

MTD Sales
855.35 L

Brand Share %
26.74 %

Information:

MTD : 01-08-2025 To 07-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **26.74 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	299.61	32.70 %
Wash-Mac	194.65	28.81 %
Fridge	178.19	25.71 %
Air-Cond	144.92	18.24 %
W-Purifi	16.03	55.44 %
Home-The	10.43	18.12 %
Oven	6.49	50.68 %
Dishwash	5.03	26.19 %
Total	855.35	26.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	150.62	31.49 %
CHENNAI-01	120.60	24.31 %
WEST-01	96.73	29.15 %
WEST-02	93.14	28.64 %
TRICHY-01	91.39	24.00 %
CHENNAI-02	91.26	26.06 %
SOUTH-03	88.46	21.23 %
NORTH ARCOT	69.25	34.88 %
SOUTH ARCOT	47.17	23.67 %
KL-SOUTH	6.73	31.68 %
Total	855.35	26.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	46.34	33.14 %
Wash-Mac	34.94	32.97 %
Fridge	34.22	31.83 %
Air-Cond	28.62	27.32 %
W-Purifi	3.76	59.43 %
Home-The	1.27	12.89 %
Oven	1.10	49.35 %
Dishwash	0.37	19.35 %
Total	150.62	31.49 %

Branch *	MTD Sales L	Brand Share %
SVK1	4.35	24.31 %
VNR2	3.87	22.58 %
TCN1	3.19	19.79 %
VLY1	1.64	11.58 %
VNR1	1.43	17.73 %
VKM1	1.40	26.19 %
STU2	1.16	15.03 %
SNL1	1.16	14.51 %
KYR1	0.57	10.98 %
TVL2	0.11	1.70 %
S2SD		0.00 %
SGT1		0.00 %
ARM1	-0.71	-183.22 %
Total	150.62	31.49 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	38.46	18.18 %
LED TV	34.87	36.30 %
Wash-Mac	23.45	28.25 %
Fridge	18.43	20.86 %
Home-The	2.07	27.75 %
W-Purifi	2.07	41.98 %
Oven	0.86	57.00 %
Dishwash	0.39	12.66 %
Total	120.60	24.31 %

Branch *	MTD Sales L	Brand Share %
CH08	9.29	26.47 %
CH05	6.69	19.77 %
CH14	6.42	21.03 %
CH11	5.61	13.55 %
CH48	5.14	17.63 %
CH28	4.37	20.10 %
CH45	4.14	24.55 %
MRM1	3.13	25.37 %
CH22	2.67	17.68 %
CH30	2.60	19.07 %
CH39	2.47	20.22 %
AVD1	2.27	15.07 %
KNR1	2.26	26.52 %
CH42	2.23	8.96 %
CGL1	2.04	19.38 %
CH35	1.99	25.61 %
WCHN		0.00 %
WHC3		0.00 %
CH29	-0.19	-9.76 %
Total	120.60	24.31 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	33.92	30.06 %
Wash-Mac	29.20	28.34 %
Fridge	25.00	32.18 %
Air-Cond	3.49	17.32 %
Oven	1.79	62.57 %
Dishwash	1.17	24.25 %
W-Purifi	1.10	37.60 %
Home-The	1.07	14.14 %
Total	96.73	29.15 %

Branch *	MTD Sales L	Brand Share %
PLI1	3.88	25.85 %
TPR2	3.47	21.00 %
MPM1	2.46	25.34 %
TPR1	2.26	20.04 %
UAM1	1.98	12.85 %
UMP1	1.67	17.30 %
SYM2	1.48	21.20 %
TPR3	1.24	15.84 %
CBE1	0.70	6.36 %
CBE3	0.69	13.85 %
ANR1	0.67	19.62 %
CNR1	0.59	16.26 %
PDM1	0.16	3.08 %
WHCB		0.00 %
Total	96.73	29.15 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	41.35	36.15 %
Wash-Mac	24.51	30.87 %
Fridge	20.23	24.35 %
Air-Cond	3.40	9.20 %
Home-The	1.50	21.28 %
W-Purifi	0.97	69.05 %
Dishwash	0.79	44.86 %
Oven	0.39	34.44 %
Total	93.14	28.64 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.60	16.01 %
HSR1	3.96	23.89 %
HSR2	3.18	16.41 %
ATU1	3.04	21.75 %
ERD2	2.67	12.63 %
MTR1	2.61	20.62 %
PLC1	0.84	15.74 %
CMI1	0.81	24.00 %
TCG1	0.58	9.26 %
DPR1	0.38	7.54 %
WZWH		0.00 %
Total	93.14	28.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	32.91	29.45 %
Air-Cond	19.96	18.07 %
Fridge	18.50	21.33 %
Wash-Mac	16.36	26.58 %
W-Purifi	1.68	60.62 %
Dishwash	0.79	67.30 %
Home-The	0.76	14.53 %
Oven	0.43	38.69 %
Total	91.39	24.00 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.41	20.45 %
TNJ1	7.63	24.18 %
PBR2	7.51	22.77 %
TNJ2	6.07	22.33 %
MVM1	5.81	20.35 %
MDI1	3.72	24.83 %
JKM1	2.95	26.26 %
NGT1	2.73	26.34 %
KIK1	2.41	14.65 %
TRY3	1.60	15.39 %
APM1	1.49	26.45 %
MSI1	1.32	17.87 %
TRY2	0.28	3.98 %
ORU1	0.21	3.27 %
TZSD		0.00 %
Total	91.39	24.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	34.53	34.34 %
Wash-Mac	18.60	29.94 %
Fridge	17.24	28.39 %
Air-Cond	16.56	14.36 %
W-Purifi	2.20	86.63 %
Dishwash	0.75	23.26 %
Home-The	0.73	18.68 %
Oven	0.65	35.06 %
Total	91.26	26.06 %

