

MTD Sales
480.40 L

Brand Share %
27.00 %

Information:

MTD : 01-09-2025 To 06-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.00 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	160.35	31.88 %
Fridge	108.04	25.66 %
Air-Cond	101.42	22.08 %
Wash-Mac	86.18	26.18 %
W-Purifi	12.56	56.19 %
Home-The	5.30	17.53 %
Oven	3.95	49.40 %
Dishwash	2.59	42.34 %
Total	480.40	27.00 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	96.99	30.87 %
TRICHY-01	69.32	27.05 %
SOUTH-03	62.92	23.71 %
CHENNAI-01	56.99	25.95 %
CHENNAI-02	43.56	27.92 %
WEST-01	36.57	25.32 %
WEST-02	33.09	25.29 %
NORTH ARCOT	30.20	33.42 %
SOUTH ARCOT	29.51	24.88 %
KL-SOUTH	21.24	25.46 %
Total	480.40	27.00 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	26.75	28.22 %
LED TV	26.39	37.73 %
Fridge	21.13	27.09 %
Wash-Mac	17.97	31.05 %
W-Purifi	2.57	57.30 %
Oven	0.81	43.10 %
Dishwash	0.77	71.95 %
Home-The	0.61	9.84 %
Total	96.99	30.87 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.39	23.91 %
KVT1	4.20	26.81 %
SVK1	2.33	26.80 %
APK2	1.60	24.04 %
SNL1	1.60	24.45 %
TKS1	1.49	16.35 %
VLY1	1.47	16.08 %
MMT1	1.43	19.65 %
KYR1	0.54	15.08 %
STU2	0.53	13.00 %
ASM1	0.49	16.80 %
KGL1	0.38	20.50 %
SGT1	0.18	14.66 %
TVL2	0.10	8.83 %
S2SD		0.00 %
Total	96.99	30.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	30.34	40.87 %
Air-Cond	15.63	17.11 %
Fridge	13.65	25.44 %
Wash-Mac	8.35	26.51 %
Home-The	0.56	18.97 %
Dishwash	0.38	50.15 %
W-Purifi	0.28	22.50 %
Oven	0.12	22.24 %
Total	69.32	27.05 %

Branch *	MTD Sales L	Brand Share %
PTK1	3.14	25.92 %
MVM1	3.13	22.25 %
TVR2	2.68	21.84 %
TYR1	2.18	23.59 %
KUM1	2.01	21.92 %
TNJ1	1.75	14.67 %
PDK1	1.52	22.99 %
KIK1	1.41	21.00 %
AYR1	1.08	16.82 %
TTP1	0.82	25.96 %
JKM1	0.48	18.07 %
TRY2	0.27	3.74 %
KRN1	0.22	10.47 %
ORU1	0.22	4.81 %
TRY3	0.17	2.40 %
TZSD		0.00 %
Total	69.32	27.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	19.36	28.47 %
LED TV	16.37	21.96 %
Air-Cond	13.05	20.24 %
Wash-Mac	11.28	23.05 %
W-Purifi	1.87	53.73 %
Oven	0.71	60.31 %
Dishwash	0.29	36.61 %
Total	62.92	23.71 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.87	13.66 %
DGL1	3.58	16.70 %
MDU6	3.15	18.72 %
MDU2	3.07	19.56 %
TMM1	1.97	17.27 %
SVG1	1.33	21.83 %
ADP1	1.06	22.97 %
MNM1	0.98	9.31 %
MDU4	0.80	16.46 %
KKD2	0.72	12.09 %
MDU5	0.65	13.69 %
TEN1	0.51	7.49 %
PKM1	0.49	21.75 %
DGL2	0.34	14.26 %
NTM1	0.30	9.18 %
ODM1	0.26	18.33 %
NKI1	0.26	9.20 %
BTU1	0.13	6.54 %
CMR1		0.00 %
SZSD		0.00 %
Total	62.92	23.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	16.51	20.71 %
LED TV	16.17	35.40 %
Wash-Mac	11.21	25.19 %
Fridge	9.78	23.78 %
W-Purifi	1.65	48.03 %
Home-The	0.94	25.35 %
Dishwash	0.39	50.95 %
Oven	0.34	47.31 %
Total	56.99	25.95 %

Branch *	MTD Sales L	Brand Share %
CH14	3.22	20.61 %
CH05	3.03	23.91 %
CH28	2.73	19.33 %
CH19	2.53	18.56 %
CH07	1.89	24.50 %
CH08	1.86	18.13 %
MRM1	1.48	26.06 %
CH30	1.44	21.13 %
CH48	1.41	18.27 %
CGL1	1.19	26.92 %
CH22	1.06	13.80 %
KNR1	0.91	25.20 %
AVD1	0.88	15.72 %
CZWH	0.86	12.75 %
CH42	0.63	7.36 %
SKL1	0.36	13.53 %
CH38	0.34	6.17 %
CH26	0.26	14.68 %
CH40		0.00 %
MC10		0.00 %
CH45	-0.53	-9.80 %
Total	56.99	25.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	17.45	37.64 %
Air-Cond	9.45	21.18 %
Fridge	7.49	24.91 %
Wash-Mac	7.32	24.64 %
Home-The	1.00	41.19 %
W-Purifi	0.86	36.62 %
Total	43.56	27.92 %

