

MTD Sales
701.72 L

Brand Share %
27.81 %

Information:

MTD : 01-10-2025 To 04-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.81 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	298.75	31.43 %
Wash-Mac	126.28	29.14 %
Air-Cond	125.13	21.54 %
Fridge	112.09	24.71 %
Home-The	15.56	25.57 %
W-Purifi	10.88	57.08 %
Dishwash	9.42	55.40 %
Oven	3.61	45.10 %
Total	701.72	27.81 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	121.47	30.74 %
CHENNAI-01	121.12	32.34 %
SOUTH-03	85.99	24.89 %
TRICHY-01	76.28	23.57 %
WEST-02	75.09	28.18 %
CHENNAI-02	61.71	22.91 %
NORTH ARCOT	57.99	36.20 %
WEST-01	56.39	27.03 %
SOUTH ARCOT	42.56	25.64 %
KL-SOUTH	3.12	22.87 %
Total	701.72	27.81 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	43.16	35.93 %
Air-Cond	36.55	30.45 %
Wash-Mac	19.87	29.59 %
Fridge	16.68	23.62 %
W-Purifi	2.70	65.76 %
Home-The	1.03	11.55 %
Dishwash	0.77	28.77 %
Oven	0.71	46.38 %
Total	121.47	30.74 %

Branch *	MTD Sales L	Brand Share %
RPM1	7.19	24.70 %
KVT1	5.82	27.43 %
SVK1	3.03	22.42 %
VNR2	2.15	13.84 %
PKD1	1.84	25.47 %
SNL1	1.83	22.72 %
VNR1	1.75	26.52 %
TKS1	1.63	9.71 %
ERL2	1.45	20.90 %
SKD1	1.15	27.81 %
TCN1	0.76	13.83 %
ARM1	0.57	22.76 %
STU2	0.43	13.42 %
TVL2	0.42	8.92 %
COL1	0.39	26.29 %
SGT1	0.37	12.39 %
KYR1		0.00 %
Total	121.47	30.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	47.37	37.34 %
Air-Cond	26.70	24.35 %
Wash-Mac	18.99	33.19 %
Fridge	18.56	29.31 %
Home-The	4.42	62.00 %
Dishwash	3.12	54.97 %
W-Purifi	1.53	41.43 %
Oven	0.42	41.58 %
Total	121.12	32.34 %

Branch *	MTD Sales L	Brand Share %
CH14	6.32	23.38 %
CH05	6.09	22.53 %
CH28	4.47	21.17 %
CH30	2.94	23.44 %
CH22	2.63	23.47 %
MRM1	1.84	16.94 %
AVD1	1.69	18.04 %
KNR1	1.22	15.05 %
CH39	0.52	9.33 %
CZWH	0.22	4.05 %
CH26	0.13	4.15 %
Total	121.12	32.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	36.76	28.62 %
Wash-Mac	17.33	30.89 %
Fridge	14.09	20.30 %
Air-Cond	13.72	17.46 %
Home-The	1.57	20.43 %
Dishwash	1.15	54.33 %
W-Purifi	0.86	39.94 %
Oven	0.50	51.56 %
Total	85.99	24.89 %

Branch *	MTD Sales L	Brand Share %
DGL1	12.01	24.61 %
MDU1	8.09	22.90 %
MDU2	6.63	18.45 %
KKD3	3.54	19.71 %
TMM1	3.02	23.94 %
MDU3	2.62	22.49 %
MDU4	1.98	27.65 %
ATG1	1.91	19.75 %
MPA1	1.78	27.43 %
MDU6	1.63	27.37 %
TEN1	1.48	16.51 %
SZSD	0.85	18.33 %
BNR1	0.73	15.98 %
PNI1	0.69	23.37 %
BTU1	0.62	22.85 %
NKI1	0.60	12.70 %
ADP1	0.56	12.67 %
MDU5	0.44	7.84 %
CMR1	0.44	12.89 %
MNM1	0.41	8.96 %
KKD2	0.39	8.45 %
PNV1	0.36	10.42 %
ODM1	0.17	5.53 %
DGL2		0.00 %
Total	85.99	24.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	36.59	27.43 %
Air-Cond	12.98	15.31 %
Fridge	12.35	25.08 %
Wash-Mac	11.84	24.76 %
Home-The	1.27	20.76 %
W-Purifi	0.76	61.00 %
Dishwash	0.39	100.00 %
Oven	0.10	15.45 %
Total	76.28	23.57 %

Branch *	MTD Sales L	Brand Share %
MVM1	5.08	26.18 %
TNJ2	4.89	22.76 %
TNJ1	4.30	13.14 %
KUM1	4.00	21.41 %
TVR2	3.54	22.55 %
PBR2	3.44	20.45 %
MDI1	2.88	24.35 %
TRY3	2.00	13.89 %
PTK1	1.85	19.48 %
JKM1	1.80	24.85 %
PDK1	1.63	27.56 %
KIK1	1.53	17.17 %
MSI1	1.19	20.37 %
AYR1	1.15	17.47 %
APM1	0.71	19.54 %
NCK1	0.55	26.03 %
KRN1	0.55	17.71 %
TRY2	0.46	4.79 %
ORU1		0.00 %
TZSD		0.00 %
Total	76.28	23.57 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	33.22	27.83 %
Wash-Mac	17.18	29.27 %
Fridge	15.71	29.13 %
Air-Cond	4.72	20.32 %
Dishwash	1.60	100.00 %
Home-The	1.54	19.83 %
W-Purifi	0.90	74.10 %
Oven	0.22	34.69 %
Total	75.09	28.18 %

