

MTD Sales
1,529.85 L

Brand Share %
29.40 %

Information:

MTD : 01-10-2025 To 07-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.40 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	636.59	32.72 %
Wash-Mac	308.53	31.94 %
Air-Cond	256.72	23.36 %
Fridge	256.54	26.09 %
Home-The	26.05	21.87 %
W-Purifi	22.23	58.10 %
Dishwash	14.85	43.15 %
Oven	8.32	47.15 %
Total	1,529.85	29.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	286.74	34.66 %
CHENNAI-01	229.48	33.00 %
WEST-02	179.41	31.06 %
SOUTH-03	178.41	26.16 %
TRICHY-01	163.62	24.75 %
CHENNAI-02	132.90	25.48 %
WEST-01	127.98	26.01 %
NORTH ARCOT	114.93	39.34 %
SOUTH ARCOT	105.75	25.60 %
KL-SOUTH	10.62	26.19 %
Total	1,529.85	29.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	100.15	36.70 %
Air-Cond	73.71	34.30 %
Wash-Mac	55.97	37.50 %
Fridge	46.24	29.88 %
W-Purifi	4.78	62.60 %
Dishwash	2.29	36.49 %
Oven	2.22	62.88 %
Home-The	1.37	7.57 %
Total	286.74	34.66 %

Branch *	MTD Sales L	Brand Share %
VNR2	7.92	22.18 %
SVK1	7.14	28.67 %
TKS1	5.94	18.09 %
TCN1	4.42	28.19 %
SNL1	2.51	15.86 %
ARM1	1.98	27.82 %
SKD1	1.74	20.82 %
KYR1	1.50	16.00 %
STU2	1.41	21.68 %
SGT1	1.22	20.90 %
TVL2	0.36	4.15 %
Total	286.74	34.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	98.25	41.04 %
Air-Cond	45.22	23.42 %
Wash-Mac	38.95	33.83 %
Fridge	31.48	27.22 %
Home-The	6.81	56.08 %
Dishwash	4.30	43.43 %
W-Purifi	3.40	45.16 %
Oven	1.07	41.40 %
Total	229.48	33.00 %

Branch *	MTD Sales L	Brand Share %
CH05	11.72	24.34 %
CH28	11.13	27.55 %
CH42	11.06	29.38 %
CH19	9.98	27.45 %
CH07	9.16	27.12 %
CH22	6.45	26.78 %
CH30	5.44	21.48 %
AVD1	4.09	24.98 %
MRM1	3.47	17.15 %
KNR1	2.67	22.45 %
CH39	2.19	20.43 %
CH26	0.43	11.04 %
CZWH	0.22	1.74 %
Total	229.48	33.00 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	73.90	31.84 %
Wash-Mac	46.99	33.74 %
Fridge	38.23	30.23 %
Air-Cond	12.74	21.80 %
Home-The	3.23	22.18 %
W-Purifi	2.03	72.21 %
Dishwash	1.60	67.22 %
Oven	0.69	44.13 %
Total	179.41	31.06 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.40	18.88 %
ERD1	10.36	23.81 %
ERD2	10.20	25.31 %
HSR2	10.03	27.11 %
TRM1	4.24	26.61 %
PMP1	2.74	23.80 %
EPI1	2.74	26.06 %
MTR1	2.54	24.30 %
OML1	1.71	12.72 %
DPR1	1.41	16.68 %
PLC1	1.36	16.45 %
CMI1	0.92	25.66 %
WZWH	-0.09	-2.50 %
Total	179.41	31.06 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	74.41	29.73 %
Wash-Mac	42.64	33.01 %
Air-Cond	26.96	20.15 %
Fridge	26.60	18.91 %
W-Purifi	2.92	57.46 %
Home-The	2.46	15.46 %
Dishwash	1.52	28.84 %
Oven	0.91	50.56 %
Total	178.41	26.16 %

Branch *	MTD Sales L	Brand Share %
DGL1	18.72	25.52 %
MDU1	16.12	22.25 %
MDU2	10.61	17.52 %
KKD3	7.78	18.05 %
MDU3	5.65	24.54 %
TMM1	5.02	22.88 %
DKI1	3.90	25.92 %
TEN1	3.17	16.97 %
BNR1	2.56	23.57 %
NKI1	1.60	15.66 %
CMR1	1.48	20.52 %
ADP1	1.43	14.02 %
BTU1	1.06	18.13 %
PNV1	1.03	13.37 %
MNM1	0.94	10.41 %
SZSD	0.85	18.03 %
MDU5	0.56	5.60 %
DGL2	0.51	5.53 %
ODM1	0.44	6.93 %
KKD2	0.39	6.09 %
Total	178.41	26.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	74.38	28.40 %
Air-Cond	30.20	18.57 %
Wash-Mac	27.85	26.51 %
Fridge	25.08	21.99 %
Home-The	2.27	20.09 %
Dishwash	1.58	100.00 %
W-Purifi	1.50	56.87 %
Oven	0.77	37.23 %
Total	163.62	24.75 %