Branch *	MTD Sales L	Brand Share %
CH18	3.29	25.54 %
CH03	3.08	16.35 %
CH44	1.87	26.07 %
CH15	1.83	13.32 %
CH33	1.60	26.43 %
CH06	1.19	16.18 %
CH41	1.15	18.65 %
CH20	1.13	18.12 %
CH24	0.69	16.65 %
MJR1	0.61	12.16 %
CH17	0.45	17.98 %
CH27	0.44	25.85 %
GPD1	0.30	10.29 %
CH32	0.27	22.79 %
UKI1	0.25	13.59 %
CH01		0.00 %
MC06		0.00 %
Total	43.56	27.92 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	12.70	28.82 %
Wash-Mac	10.25	27.57 %
Fridge	7.95	21.56 %
Air-Cond	2.73	14.63 %
W-Purifi	0.96	63.28 %
Home-The	0.85	23.93 %
Oven	0.74	53.47 %
Dishwash	0.39	33.12 %
Total	36.57	25.32 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.64	17.10 %
KMR1	2.75	18.74 %
PLI1	2.09	26.79 %
UMP1	1.26	18.94 %
TPR1	0.74	20.52 %
KMD1	0.70	16.52 %
MPM1	0.55	19.36 %
CBE5	0.55	20.20 %
UAM1	0.52	10.78 %
CBE3	0.46	18.37 %
DPM2	0.22	8.33 %
CBE1	0.18	4.86 %
TPR4	0.13	10.05 %
PDM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	36.57	25.32 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	11.41	26.66 %
Fridge	8.80	24.13 %
Wash-Mac	8.01	25.25 %
Air-Cond	2.14	15.25 %
W-Purifi	1.91	93.73 %
Home-The	0.46	14.02 %
Oven	0.36	69.36 %
Total	33.09	25.29 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.79	15.99 %
HSR2	1.74	19.18 %
TRM1	1.22	22.22 %
PDR1	0.88	26.02 %
ATU1	0.83	17.92 %
ERD2	0.75	9.59 %
HSR1	0.70	12.94 %
RSP1	0.67	19.31 %
SLM2	0.61	16.26 %
MTR1	0.54	16.51 %
ERD1	0.44	6.35 %
DPR1	0.38	21.14 %
APN1	0.28	10.59 %
EDP1	0.13	9.05 %
PMP1		0.00 %
WZWH		0.00 %
PLC1	-0.26	-14.61 %
Total	33.09	25.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.20	42.44 %
Fridge	6.57	28.41 %
Air-Cond	4.59	24.18 %
Wash-Mac	4.12	28.29 %
W-Purifi	1.68	71.12 %
Oven	0.67	74.54 %
Home-The	0.37	28.87 %
Total	30.20	33.42 %

Branch *	MTD Sales L	Brand Share %
KPM1	1.12	25.86 %
WJD1	1.10	24.12 %
ABR1	0.74	13.57 %
VEL1	0.64	14.70 %
TRL1	0.52	8.43 %
TRT1	0.52	26.62 %
PLR1	0.36	26.30 %
CYR1	0.19	11.44 %
CGM1	0.13	6.81 %
UGI1	0.13	19.27 %
Total	30.20	33.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.61	26.84 %
Fridge	6.87	22.79 %
Air-Cond	6.86	27.95 %
Wash-Mac	4.02	18.82 %
W-Purifi	0.78	85.21 %
Home-The	0.26	13.65 %
Oven	0.12	43.90 %
Total	29.51	24.88 %

Branch *	MTD Sales L	Brand Share %
POY2	2.44	24.92 %
VPM2	1.69	14.62 %
POY1	1.51	15.47 %
CDM1	1.44	24.14 %
CUD1	1.43	19.77 %
KKI2	1.09	22.93 %
TDM1	0.81	18.76 %
PRT1	0.69	11.40 %
SJI1	0.48	9.91 %
MKM1	0.37	8.62 %
TVM2	0.33	23.83 %
TVM1	0.15	4.39 %
VPM1		0.00 %
Total	29.51	24.88 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.72	18.11 %
Fridge	6.43	27.30 %
Air-Cond	3.72	46.01 %
Wash-Mac	3.65	30.70 %
Dishwash	0.37	32.16 %
Home-The	0.26	25.86 %
Oven	0.09	100.00 %
Total	21.24	25.46 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.66	3.76 %
Total	21.24	25.46 %