

MTD Sales
1,619.05 L

Brand Share %
29.22 %

Information:

MTD : 01-10-2025 To 08-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.22 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	675.06	32.48 %
Wash-Mac	320.77	31.36 %
Fridge	274.03	26.24 %
Air-Cond	272.89	23.33 %
Home-The	27.71	21.31 %
W-Purifi	23.59	57.81 %
Dishwash	16.02	44.76 %
Oven	8.99	47.52 %
Total	1,619.05	29.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	302.08	34.11 %
CHENNAI-01	239.60	32.29 %
SOUTH-03	192.25	26.30 %
WEST-02	188.74	30.78 %
TRICHY-01	176.65	24.93 %
CHENNAI-02	139.52	24.99 %
WEST-01	135.82	26.23 %
NORTH ARCOT	122.24	39.63 %
SOUTH ARCOT	111.26	25.68 %
KL-SOUTH	10.89	25.34 %
Total	1,619.05	29.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	104.22	36.04 %
Air-Cond	78.86	33.73 %
Wash-Mac	58.96	37.01 %
Fridge	48.42	29.48 %
W-Purifi	5.23	63.40 %
Dishwash	2.70	40.32 %
Oven	2.33	64.00 %
Home-The	1.37	6.67 %
Total	302.08	34.11 %

Branch *	MTD Sales L	Brand Share %
RND1	9.16	28.40 %
VNR2	9.00	23.56 %
SVK1	7.38	29.15 %
TKS1	6.75	19.46 %
TCN1	4.78	26.30 %
ERL2	4.73	27.94 %
SNL1	2.64	16.52 %
STU2	1.84	25.06 %
SKD1	1.74	19.13 %
KYR1	1.50	16.00 %
SGT1	1.36	22.65 %
TVL2	0.36	3.89 %
Total	302.08	34.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	102.57	39.98 %
Air-Cond	46.11	22.64 %
Wash-Mac	41.35	32.96 %
Fridge	33.21	27.09 %
Home-The	7.10	54.26 %
Dishwash	4.68	45.49 %
W-Purifi	3.51	45.26 %
Oven	1.07	41.40 %
Total	239.60	32.29 %

Branch *	MTD Sales L	Brand Share %
CH28	11.95	26.04 %
CH05	11.91	23.30 %
CH42	11.52	28.03 %
CH19	10.18	25.70 %
CH07	9.43	26.76 %
CH22	6.45	26.03 %
CH30	5.53	20.26 %
AVD1	4.65	26.40 %
MRM1	3.96	18.40 %
KNR1	2.67	22.45 %
CH39	2.39	20.83 %
CH26	0.43	10.09 %
CZWH	0.22	1.68 %
Total	239.60	32.29 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	80.01	29.47 %
Wash-Mac	43.37	31.84 %
Fridge	31.61	20.70 %
Air-Cond	29.17	20.66 %
W-Purifi	2.92	53.25 %
Home-The	2.65	15.84 %
Dishwash	1.52	28.84 %
Oven	1.00	53.02 %
Total	192.25	26.30 %

Branch *	MTD Sales L	Brand Share %
DGL1	19.86	25.80 %
MDU1	17.30	22.42 %
MDU2	11.28	17.46 %
KKD3	8.44	17.95 %
MDU3	5.65	23.12 %
TMM1	5.14	22.39 %
DKI1	4.67	26.83 %
TEN1	3.17	15.45 %
BNR1	3.13	24.60 %
NKI1	1.73	16.06 %
CMR1	1.60	21.02 %
ADP1	1.56	14.87 %
BTU1	1.19	17.94 %
PNV1	1.03	12.38 %
MNM1	0.94	10.14 %
SZSD	0.85	18.03 %
DGL2	0.65	6.49 %
MDU5	0.56	5.08 %
KKD2	0.52	7.97 %
ODM1	0.44	6.63 %
Total	192.25	26.30 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	78.51	31.47 %
Wash-Mac	47.72	32.89 %
Fridge	39.78	29.84 %
Air-Cond	14.13	23.07 %
Home-The	3.77	22.74 %
W-Purifi	2.45	75.75 %
Dishwash	1.60	67.22 %
Oven	0.79	43.32 %
Total	188.74	30.78 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.66	17.85 %
ERD2	10.85	24.90 %
ERD1	10.49	23.18 %
TRM1	4.51	27.26 %
MCR1	3.68	28.32 %
PMP1	3.67	24.52 %
EPI1	2.87	26.63 %
MTR1	2.76	25.87 %
OML1	1.71	11.39 %
PLC1	1.53	17.71 %
DPR1	1.41	15.15 %
CMI1	0.92	24.84 %
WZWH	-0.09	-1.96 %
Total	188.74	30.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	81.20	28.88 %
Air-Cond	32.90	18.73 %
Wash-Mac	28.87	26.23 %
Fridge	27.44	22.45 %
Home-The	2.27	18.02 %
W-Purifi	1.62	54.87 %
Dishwash	1.58	88.57 %
Oven	0.77	37.23 %
Total	176.65	24.93 %

