

MTD Sales
441.21 L

Brand Share %
27.52 %

Information:

MTD : 01-09-2025 To 05-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.52 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	150.69	33.27 %
Fridge	96.21	25.54 %
Air-Cond	93.62	22.26 %
Wash-Mac	79.57	27.09 %
W-Purifi	10.57	56.29 %
Home-The	4.55	16.72 %
Oven	3.69	49.70 %
Dishwash	2.31	42.97 %
Total	441.21	27.52 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	89.89	31.26 %
TRICHY-01	66.14	27.33 %
SOUTH-03	52.22	24.44 %
CHENNAI-01	50.66	26.37 %
CHENNAI-02	42.22	29.19 %
WEST-01	32.79	25.05 %
WEST-02	31.74	25.86 %
NORTH ARCOT	28.61	34.62 %
SOUTH ARCOT	28.12	25.10 %
KL-SOUTH	18.82	25.17 %
Total	441.21	27.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	25.23	38.98 %
Air-Cond	24.91	28.54 %
Fridge	18.89	26.54 %
Wash-Mac	16.42	31.40 %
W-Purifi	2.37	64.73 %
Dishwash	0.77	71.95 %
Oven	0.69	41.71 %
Home-The	0.61	10.71 %
Total	89.89	31.26 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.51	25.19 %
SVK1	2.13	25.39 %
ERL2	2.01	25.10 %
SKD1	1.77	27.43 %
SNL1	1.60	25.36 %
TKS1	1.49	18.55 %
VLY1	1.47	16.94 %
MMT1	1.43	19.65 %
APK2	1.40	23.72 %
APK1	1.05	26.44 %
STU2	0.53	13.00 %
ASM1	0.49	17.76 %
KGL1	0.25	14.47 %
KYR1	0.19	6.44 %
SGT1	0.18	14.66 %
TVL2	0.10	10.13 %
S2SD		0.00 %
Total	89.89	31.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	29.04	42.33 %
Air-Cond	15.63	17.55 %
Fridge	12.27	24.47 %
Wash-Mac	8.02	27.20 %
Home-The	0.56	22.96 %
Dishwash	0.38	50.15 %
Oven	0.12	22.24 %
W-Purifi	0.12	12.96 %
Total	66.14	27.33 %

Branch *	MTD Sales L	Brand Share %
PTK1	3.14	26.09 %
MVM1	3.13	23.98 %
TVR2	2.41	23.14 %
TYR1	2.18	24.01 %
KUM1	1.85	23.63 %
PDK1	1.52	24.74 %
KIK1	1.28	19.53 %
TNJ1	1.15	10.69 %
AYR1	0.79	15.03 %
JKM1	0.48	18.07 %
TRY2	0.27	4.04 %
KRN1	0.22	14.44 %
ORU1	0.22	4.81 %
TRY3		0.00 %
TZSD		0.00 %
Total	66.14	27.33 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	16.63	29.97 %
LED TV	12.60	22.37 %
Wash-Mac	10.66	26.85 %
Air-Cond	10.27	18.94 %
W-Purifi	1.35	52.85 %
Oven	0.71	66.02 %
Total	52.22	24.44 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.49	13.79 %
DGL1	3.20	15.93 %
MDU2	2.90	22.23 %
MDU6	2.30	18.95 %
TMM1	1.97	19.98 %
SVG1	1.57	26.94 %
KRR1	0.99	27.44 %
MDU4	0.80	17.02 %
KKD2	0.72	13.65 %
MNM1	0.72	7.81 %
ADP1	0.68	18.27 %
MDU5	0.65	15.94 %
PKM1	0.49	23.70 %
TEN1	0.38	6.88 %
DGL2	0.34	19.47 %
NTM1	0.30	10.10 %
NKI1	0.26	11.32 %
BTU1	0.13	6.54 %
CMR1		0.00 %
ODM1		0.00 %
SZSD		0.00 %
Total	52.22	24.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	15.30	39.04 %
Air-Cond	14.95	21.51 %
Wash-Mac	9.73	24.58 %
Fridge	8.13	22.32 %
W-Purifi	1.07	42.10 %
Home-The	0.74	22.00 %
Dishwash	0.39	50.95 %
Oven	0.34	47.31 %
Total	50.66	26.37 %

Branch *	MTD Sales L	Brand Share %
CH14	2.90	19.79 %
CH05	2.61	23.17 %
CH28	2.56	20.41 %
CH07	1.89	24.82 %
CH19	1.81	16.65 %
CH08	1.68	18.74 %
CH48	1.41	18.85 %
MRM1	1.22	27.01 %
CH22	1.06	17.42 %
CH30	0.93	15.78 %
AVD1	0.88	16.82 %
CH42	0.63	8.14 %
KNR1	0.56	27.05 %
SKL1	0.36	17.62 %
CH26	0.13	10.49 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
CH45	-0.53	-10.40 %
Total	50.66	26.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	17.14	39.47 %
Air-Cond	9.17	22.05 %
Wash-Mac	7.25	25.91 %
Fridge	7.10	26.56 %
Home-The	0.90	38.82 %
W-Purifi	0.65	31.61 %
Total	42.22	29.19 %

