

MTD Sales
1,142.85 L

Brand Share %
30.78 %

Information:

MTD : 01-09-2025 To 08-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **30.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	360.94	33.90 %
Fridge	261.93	31.39 %
Wash-Mac	239.41	32.68 %
Air-Cond	224.46	23.84 %
W-Purifi	28.55	64.65 %
Home-The	13.97	21.73 %
Oven	6.87	48.85 %
Dishwash	6.72	39.91 %
Total	1,142.85	30.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	226.30	35.03 %
CHENNAI-01	149.12	28.44 %
TRICHY-01	142.65	30.42 %
SOUTH-03	132.50	29.88 %
CHENNAI-02	123.12	31.04 %
WEST-02	100.88	31.31 %
NORTH ARCOT	80.82	35.68 %
SOUTH ARCOT	80.54	28.56 %
WEST-01	79.66	27.05 %
KL-SOUTH	27.26	25.25 %
Total	1,142.85	30.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	66.77	42.06 %
Air-Cond	57.16	29.46 %
Wash-Mac	46.61	39.12 %
Fridge	45.41	31.06 %
W-Purifi	5.96	69.58 %
Home-The	1.75	13.11 %
Dishwash	1.52	48.05 %
Oven	1.13	39.34 %
Total	226.30	35.03 %

Branch *	MTD Sales L	Brand Share %
VNR2	6.49	28.58 %
TKS1	4.99	29.20 %
ERL2	4.77	27.90 %
VLY1	4.20	23.81 %
MMT1	3.29	25.65 %
SNL1	3.18	28.09 %
SKD1	2.83	27.42 %
UDN1	2.76	28.55 %
APK2	2.47	26.74 %
KYR1	1.38	17.33 %
TVL2	1.35	25.55 %
SGT1	0.70	20.10 %
STU2	0.70	12.35 %
S2SD		0.00 %
Total	226.30	35.03 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	45.61	35.99 %
Air-Cond	35.54	19.81 %
Wash-Mac	32.36	31.53 %
Fridge	27.14	29.24 %
W-Purifi	4.50	50.56 %
Home-The	1.79	22.27 %
Dishwash	1.14	29.28 %
Oven	1.03	54.07 %
Total	149.12	28.44 %

Branch *	MTD Sales L	Brand Share %
CH14	14.07	28.74 %
CH05	8.55	26.93 %
CH08	7.96	23.98 %
CH19	6.15	21.81 %
CH48	5.83	24.42 %
CH28	4.76	21.57 %
AVD1	4.58	23.47 %
CH07	4.43	25.60 %
MRM1	4.19	30.31 %
CH42	4.05	14.11 %
CH30	3.32	20.80 %
CH39	2.76	30.22 %
SKL1	2.24	18.03 %
KNR1	2.04	21.44 %
CH22	1.61	10.98 %
CH38	0.89	9.50 %
CZWH	0.86	12.75 %
CH40	0.18	15.08 %
Total	149.12	28.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	51.90	38.46 %
Fridge	31.56	31.25 %
Air-Cond	31.39	21.11 %
Wash-Mac	23.12	31.82 %
Home-The	1.91	30.47 %
W-Purifi	1.39	54.20 %
Dishwash	1.13	56.92 %
Oven	0.24	29.33 %
Total	142.65	30.42 %

Branch *	MTD Sales L	Brand Share %
TNJ2	6.14	28.67 %
MDI1	5.50	29.95 %
MVM1	5.42	23.36 %
TNJ1	5.32	19.79 %
KIK1	5.00	24.80 %
TVR2	4.79	23.51 %
TYR1	3.21	20.96 %
AYR1	2.51	26.70 %
MSI1	2.48	29.71 %
PDK1	2.11	18.24 %
JKM1	2.07	24.45 %
TRY2	0.77	8.69 %
TRY3	0.62	6.67 %
ORU1	0.32	3.05 %
TZSD		0.00 %
Total	142.65	30.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	46.00	38.83 %
LED TV	32.15	25.59 %
Wash-Mac	26.65	29.30 %
Air-Cond	22.80	24.32 %
W-Purifi	3.26	61.82 %
Oven	1.02	68.57 %
Home-The	0.34	5.12 %
Dishwash	0.29	22.77 %
Total	132.50	29.88 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.04	23.02 %
MDU6	7.68	30.02 %
DGL1	6.16	21.30 %
MDU3	3.72	24.81 %
TMM1	3.26	20.05 %
MDU4	2.62	29.51 %
SVG1	2.32	25.46 %
PNV1	2.17	24.85 %
ADP1	1.39	13.92 %
KKD2	1.36	13.82 %
TEN1	1.27	12.87 %
MNM1	0.98	8.17 %
MDU5	0.79	12.08 %
DGL2	0.75	17.05 %
CMR1	0.59	16.07 %
BTU1	0.36	9.13 %
NKI1	0.26	5.83 %
SZSD		0.00 %
Total	132.50	29.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	43.59	37.74 %
Air-Cond	30.70	24.13 %
Wash-Mac	21.32	29.54 %
Fridge	20.45	29.59 %
W-Purifi	3.63	64.03 %
Home-The	2.05	48.38 %
Dishwash	0.77	100.00 %
Oven	0.60	31.43 %
Total	123.12	31.04 %

