

MTD Sales
1,557.57 L

Brand Share %
29.56 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **29.56 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	499.51	33.20 %
Wash-Mac	371.70	35.22 %
Fridge	356.50	31.48 %
Air-Cond	268.07	19.16 %
W-Purifi	24.95	58.50 %
Home-The	16.07	17.91 %
Oven	12.30	59.80 %
Dishwash	8.48	34.25 %
Total	1,557.57	29.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	259.93	33.59 %
TRICHY-01	202.52	27.91 %
CHENNAI-01	197.46	26.32 %
WEST-02	167.25	30.85 %
CHENNAI-02	163.03	27.63 %
SOUTH-03	154.85	25.68 %
WEST-01	147.75	31.70 %
NORTH ARCOT	126.20	35.08 %
SOUTH ARCOT	125.49	29.65 %
KL-SOUTH	13.09	37.03 %
Total	1,557.57	29.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	67.97	31.13 %
Wash-Mac	66.35	40.27 %
Fridge	60.02	36.24 %
Air-Cond	55.44	28.54 %
W-Purifi	5.28	57.35 %
Oven	2.20	63.48 %
Home-The	1.55	10.05 %
Dishwash	1.12	42.10 %
Total	259.93	33.59 %

Branch *	MTD Sales L	Brand Share %
RPM1	9.42	25.99 %
SVK1	7.66	28.01 %
VNR2	5.94	24.99 %
TCN1	4.68	20.32 %
TVL2	3.39	24.66 %
SNL1	3.01	21.77 %
UDN1	2.65	27.27 %
VLY1	2.51	9.99 %
VKM1	2.15	27.96 %
VNR1	2.08	17.49 %
STU2	1.40	14.06 %
KYR1	1.27	13.72 %
ARM1	0.71	16.65 %
SGT1	0.30	8.70 %
S2SD		0.00 %
WHTV		0.00 %
Total	259.93	33.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	58.07	27.96 %
Fridge	54.80	33.52 %
Wash-Mac	42.95	37.09 %
Air-Cond	41.64	18.71 %
W-Purifi	2.59	61.45 %
Home-The	0.95	10.48 %
Dishwash	0.79	67.30 %
Oven	0.73	40.41 %
Total	202.52	27.91 %

Branch *	MTD Sales L	Brand Share %
TRY1	27.13	28.17 %
MVM1	13.57	25.06 %
PBR2	12.90	24.00 %
TNJ1	11.29	23.40 %
TNJ2	9.92	23.19 %
TVR2	9.11	28.37 %
KIK1	5.59	18.26 %
MSI1	4.17	27.31 %
AYR1	3.60	28.35 %
PBR1	3.43	29.35 %
TRY3	3.03	13.37 %
TRY2	2.14	17.09 %
ORU1	0.57	4.96 %
TZSD		0.00 %
Total	202.52	27.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	60.22	38.46 %
Air-Cond	58.52	18.71 %
Wash-Mac	41.16	32.83 %
Fridge	28.96	21.88 %
Home-The	3.37	30.86 %
W-Purifi	3.27	48.55 %
Oven	1.57	69.46 %
Dishwash	0.39	12.66 %
Total	197.46	26.32 %

Branch *	MTD Sales L	Brand Share %
CH14	15.99	28.70 %
CH08	14.19	28.12 %
CH16	13.44	27.61 %
CH05	9.25	18.77 %
CH07	9.13	29.51 %
CH28	8.84	27.03 %
CH11	8.48	16.17 %
CH48	8.33	22.56 %
CH45	7.21	27.68 %
AVD1	5.98	23.95 %
MRM1	5.86	25.74 %
SKL1	5.12	28.16 %
CH22	4.93	18.98 %
KNR1	3.60	24.14 %
CH35	3.55	23.59 %
CH42	3.43	9.56 %
CH39	3.36	21.68 %
CH30	3.33	18.24 %
CGL1	3.20	21.56 %
CH40	1.70	24.92 %
CH26	0.94	22.29 %
CH29	0.73	22.04 %
MC02	0.16	23.62 %
WCHN		0.00 %
WHC3		0.00 %
Total	197.46	26.32 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	63.67	35.45 %
Wash-Mac	46.08	36.14 %
Fridge	38.95	28.98 %
Air-Cond	12.43	15.00 %
Home-The	2.03	20.54 %
W-Purifi	1.81	71.67 %
Dishwash	1.18	36.34 %
Oven	1.10	53.95 %
Total	167.25	30.85 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.70	19.43 %
ATU1	7.24	25.38 %
HSR2	6.82	24.47 %
SLM2	4.86	20.26 %
MTR1	4.83	25.17 %
ERD2	3.94	12.69 %
OML1	3.86	28.31 %
KVP1	3.49	24.59 %
PLC1	1.87	21.10 %
TCG1	1.61	16.19 %
CMI1	0.92	15.88 %
DPR1	0.71	7.58 %
WHPD		0.00 %
WZWH		0.00 %
Total	167.25	30.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	60.42	36.71 %
Fridge	32.66	32.88 %
Wash-Mac	32.16	31.47 %
Air-Cond	28.82	14.14 %
W-Purifi	4.26	80.09 %
Home-The	1.92	24.24 %
Oven	1.65	50.08 %
Dishwash	1.14	31.54 %
Total	163.03	27.63 %