Branch *	MTD Sales L	Brand Share %
CH03	3.08	18.06 %
CH18	3.02	23.91 %
CH15	1.83	15.14 %
CH33	1.60	26.45 %
CH41	1.17	22.42 %
CH20	1.13	18.55 %
CH06	0.96	13.78 %
CH24	0.69	16.72 %
MJR1	0.47	9.91 %
CH17	0.45	20.43 %
CH27	0.44	25.85 %
GPD1	0.30	11.52 %
CH32	0.27	22.79 %
CH01		0.00 %
MC06		0.00 %
UKI1	-0.02	-1.33 %
Total	42.22	29.19 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	11.46	28.32 %
Wash-Mac	9.74	30.00 %
Fridge	7.50	21.48 %
Air-Cond	1.65	9.99 %
W-Purifi	0.80	58.89 %
Home-The	0.67	23.71 %
Oven	0.59	47.98 %
Dishwash	0.39	33.12 %
Total	32.79	25.05 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.07	16.21 %
KMR1	2.62	19.73 %
PLI1	2.09	27.13 %
UMP1	1.07	20.62 %
CBE4	1.01	22.31 %
TPR3	0.80	24.85 %
TPR1	0.74	20.52 %
KMD1	0.70	17.35 %
CBE5	0.55	25.58 %
UAM1	0.52	12.35 %
CBE3	0.46	18.37 %
DPM2	0.22	10.00 %
CBE1	0.18	5.49 %
TPR4	0.13	10.05 %
MPM1		0.00 %
PDM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	32.79	25.05 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	11.41	27.64 %
Fridge	8.18	24.22 %
Wash-Mac	7.56	26.01 %
Air-Cond	2.14	16.08 %
W-Purifi	1.91	93.73 %
Oven	0.36	69.36 %
Home-The	0.18	6.69 %
Total	31.74	25.86 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.79	15.99 %
HSR2	1.52	17.62 %
TRM1	1.22	22.82 %
ATU1	0.83	18.10 %
ERD2	0.75	10.84 %
RSP1	0.67	19.31 %
SLM2	0.61	16.80 %
HSR1	0.52	11.63 %
MTR1	0.44	15.13 %
ERD1	0.44	7.62 %
DPR1	0.38	23.05 %
APN1	0.28	11.05 %
EDP1	0.13	9.05 %
CMI1		0.00 %
PMP1		0.00 %
WZWH		0.00 %
PLC1	-0.26	-14.61 %
Total	31.74	25.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.93	42.95 %
Fridge	5.98	30.15 %
Air-Cond	4.59	26.80 %
Wash-Mac	3.55	26.84 %
W-Purifi	1.52	69.03 %
Oven	0.67	85.24 %
Home-The	0.37	28.87 %
Total	28.61	34.62 %

Branch *	MTD Sales L	Brand Share %
KPM1	1.12	26.92 %
WJD1	1.10	24.33 %
VEL1	0.64	15.97 %
TRT1	0.52	26.62 %
TRL1	0.34	5.83 %
ABR1	0.31	6.47 %
CYR1	0.19	11.44 %
UGI1	0.13	19.27 %
CGM1		0.00 %
Total	28.61	34.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.35	27.25 %
Air-Cond	6.86	28.29 %
Fridge	6.15	22.72 %
Wash-Mac	3.60	18.24 %
W-Purifi	0.78	85.21 %
Home-The	0.26	14.40 %
Oven	0.12	43.90 %
Total	28.12	25.10 %

Branch *	MTD Sales L	Brand Share %
POY2	2.44	26.59 %
VPM2	1.69	15.37 %
POY1	1.51	16.98 %
CUD1	1.43	20.09 %
KKI2	1.09	23.52 %
CDM1	0.97	19.29 %
TDM1	0.81	18.76 %
PRT1	0.69	11.40 %
SJI1	0.48	10.50 %
MKM1	0.24	7.25 %
TVM1	0.15	5.21 %
VPM1		0.00 %
Total	28.12	25.10 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.24	18.78 %
Fridge	5.39	25.34 %
Air-Cond	3.45	44.18 %
Wash-Mac	3.03	29.77 %
Dishwash	0.37	54.29 %
Home-The	0.26	25.86 %
Oven	0.09	100.00 %
Total	18.82	25.17 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.66	4.17 %
Total	18.82	25.17 %