

MTD Sales
751.19 L

Brand Share %
27.38 %

Information:

MTD : 01-08-2025 To 05-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.38 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	265.45	33.55 %
Wash-Mac	171.70	30.03 %
Fridge	154.85	26.28 %
Air-Cond	126.91	18.40 %
W-Purifi	13.55	55.38 %
Home-The	9.06	18.77 %
Oven	5.04	46.54 %
Dishwash	4.64	26.24 %
Total	751.19	27.38 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	132.89	32.65 %
CHENNAI-01	99.56	23.94 %
WEST-01	89.76	30.69 %
WEST-02	85.64	29.16 %
TRICHY-01	83.16	25.24 %
SOUTH-03	77.87	22.01 %
CHENNAI-02	77.75	26.19 %
NORTH ARCOT	59.07	35.04 %
SOUTH ARCOT	40.69	24.27 %
KL-SOUTH	4.80	27.13 %
Total	751.19	27.38 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	42.21	34.49 %
Wash-Mac	31.21	34.85 %
Fridge	28.48	31.00 %
Air-Cond	25.49	29.34 %
W-Purifi	3.14	61.22 %
Home-The	1.27	15.87 %
Oven	0.73	40.79 %
Dishwash	0.37	25.60 %
Total	132.89	32.65 %

Branch *	MTD Sales L	Brand Share %
RPM1	6.19	27.28 %
SVK1	4.17	25.13 %
TUT2	4.10	24.55 %
VNR2	3.35	22.13 %
TCN1	2.51	20.53 %
VLY1	1.64	12.95 %
VKM1	1.40	27.37 %
VNR1	1.23	19.56 %
STU2	1.04	14.75 %
SNL1	0.97	15.19 %
KYR1	0.57	13.40 %
UDN1	0.45	12.45 %
TVL2	0.11	2.02 %
ARM1	0.06	2.37 %
S2SD		0.00 %
SGT1		0.00 %
Total	132.89	32.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	31.36	17.02 %
LED TV	29.13	36.50 %
Wash-Mac	19.19	28.80 %
Fridge	15.81	22.30 %
Home-The	1.52	24.59 %
W-Purifi	1.49	35.95 %
Oven	0.66	50.28 %
Dishwash	0.39	15.04 %
Total	99.56	23.94 %

Branch *	MTD Sales L	Brand Share %
CH05	6.69	21.85 %
CH14	6.32	24.15 %
CH08	6.19	22.62 %
CH48	4.74	19.23 %
CH11	4.25	11.64 %
CH28	3.53	18.05 %
CH45	3.00	23.74 %
MRM1	2.62	23.99 %
CH30	2.32	23.60 %
CH39	2.19	19.30 %
CH35	1.99	25.61 %
CH22	1.87	14.75 %
AVD1	1.67	13.26 %
CGL1	1.55	16.82 %
CH42	1.41	7.07 %
CH26	0.62	27.32 %
WCHN		0.00 %
WHC3		0.00 %
CH29	-0.19	-11.11 %
Total	99.56	23.94 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	31.38	31.91 %
Wash-Mac	26.90	29.34 %
Fridge	23.67	34.62 %
Air-Cond	3.49	18.81 %
Oven	1.32	56.64 %
Dishwash	1.16	25.15 %
Home-The	1.07	17.30 %
W-Purifi	0.77	31.42 %
Total	89.76	30.69 %