Branch *	MTD Sales L	Brand Share %
ERD1	6.03	23.05 %
HSR2	5.55	26.94 %
SLM1	5.15	18.90 %
ERD2	4.77	23.70 %
SLM2	2.14	26.20 %
TRM1	1.99	23.77 %
TCG1	1.58	27.52 %
SLM3	1.28	19.14 %
MCR1	1.23	24.45 %
OML1	1.01	13.75 %
DPR1	0.93	20.02 %
MTR1	0.71	13.00 %
PLC1	0.70	12.55 %
KRI1	0.66	22.90 %
CMI1	0.31	16.85 %
PMP1	0.28	14.12 %
Total	75.09	28.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	24.87	26.10 %
Wash-Mac	11.17	24.30 %
Fridge	10.95	24.05 %
Air-Cond	9.86	13.69 %
Home-The	1.90	35.59 %
W-Purifi	1.40	53.52 %
Dishwash	0.81	62.92 %
Oven	0.76	54.64 %
Total	61.71	22.91 %

Branch *	MTD Sales L	Brand Share %
CH15	6.15	16.96 %
CH03	4.88	19.77 %
CH12	4.51	17.60 %
CH21	3.53	24.30 %
CH18	3.37	23.52 %
CH20	3.26	23.36 %
CH34	3.03	23.99 %
CH09	2.90	26.51 %
CH41	2.79	23.67 %
CH06	2.61	24.56 %
CH24	2.16	17.40 %
CH44	1.84	21.53 %
CH46	1.52	16.14 %
CH31	1.48	23.63 %
GPD1	1.14	26.74 %
CH17	0.80	18.94 %
PON1	0.74	18.49 %
CH32		0.00 %
MC05		0.00 %
Total	61.71	22.91 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.15	45.67 %
Wash-Mac	10.02	36.94 %
Fridge	7.53	26.30 %
Air-Cond	6.90	22.38 %
Home-The	1.59	30.91 %
W-Purifi	1.15	67.77 %
Dishwash	0.38	100.00 %
Oven	0.26	73.55 %
Total	57.99	36.20 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.94	26.20 %
KPM1	1.62	18.50 %
WJD1	1.43	22.49 %
ABR1	1.07	17.22 %
TRT1	0.88	18.21 %
AKM1	0.85	20.08 %
CGM1	0.81	22.05 %
CYR1	0.25	8.36 %
Total	57.99	36.20 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	26.05	28.20 %
Wash-Mac	12.01	27.29 %
Fridge	8.88	22.63 %
Air-Cond	6.96	31.44 %
Home-The	1.12	14.32 %
W-Purifi	0.65	59.68 %
Dishwash	0.39	35.94 %
Oven	0.33	37.56 %
Total	56.39	27.03 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.38	15.15 %
CBE4	2.77	27.30 %
MPM1	2.05	23.52 %
GBM1	2.04	24.15 %
PLI1	1.84	17.91 %
KMR1	1.73	12.06 %
UAM1	1.54	16.27 %
TPR3	1.30	24.54 %
PDM1	0.94	24.46 %
CBE1	0.90	15.20 %
UMP1	0.64	13.07 %
TPR1	0.54	9.40 %
SYM2	0.34	10.80 %
ANR1	0.06	3.57 %
Total	56.39	27.03 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.08	30.15 %
Wash-Mac	7.40	27.27 %
Fridge	6.99	22.95 %
Air-Cond	6.48	17.34 %
Home-The	0.97	20.83 %
W-Purifi	0.92	78.90 %
Dishwash	0.43	30.36 %
Oven	0.31	53.42 %
Total	42.56	25.64 %

Branch *	MTD Sales L	Brand Share %
POY1	4.31	20.86 %
NVL2	3.92	25.91 %
CUD1	2.86	18.45 %
KKI2	2.30	18.97 %
VPM2	1.84	18.95 %
PRT1	1.20	20.91 %
CDM1	0.52	7.71 %
STP1	0.48	18.23 %
TVM2	0.46	13.43 %
MKM1	0.41	8.12 %
VCM1	0.38	23.74 %
VPM1	0.27	5.23 %
SJI1		0.00 %
Total	42.56	25.64 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.50	27.81 %
Wash-Mac	0.47	22.42 %
Dishwash	0.38	100.00 %
Fridge	0.35	10.83 %
Air-Cond	0.27	12.30 %
Home-The	0.15	52.51 %
Total	3.12	22.87 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.36	17.45 %
KLR1	0.77	22.03 %
Total	3.12	22.87 %