Branch *	MTD Sales L	Brand Share %
CH15	8.42	21.20 %
CH03	8.13	21.66 %
MJR1	4.85	27.60 %
CH20	4.41	24.94 %
CH06	3.74	20.94 %
CH17	3.08	28.43 %
CH44	2.74	19.53 %
UKI1	2.62	30.77 %
CH41	2.44	15.82 %
GPD1	1.74	16.94 %
CH24	1.56	13.28 %
CH32	1.09	18.95 %
MC06	0.57	21.53 %
CH01		0.00 %
Total	123.12	31.04 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	32.28	30.72 %
Wash-Mac	29.18	33.50 %
Fridge	25.99	31.69 %
Air-Cond	7.32	20.32 %
W-Purifi	3.60	96.57 %
Home-The	1.83	24.53 %
Oven	0.69	81.40 %
Total	100.88	31.31 %

Branch *	MTD Sales L	Brand Share %
HSR2	5.98	24.01 %
SLM1	5.24	21.67 %
NKL2	3.76	26.28 %
ATU1	3.42	27.30 %
ERD1	3.23	18.21 %
SLM2	2.82	26.28 %
TRM1	2.66	29.21 %
RSP1	2.25	28.90 %
ERD2	1.91	8.48 %
APN1	1.89	28.99 %
EPI1	1.64	24.62 %
MTR1	1.21	16.52 %
DPR1	0.68	15.27 %
PLC1	0.24	5.73 %
CMI1	0.17	6.11 %
WZWH		0.00 %
Total	100.88	31.31 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.29	41.54 %
Fridge	17.10	32.53 %
Wash-Mac	16.89	37.09 %
Air-Cond	11.63	24.82 %
W-Purifi	3.18	73.24 %
Home-The	2.07	40.54 %
Oven	0.67	54.90 %
Total	80.82	35.68 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.92	29.90 %
ABR1	2.58	23.24 %
TRL1	2.50	13.57 %
KPM1	1.97	21.60 %
TRT1	1.71	28.79 %
WJD1	1.60	21.93 %
CYR1	0.94	14.58 %
PLR1	0.36	14.17 %
Total	80.82	35.68 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	22.81	33.68 %
LED TV	21.92	25.36 %
Wash-Mac	16.75	32.46 %
Air-Cond	16.39	23.74 %
W-Purifi	1.59	75.98 %
Home-The	0.87	19.63 %
Oven	0.21	31.76 %
Total	80.54	28.56 %

Branch *	MTD Sales L	Brand Share %
POY1	5.52	21.19 %
VPM2	5.43	23.85 %
NVL2	5.13	30.56 %
CUD1	3.98	17.42 %
KKI2	3.67	29.41 %
CDM1	3.53	22.27 %
TDM1	2.70	26.39 %
SJI1	2.67	20.72 %
PRT1	2.31	17.24 %
VPM1	1.12	17.23 %
TVM1	0.57	9.91 %
MKM1	0.37	5.25 %
TVM2	0.33	10.23 %
Total	80.54	28.56 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	29.66	30.64 %
Wash-Mac	21.35	28.77 %
Fridge	16.58	23.33 %
Air-Cond	7.18	19.87 %
W-Purifi	1.44	59.03 %
Oven	1.19	52.94 %
Dishwash	1.14	29.74 %
Home-The	1.11	14.23 %
Total	79.66	27.05 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.21	20.52 %
UAM1	4.11	29.46 %
KMR1	3.50	15.85 %
SNR1	3.24	24.28 %
UMP1	3.11	29.78 %
MPM1	1.66	26.47 %
TPR3	1.65	19.88 %
TPR1	1.50	15.42 %
KMD1	1.29	17.66 %
CBE5	1.18	8.96 %
PDM1	0.93	15.81 %
CBE3	0.91	16.66 %
CBE1	0.46	5.75 %
SYM2	0.22	4.24 %
WZSD		0.00 %
Total	79.66	27.05 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	8.89	26.61 %
LED TV	7.76	17.49 %
Wash-Mac	5.19	31.36 %
Air-Cond	4.34	41.73 %
Dishwash	0.72	48.00 %
Home-The	0.26	25.86 %
Oven	0.09	100.00 %
Total	27.26	25.25 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.17	4.39 %
Total	27.26	25.25 %