Branch *	MTD Sales L	Brand Share %
PLI1	3.55	25.15 %
TPR2	3.05	21.00 %
TPR1	2.02	19.60 %
UAM1	1.98	14.09 %
MPM1	1.85	23.85 %
UMP1	1.55	23.07 %
SYM2	1.29	20.42 %
CBE1	0.70	7.78 %
ANR1	0.67	22.00 %
CBE3	0.56	14.14 %
TPR3	0.53	8.43 %
CNR1	0.49	17.05 %
PDM1	0.16	3.62 %
WHCB		0.00 %
Total	89.76	30.69 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.61	36.48 %
Wash-Mac	23.31	32.98 %
Fridge	17.11	23.38 %
Air-Cond	3.06	9.10 %
Home-The	1.50	24.25 %
W-Purifi	0.97	69.05 %
Dishwash	0.79	44.86 %
Oven	0.30	28.52 %
Total	85.64	29.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.99	15.97 %
HSR1	3.42	22.50 %
HSR2	3.18	17.33 %
ATU1	3.04	23.73 %
SGI1	2.62	27.17 %
MTR1	2.48	21.86 %
ERD2	2.34	12.33 %
SLM2	1.58	24.67 %
CMI1	0.81	26.65 %
PLC1	0.70	14.96 %
TCG1	0.58	10.41 %
DPR1	0.38	8.42 %
WZWH		0.00 %
Total	85.64	29.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	29.57	31.05 %
Air-Cond	18.61	19.08 %
Fridge	16.29	21.47 %
Wash-Mac	15.55	29.69 %
W-Purifi	1.56	63.44 %
Home-The	0.76	17.82 %
Oven	0.43	44.80 %
Dishwash	0.39	50.84 %
Total	83.16	25.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.31	20.72 %
PBR2	7.21	25.24 %
TNJ1	7.18	24.38 %
MVM1	4.99	21.41 %
TNJ2	4.76	25.61 %
MDI1	3.45	25.76 %
KIK1	2.22	16.36 %
PBR1	1.58	25.72 %
TRY3	1.33	13.80 %
APM1	1.19	24.33 %
MSI1	0.94	14.03 %
ORU1	0.21	4.02 %
TRY2		0.00 %
TZSD		0.00 %
Total	83.16	25.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	25.97	26.03 %
Fridge	18.78	23.91 %
Wash-Mac	17.23	22.26 %
Air-Cond	12.12	14.48 %
W-Purifi	2.37	51.26 %
Oven	0.77	79.13 %
Home-The	0.62	8.23 %
Total	77.87	22.01 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.29	14.53 %
DGL1	3.85	16.34 %
MDU2	3.64	14.76 %
TMM1	2.35	22.51 %
ATG1	1.98	23.20 %
SGP1	1.93	16.33 %
TPT1	1.81	22.67 %
KPT1	1.21	23.95 %
KRR1	1.01	8.25 %
TEN1	0.95	8.77 %
MNM1	0.92	24.33 %
PVI1	0.78	14.85 %
USL1	0.67	13.60 %
MDU5	0.66	10.19 %
PNV1	0.61	13.52 %
NTM1	0.52	15.70 %
DGL2	0.44	7.22 %
ADP1	0.18	3.47 %
BTU1	0.17	4.58 %
CMR1		0.00 %
NKI1		0.00 %
SZSD		0.00 %
Total	77.87	22.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	28.78	34.10 %
Wash-Mac	15.80	29.59 %
Air-Cond	14.98	15.03 %
Fridge	14.62	29.74 %
W-Purifi	1.82	89.33 %
Dishwash	0.75	23.26 %
Home-The	0.57	16.81 %
Oven	0.43	26.34 %
Total	77.75	26.19 %

Branch *	MTD Sales L	Brand Share %
CH03	8.42	26.66 %
CH15	7.31	20.48 %
CH21	4.22	17.59 %
CH09	3.23	26.70 %
CH12	2.70	15.57 %
CH41	2.54	17.35 %
MJR1	2.36	25.18 %
CH44	2.21	20.63 %
CH17	1.83	24.90 %
PON1	1.65	20.23 %
CH24	1.45	16.11 %
CH23	0.33	11.34 %
MC05		0.00 %
Total	77.75	26.19 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.88	46.65 %
Fridge	12.19	29.29 %
Wash-Mac	11.52	34.49 %
Air-Cond	10.45	26.04 %
Home-The	1.19	35.88 %
W-Purifi	0.84	80.82 %
Dishwash	0.78	45.19 %
Oven	0.22	46.43 %
Total	59.07	35.04 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.79	23.19 %
ABR1	1.65	25.52 %
KPM1	1.55	16.18 %
CGM1	1.52	26.03 %
TRT1	1.16	18.94 %
CYR1	0.63	19.67 %
WJD1	0.42	14.84 %
SLG1	0.26	10.25 %
Total	59.07	35.04 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.10	30.84 %
Wash-Mac	10.13	31.67 %
Fridge	7.58	20.35 %
Air-Cond	5.99	14.22 %
Home-The	0.47	16.86 %
W-Purifi	0.37	45.24 %
Oven	0.06	32.29 %
Total	40.69	24.27 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.68	23.91 %
KKI2	3.76	23.94 %
VPM2	2.60	21.64 %
ULP1	2.31	21.60 %
KLM1	2.22	27.31 %
POY2	1.62	21.36 %
TDM1	1.32	25.80 %
CDM1	1.06	14.93 %
TVM1	0.62	17.02 %
SJI1	0.61	11.37 %
PRT1	0.33	9.98 %
NVL2	0.26	3.85 %
VPM1	0.21	6.41 %
MKM1	0.16	3.55 %
WHNV		0.00 %
WHUT		0.00 %
Total	40.69	24.27 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.81	28.51 %
Air-Cond	1.37	40.00 %
Wash-Mac	0.85	18.77 %
Fridge	0.33	13.47 %
W-Purifi	0.22	60.15 %
Oven	0.12	100.00 %
Home-The	0.09	22.77 %
Total	4.80	27.13 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.48	24.02 %
Total	4.80	27.13 %