1	2.25	23.74 %
JKM1	1.47	26.45 %
PTK1	1.46	20.04 %
PDK1	1.35	28.10 %
KIK1	1.22	17.90 %
MSI1	1.19	23.97 %
AYR1	1.15	19.56 %
NCK1	0.55	26.03 %
TRY2	0.46	9.25 %
APM1	0.38	12.48 %
KRN1	0.28	10.56 %
ORU1		0.00 %
TZSD		0.00 %
Total	64.03	23.80 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	27.41	27.51 %
Wash-Mac	15.77	31.73 %
Fridge	13.40	29.99 %
Air-Cond	4.06	19.64 %
Home-The	1.54	27.23 %
Dishwash	1.20	100.00 %
W-Purifi	0.50	54.06 %
Total	63.87	28.66 %

Branch *	MTD Sales L	Brand Share %
ERD1	4.78	20.50 %
SLM1	4.49	20.30 %
ERD2	4.01	21.97 %
VPD1	2.02	28.08 %
TCG1	1.20	24.52 %
KVP1	1.14	26.43 %
MCR1	1.05	25.50 %
OML1	1.01	14.31 %
DPR1	0.93	23.80 %
TRM1	0.81	14.29 %
PLC1	0.70	14.30 %
SLM3	0.39	12.36 %
MTR1	0.31	8.10 %
KRI1	0.29	14.64 %
PMP1	0.28	18.31 %
CMI1	0.13	14.40 %
Total	63.87	28.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	21.67	27.88 %
Fridge	9.70	25.38 %
Wash-Mac	8.40	22.21 %
Air-Cond	7.77	12.95 %
Home-The	1.81	44.59 %
W-Purifi	1.40	59.26 %
Dishwash	0.43	100.00 %
Oven	0.30	32.35 %
Total	51.49	23.24 %

Branch *	MTD Sales L	Brand Share %
CH15	4.05	13.98 %
CH21	3.53	24.58 %
CH12	3.46	18.48 %
CH03	3.34	15.92 %
CH09	2.90	27.79 %
CH06	2.61	27.10 %
CH18	2.48	22.51 %
CH34	2.25	25.79 %
CH24	2.16	19.42 %
CH41	1.96	19.83 %
CH44	1.65	24.00 %
CH43	1.37	26.46 %
GPD1	1.14	27.71 %
CH31	1.05	20.06 %
CH46	1.00	12.18 %
CH17	0.80	26.24 %
PON1	0.74	22.52 %
CH32		0.00 %
MC05		0.00 %
Total	51.49	23.24 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	24.97	30.53 %
Wash-Mac	10.02	27.13 %
Fridge	8.24	24.99 %
Air-Cond	6.08	32.26 %
Home-The	1.12	15.86 %
W-Purifi	0.65	59.68 %
Oven	0.11	19.58 %
Dishwash		0.49 %
Total	51.18	28.48 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.38	17.06 %
GBM1	2.04	26.10 %
MPM1	1.61	26.33 %
KMR1	1.60	12.23 %
UAM1	1.54	18.60 %
PLI1	1.38	16.72 %
TPR3	1.30	25.58 %
PDM1	0.77	20.82 %
CBE1	0.72	15.06 %
TPR1	0.54	11.01 %
UMP1	0.51	10.85 %
SYM2	0.34	13.77 %
CBE5	0.14	8.84 %
ANR1	-0.27	-20.71 %
Total	51.18	28.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	23.62	42.73 %
Wash-Mac	8.42	36.42 %
Fridge	6.64	25.76 %
Air-Cond	5.82	21.69 %
Home-The	1.35	29.16 %
W-Purifi	1.02	65.17 %
Dishwash	0.38	100.00 %
Oven	0.05	50.00 %
Total	47.30	34.35 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.88	22.85 %
KPM1	1.37	19.32 %
ABR1	0.88	14.96 %
AKM1	0.85	21.51 %
CGM1	0.60	19.13 %
ARC2	0.51	20.95 %
WJD1	0.51	9.29 %
TRT1	0.38	10.15 %
CYR1	0.25	8.65 %
Total	47.30	34.35 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.40	29.41 %
Wash-Mac	6.32	25.28 %
Air-Cond	5.87	17.43 %
Fridge	5.71	22.14 %
Home-The	0.97	24.01 %
W-Purifi	0.92	88.73 %
Dishwash	0.43	30.36 %
Oven	0.31	53.42 %
Total	36.93	25.07 %

Branch *	MTD Sales L	Brand Share %
NVL2	3.36	23.28 %
POY1	3.31	19.39 %
CUD1	2.73	18.31 %
KKI2	2.30	21.72 %
VPM2	1.65	19.43 %
PRT1	1.20	24.82 %
MKM1	0.41	8.32 %
CDM1	0.31	7.50 %
STP1	0.30	14.72 %
VPM1	0.27	5.82 %
VCM1	0.26	17.33 %
TVM2	0.18	5.69 %
SJI1		0.00 %
Total	36.93	25.07 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.25	26.10 %
Wash-Mac	0.47	30.49 %
Dishwash	0.38	100.00 %
Fridge	0.35	21.08 %
Air-Cond	0.27	12.30 %
Home-The	0.15	61.46 %
Total	2.87	26.39 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.58	22.55 %
KLR1	0.65	26.11 %
Total	2.87	26.39 %