Branch *	MTD Sales L	Brand Share %
CH03	16.19	26.24 %
CH15	15.97	22.27 %
CH21	10.96	24.81 %
CH06	9.02	26.34 %
CH18	8.12	26.57 %
CH41	8.02	26.44 %
CH12	7.30	20.38 %
CH20	5.88	23.99 %
CH33	5.84	27.52 %
MJR1	5.59	23.54 %
CH44	4.49	23.27 %
PON1	3.80	24.79 %
CH17	3.72	26.67 %
GPD1	3.63	25.02 %
CH24	3.42	16.30 %
CH23	2.12	29.35 %
MC06	0.37	15.00 %
MC05		0.00 %
MC08		0.00 %
Total	163.03	27.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	44.56	31.00 %
LED TV	44.32	26.81 %
Wash-Mac	35.01	27.13 %
Air-Cond	24.75	17.38 %
W-Purifi	3.84	52.02 %
Home-The	1.00	8.51 %
Oven	0.97	56.34 %
Dishwash	0.39	25.70 %
Total	154.85	25.68 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.97	20.14 %
MDU2	7.50	19.42 %
DGL1	6.39	15.47 %
ATG1	6.30	26.56 %
MDU3	5.76	24.61 %
TMM1	5.69	28.42 %
MPA1	5.47	28.95 %
SGP1	4.80	27.57 %
KKD2	4.25	21.27 %
KRR1	2.64	15.65 %
USL1	2.12	27.96 %
TEN1	1.71	10.94 %
MNM1	1.37	26.02 %
KPT1	1.32	20.85 %
DGL2	1.25	9.61 %
ODM1	1.09	17.05 %
ADP1	1.04	10.34 %
MDU5	0.98	10.56 %
BTU1	0.82	10.36 %
NTM1	0.20	6.68 %
CMR1	0.16	3.19 %
NKI1	0.11	1.54 %
SZSD		0.00 %
WHMD		0.00 %
Total	154.85	25.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	52.66	32.93 %
Wash-Mac	42.97	32.01 %
Fridge	37.36	33.47 %
Air-Cond	7.59	20.39 %
Oven	2.77	70.04 %
Home-The	1.64	16.31 %
Dishwash	1.56	26.46 %
W-Purifi	1.22	37.75 %
Total	147.75	31.70 %

Branch *	MTD Sales L	Brand Share %
TPR2	5.60	21.36 %
CBE6	4.99	26.26 %
MPM1	4.32	27.93 %
UAM1	3.57	16.35 %
TPR1	3.26	19.23 %
SNR1	2.84	26.19 %
SYM2	1.69	17.86 %
TPR3	1.47	13.56 %
ANR1	1.25	28.52 %
CBE3	1.08	16.52 %
CBE1	0.83	5.15 %
PDM1	0.61	6.46 %
WHCB		0.00 %
Total	147.75	31.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	45.47	42.00 %
Wash-Mac	30.75	44.93 %
Fridge	26.17	32.23 %
Air-Cond	17.44	19.56 %
Home-The	2.49	35.06 %
W-Purifi	1.70	77.31 %
Dishwash	1.53	61.82 %
Oven	0.66	72.44 %
Total	126.20	35.08 %

Branch *	MTD Sales L	Brand Share %
AKM1	6.09	27.70 %
TRL1	4.82	19.03 %
KPM1	4.44	27.03 %
ARC2	4.36	26.26 %
TRT1	3.88	24.96 %
ABR1	2.93	23.47 %
CPT1	2.61	29.37 %
PLR1	2.04	27.00 %
WJD1	1.94	19.83 %
CYR1	1.65	18.98 %
SLG1	1.25	16.14 %
WHVL		0.00 %
Total	126.20	35.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	41.69	31.67 %
Wash-Mac	32.34	39.83 %
Fridge	30.88	32.78 %
Air-Cond	18.75	17.59 %
Home-The	0.84	12.21 %
W-Purifi	0.62	46.37 %
Oven	0.37	50.78 %
Total	125.49	29.65 %

Branch *	MTD Sales L	Brand Share %
CUD1	10.36	24.31 %
VPM2	7.26	26.04 %
ULP1	6.27	27.21 %
KLM1	5.90	26.64 %
SJI1	3.92	22.09 %
CDM1	3.90	14.26 %
NVL2	3.50	17.35 %
PRT1	2.09	18.15 %
VPM1	1.70	24.14 %
TVM1	0.73	8.55 %
MKM1	0.16	1.45 %
WHNV		0.00 %
Total	125.49	29.65 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.02	40.38 %
Air-Cond	2.70	35.60 %
Fridge	2.15	33.43 %
Wash-Mac	1.92	27.81 %
Dishwash	0.37	100.00 %
W-Purifi	0.36	71.52 %
Home-The	0.29	39.21 %
Oven	0.28	73.22 %
Total	13.09	37.03 %

Branch *	MTD Sales L	Brand Share %
Total	13.09	37.03 %