Branch *	MTD Sales L	Brand Share %
CH03	10.41	26.35 %
CH15	8.44	18.72 %
CH21	4.48	17.82 %
CH41	3.72	22.12 %
CH20	3.52	24.14 %
MJR1	2.81	26.42 %
CH12	2.70	13.77 %
CH44	2.41	21.30 %
PON1	2.32	23.15 %
CH17	2.07	23.86 %
CH24	1.59	15.77 %
CH23	0.55	14.66 %
MC05		0.00 %
Total	91.26	26.06 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	29.99	25.34 %
Fridge	21.37	23.42 %
Wash-Mac	19.11	20.47 %
Air-Cond	13.83	14.19 %
W-Purifi	2.67	48.91 %
Oven	0.77	69.05 %
Home-The	0.72	8.44 %
Total	88.46	21.23 %

Branch *	MTD Sales L	Brand Share %
MDU1	9.14	13.76 %
DGL1	5.18	17.82 %
MDU2	3.82	13.25 %
KKD2	3.36	26.05 %
SGP1	3.28	23.06 %
TMM1	3.06	23.17 %
MPA1	2.67	23.57 %
TPT1	2.20	22.63 %
ATG1	1.98	15.77 %
MDU4	1.82	25.68 %
KPT1	1.21	23.95 %
MNM1	1.21	25.91 %
PVI1	1.19	19.62 %
KRR1	1.14	9.06 %
TEN1	1.14	9.13 %
PNV1	1.05	17.50 %
ODM1	0.98	24.88 %
USL1	0.93	16.40 %
DGL2	0.69	8.71 %
MDU5	0.66	9.03 %
NTM1	0.52	15.39 %
ADP1	0.18	2.88 %
BTU1	0.17	3.44 %
CMR1		0.00 %
NKI1		0.00 %
SZSD		0.00 %
Total	88.46	21.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.96	45.24 %
Wash-Mac	15.23	36.35 %
Fridge	13.81	28.03 %
Air-Cond	11.50	25.92 %
Home-The	1.75	39.92 %
W-Purifi	1.00	78.88 %
Dishwash	0.78	45.19 %
Oven	0.22	46.43 %
Total	69.25	34.88 %

Branch *	MTD Sales L	Brand Share %
AKM1	3.71	24.82 %
TRL1	3.09	23.49 %
ABR1	2.01	25.03 %
KPM1	1.81	16.65 %
TRT1	1.52	19.70 %
WJD1	0.85	21.17 %
CYR1	0.63	18.97 %
SLG1	0.26	9.06 %
WHVL		0.00 %
Total	69.25	34.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.24	30.42 %
Wash-Mac	12.24	30.18 %
Fridge	8.59	19.02 %
Air-Cond	7.19	14.74 %
Home-The	0.47	14.82 %
W-Purifi	0.37	39.34 %
Oven	0.06	19.98 %
Total	47.17	23.67 %

Branch *	MTD Sales L	Brand Share %
CUD1	5.21	22.50 %
KKI2	3.97	23.91 %
VPM2	2.86	21.07 %
POY2	2.65	26.26 %
ULP1	2.46	21.88 %
KLM1	2.22	23.66 %
CDM1	1.33	13.45 %
SJI1	0.86	12.88 %
NVL2	0.64	7.54 %
TVM1	0.62	12.55 %
PRT1	0.50	9.64 %
VPM1	0.21	6.16 %
MKM1	0.16	3.11 %
WHNV		0.00 %
WHUT		0.00 %
Total	47.17	23.67 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.49	34.22 %
Air-Cond	1.89	39.96 %
Wash-Mac	1.01	21.10 %
Fridge	0.80	23.25 %
Oven	0.23	100.00 %
W-Purifi	0.22	60.15 %
Home-The	0.09	22.77 %
Total	6.73	31.68 %

Branch *	MTD Sales L	Brand Share %
Total	6.73	31.68 %