Branch *	MTD Sales L	Brand Share %
TRY1	30.17	26.76 %
KUM1	10.84	25.04 %
TNJ1	9.69	18.30 %
TNJ2	8.88	23.18 %
PBR2	8.53	22.40 %
MDI1	7.52	27.92 %
MVM1	7.33	19.71 %
TVR2	7.00	22.72 %
TYR1	6.14	27.53 %
TRY3	5.02	16.28 %
JKM1	3.72	23.11 %
AYR1	3.22	20.20 %
TRY2	3.18	17.87 %
PDK1	2.97	19.59 %
MSI1	2.59	21.75 %
KIK1	2.57	14.46 %
APM1	1.56	19.60 %
ORU1	0.49	3.72 %
TZSD		0.00 %
Total	163.62	24.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	53.27	28.37 %
Fridge	27.56	29.67 %
Wash-Mac	25.08	27.05 %
Air-Cond	19.07	14.68 %
Home-The	3.13	31.59 %
W-Purifi	3.00	65.28 %
Oven	0.98	49.39 %
Dishwash	0.81	42.30 %
Total	132.90	25.48 %

Branch *	MTD Sales L	Brand Share %
CH03	11.39	19.78 %
CH15	10.37	15.85 %
CH12	9.87	21.63 %
CH18	7.58	25.72 %
CH41	5.37	24.31 %
CH09	5.25	22.83 %
CH44	5.22	27.22 %
CH20	4.53	17.40 %
CH24	3.84	19.17 %
MJR1	3.69	23.05 %
CH17	2.39	26.14 %
GPD1	2.32	27.89 %
CH46	2.30	19.59 %
PON1	1.40	15.99 %
CH32		0.00 %
MC05		0.00 %
Total	132.90	25.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	59.36	27.83 %
Wash-Mac	26.21	24.49 %
Fridge	21.04	22.27 %
Air-Cond	17.04	31.35 %
Home-The	1.86	11.84 %
W-Purifi	1.25	46.97 %
Dishwash	0.78	28.72 %
Oven	0.44	24.27 %
Total	127.98	26.01 %

Branch *	MTD Sales L	Brand Share %
CBE2	21.55	19.62 %
CBE4	6.19	27.70 %
KMR1	4.97	13.58 %
GBM1	4.64	28.91 %
MPM1	4.58	23.16 %
PLI1	3.46	17.55 %
CBE1	3.22	23.70 %
UAM1	2.88	15.40 %
KGM1	2.23	27.81 %
TPR3	1.47	8.35 %
PDM1	1.47	19.51 %
TPR1	0.98	6.23 %
SYM2	0.75	7.72 %
ANR1	0.73	17.78 %
Total	127.98	26.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	55.00	47.18 %
Wash-Mac	21.94	39.06 %
Fridge	17.69	31.93 %
Air-Cond	14.23	28.29 %
Home-The	2.93	30.72 %
W-Purifi	1.63	70.42 %
Dishwash	1.16	100.00 %
Oven	0.35	49.36 %
Total	114.93	39.34 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.21	28.13 %
KPM2	5.98	28.22 %
KPM1	2.62	17.85 %
TRT1	2.59	27.47 %
ANI1	2.33	26.41 %
ABR1	2.29	20.88 %
WJD1	1.68	20.04 %
AKM1	1.48	21.21 %
CYR1	0.84	14.47 %
Total	114.93	39.34 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.96	27.94 %
Fridge	22.11	27.42 %
Wash-Mac	21.78	32.68 %
Air-Cond	13.24	14.54 %
Home-The	1.83	16.85 %
W-Purifi	1.73	66.68 %
Oven	0.68	54.27 %
Dishwash	0.43	15.06 %
Total	105.75	25.60 %

Branch *	MTD Sales L	Brand Share %
POY2	12.38	29.04 %
POY1	11.94	25.00 %
CUD1	7.85	21.82 %
NVL2	7.84	23.92 %
SJI2	7.60	15.81 %
VPM2	5.63	23.97 %
KKI2	4.51	21.21 %
PRT1	3.71	26.25 %
CDM1	2.60	14.01 %
TVM2	1.27	19.92 %
STP1	1.04	15.74 %
VPM1	0.67	8.48 %
MKM1	0.55	6.22 %
SJI1		0.00 %
Total	105.75	25.60 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	4.32	39.73 %
LED TV	3.92	28.24 %
Wash-Mac	1.13	20.41 %
Fridge	0.50	6.24 %
Dishwash	0.38	100.00 %
Oven	0.21	61.48 %
Home-The	0.15	14.32 %
Total	10.62	26.19 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.08	25.90 %
KLR1	0.77	14.33 %
Total	10.62	26.19 %