

MTD Sales
1,443.82 L

Brand Share %
29.76 %

Information:

MTD : 01-10-2025 To 06-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.76 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	600.33	33.09 %
Wash-Mac	292.62	32.45 %
Air-Cond	245.24	23.88 %
Fridge	238.05	26.04 %
Home-The	24.70	22.46 %
W-Purifi	20.17	57.45 %
Dishwash	14.85	44.25 %
Oven	7.86	48.36 %
Total	1,443.82	29.76 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	270.39	35.58 %
CHENNAI-01	211.12	32.61 %
WEST-02	171.71	31.68 %
SOUTH-03	165.88	26.03 %
TRICHY-01	155.17	24.96 %
WEST-01	124.68	27.10 %
CHENNAI-02	122.79	25.56 %
NORTH ARCOT	111.87	39.85 %
SOUTH ARCOT	99.58	25.94 %
KL-SOUTH	10.62	27.70 %
Total	1,443.82	29.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	95.58	37.85 %
Air-Cond	70.16	36.11 %
Wash-Mac	52.00	37.77 %
Fridge	42.49	29.75 %
W-Purifi	4.24	63.19 %
Dishwash	2.29	39.27 %
Oven	2.13	64.16 %
Home-The	1.52	9.04 %
Total	270.39	35.58 %

Branch *	MTD Sales L	Brand Share %
VNR2	7.79	22.74 %
SVK1	6.76	28.88 %
TKS1	5.94	19.38 %
TCN1	2.87	21.11 %
SNL1	2.27	14.99 %
SKD1	1.64	20.77 %
KYR1	1.50	17.02 %
STU2	1.41	22.73 %
SGT1	1.22	22.37 %
TVL2	0.66	7.54 %
COL1	0.64	27.02 %
Total	270.39	35.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	86.77	39.82 %
Air-Cond	43.70	23.98 %
Wash-Mac	37.11	34.40 %
Fridge	28.82	26.57 %
Home-The	6.40	55.28 %
Dishwash	4.30	43.43 %
W-Purifi	2.94	42.63 %
Oven	1.07	43.98 %
Total	211.12	32.61 %

Branch *	MTD Sales L	Brand Share %
CH14	13.70	29.68 %
CH05	11.69	25.99 %
CH42	10.10	28.49 %
CH19	9.98	28.37 %
CH28	9.09	25.86 %
CH07	9.01	27.82 %
CH30	5.65	21.76 %
AVD1	3.54	22.67 %
MRM1	3.47	17.38 %
KNR1	2.67	22.64 %
CH39	1.83	18.12 %
CH26	0.43	11.68 %
CZWH	0.22	1.74 %
Total	211.12	32.61 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	71.15	32.46 %
Wash-Mac	44.94	33.89 %
Fridge	36.49	31.25 %
Air-Cond	12.13	22.46 %
Home-The	2.96	22.54 %
W-Purifi	1.74	68.99 %
Dishwash	1.60	67.22 %
Oven	0.69	51.08 %
Total	171.71	31.68 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.22	20.02 %
ERD2	10.20	27.03 %
ERD1	9.94	24.36 %
HSR2	9.91	27.63 %
SLM2	6.28	28.45 %
TRM1	3.61	24.06 %
PMP1	2.74	24.27 %
EPI1	2.74	27.89 %
MTR1	2.25	22.40 %
OML1	1.71	13.67 %
KRI1	1.68	29.49 %
PLC1	1.19	14.70 %
DPR1	1.10	14.08 %
CMI1	0.92	25.66 %
Total	171.71	31.68 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	68.84	29.59 %
Wash-Mac	39.23	33.27 %
Air-Cond	25.20	19.97 %
Fridge	25.12	18.82 %
W-Purifi	2.69	55.50 %
Home-The	2.37	15.57 %
Dishwash	1.52	28.84 %
Oven	0.91	55.19 %
Total	165.88	26.03 %

Branch *	MTD Sales L	Brand Share %
DGL1	17.16	24.69 %
MDU1	15.25	22.68 %
MDU2	10.48	18.25 %
KKD3	5.96	15.56 %
MDU3	5.08	23.57 %
TMM1	4.73	22.55 %
DKI1	3.57	25.54 %
TEN1	3.00	17.33 %
TDI1	2.69	29.74 %
BNR1	2.26	23.22 %
NKI1	1.60	16.67 %
ADP1	1.43	14.70 %
CMR1	1.22	17.87 %
BTU1	1.06	19.61 %
PNV1	1.03	14.31 %
MNM1	0.94	12.00 %
SZSD	0.85	18.03 %
MDU5	0.56	6.15 %
DGL2	0.51	5.70 %
KKD2	0.39	6.72 %
ODM1	0.17	3.01 %
Total	165.88	26.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	70.26	28.55 %
Air-Cond	29.38	18.81 %
Wash-Mac	27.47	27.86 %
Fridge	22.66	21.60 %
Home-The	1.81	18.04 %
Dishwash	1.58	100.00 %
W-Purifi	1.37	54.69 %
Oven	0.66	33.68 %
Total	155.17	24.96 %

Branch *	MTD Sales L	Brand Share %
TRY1	28.39	26.79 %
KUM1	9.43	23.57 %
TNJ1	9.03	17.71 %
TNJ2	8.36	23.36 %
PBR2	7.73	22.30 %
MVM1	7.19	20.04 %
TVR2	7.00	23.89 %
MDI1	6.99	27.05 %
PTK1	6.51	29.52 %
TYR1	5.50	25.74 %
TRY3	5.02	17.31 %
JKM1	3.72	23.79 %
AYR1	3.22	20.39 %
TRY2	3.06	17.82 %
PDK1	2.84	21.10 %
MSI1	2.59	22.40 %
KIK1	2.43	14.55 %
APM1	1.56	21.63 %
ORU1	0.49	4.15 %
TZSD		0.00 %
Total	155.17	24.96 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	57.96	28.66 %
Wash-Mac	25.17	25.62 %
Fridge	20.42	23.42 %
Air-Cond	16.80	33.14 %
Home-The	1.86	12.12 %
W-Purifi	1.25	51.80 %
Dishwash	0.78	33.94 %
Oven	0.44	26.31 %
Total	124.68	27.10 %

Branch *	MTD Sales L	Brand Share %
CBE2	21.27	20.68 %
CBE4	6.19	28.73 %
KMR1	4.97	14.86 %
MPM1	4.46	24.27 %
GBM1	3.78	25.34 %
CBE1	3.23	24.02 %
PLI1	2.91	15.30 %
UAM1	2.24	14.14 %
TPR3	1.47	8.51 %
PDM1	1.33	18.30 %
TPR1	0.98	6.38 %
SYM2	0.75	8.67 %
ANR1	0.73	19.75 %
Total	124.68	27.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	50.14	29.00 %
Fridge	24.36	28.53 %
Wash-Mac	23.51	27.52 %
Air-Cond	16.94	14.20 %
Home-The	3.13	34.40 %
W-Purifi	2.80	63.71 %
Oven	1.11	56.37 %
Dishwash	0.81	42.30 %
Total	122.79	25.56 %

Branch *	MTD Sales L	Brand Share %
CH12	9.81	22.35 %
CH15	9.42	15.47 %
CH03	8.88	17.69 %
CH21	7.66	29.44 %
CH18	6.84	26.59 %
CH41	5.25	25.01 %
CH09	4.96	23.28 %
CH44	4.71	26.64 %
CH20	4.53	18.66 %
CH24	3.84	20.03 %
MJR1	3.69	25.94 %
GPD1	2.32	27.06 %
CH46	2.17	18.82 %
CH17	2.02	26.38 %
PON1	1.40	17.41 %
CH32		0.00 %
MC05		0.00 %
Total	122.79	25.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	53.74	47.57 %
Wash-Mac	21.52	39.40 %
Fridge	16.64	31.84 %
Air-Cond	13.90	29.03 %
Home-The	2.93	33.15 %
W-Purifi	1.63	70.42 %
Dishwash	1.16	100.00 %
Oven	0.35	49.36 %
Total	111.87	39.85 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.98	28.86 %
KPM1	2.62	17.98 %
TRT1	2.59	27.77 %
ANI1	2.33	26.41 %
ABR1	2.29	22.27 %
WJD1	1.68	19.92 %
AKM1	1.35	19.99 %
CYR1	0.84	14.47 %
Total	111.87	39.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	41.97	29.16 %
Fridge	20.54	27.11 %
Wash-Mac	20.54	32.35 %
Air-Cond	12.72	14.82 %
Home-The	1.56	17.71 %
W-Purifi	1.51	63.59 %
Dishwash	0.43	15.06 %
Oven	0.31	34.68 %
Total	99.58	25.94 %

Branch *	MTD Sales L	Brand Share %
POY1	11.54	25.03 %
POY2	11.22	27.31 %
CUD1	7.76	22.78 %
NVL2	7.33	24.44 %
SJI2	7.02	17.87 %
VPM2	5.63	25.33 %
KKI2	3.65	18.78 %
PRT1	3.45	26.63 %
CDM1	2.60	14.30 %
VCM1	1.58	27.00 %
TVM2	1.27	19.92 %
STP1	1.04	17.84 %
VPM1	0.67	8.61 %
MKM1	0.55	6.80 %
SJI1		0.00 %
Total	99.58	25.94 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	4.32	41.81 %
LED TV	3.92	28.79 %
Wash-Mac	1.13	21.74 %
Fridge	0.50	6.90 %
Dishwash	0.38	100.00 %
Oven	0.21	61.48 %
Home-The	0.15	14.32 %
Total	10.62	27.70 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.08	27.47 %
KLR1	0.77	14.33 %
Total	10.62	27.70 %