Branch *	MTD Sales L	Brand Share %
TRY1	33.31	27.77 %
KUM1	11.76	24.60 %
TNJ1	9.99	17.99 %
TNJ2	9.33	22.80 %
PBR2	9.11	22.39 %
MDI1	8.11	28.78 %
TVR2	7.64	23.00 %
MVM1	7.60	18.89 %
TYR1	6.53	26.47 %
TRY3	5.29	16.21 %
JKM1	3.85	21.11 %
PDK1	3.39	20.71 %
AYR1	3.22	20.02 %
MSI1	3.20	24.76 %
TRY2	3.18	17.21 %
KIK1	2.84	14.92 %
APM1	1.56	19.23 %
ORU1	0.49	3.67 %
TZSD		0.00 %
Total	176.65	24.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	55.02	27.12 %
Fridge	28.87	29.26 %
Wash-Mac	26.43	26.78 %
Air-Cond	20.59	14.95 %
Home-The	3.32	29.36 %
W-Purifi	3.13	66.21 %
Oven	1.36	54.16 %
Dishwash	0.81	42.30 %
Total	139.52	24.99 %

Branch *	MTD Sales L	Brand Share %
CH03	13.14	20.72 %
CH15	10.66	14.87 %
CH12	9.82	21.34 %
CH18	8.09	25.13 %
CH44	5.71	26.33 %
CH09	5.69	23.72 %
CH41	5.51	23.20 %
CH20	4.99	17.54 %
CH24	3.84	18.26 %
MJR1	3.69	21.89 %
CH46	2.65	19.88 %
CH17	2.39	24.39 %
GPD1	2.32	26.87 %
PON1	1.82	18.99 %
CH32		0.00 %
MC05		0.00 %
Total	139.52	24.99 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	63.77	28.48 %
Wash-Mac	26.69	23.71 %
Fridge	22.96	22.81 %
Air-Cond	17.58	31.00 %
Home-The	1.96	12.22 %
W-Purifi	1.25	46.97 %
Dishwash	1.17	37.79 %
Oven	0.44	21.31 %
Total	135.82	26.23 %

Branch *	MTD Sales L	Brand Share %
CBE2	21.18	18.86 %
CBE4	6.70	28.81 %
KMR1	5.23	13.60 %
MPM1	4.58	22.18 %
PLI1	3.78	18.08 %
UAM1	3.65	17.24 %
CBE1	3.22	22.89 %
KGM1	2.23	27.81 %
TPR3	1.47	8.08 %
PDM1	1.47	19.51 %
SYM2	1.03	9.22 %
TPR1	0.98	5.88 %
ANR1	0.73	17.55 %
Total	135.82	26.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	59.90	48.35 %
Wash-Mac	23.03	39.05 %
Fridge	18.04	31.81 %
Air-Cond	14.85	27.33 %
Home-The	3.29	32.03 %
W-Purifi	1.63	67.09 %
Dishwash	1.16	100.00 %
Oven	0.35	49.36 %
Total	122.24	39.63 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.21	27.07 %
KPM2	6.07	26.57 %
KPM1	4.07	23.25 %
TRT1	2.59	27.06 %
ANI1	2.55	28.17 %
ABR1	2.29	20.88 %
WJD1	1.68	19.10 %
AKM1	1.48	20.87 %
CYR1	0.84	13.25 %
Total	122.24	39.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	45.94	27.85 %
Wash-Mac	23.23	32.71 %
Fridge	23.18	27.40 %
Air-Cond	14.10	15.01 %
W-Purifi	1.86	68.22 %
Home-The	1.83	15.46 %
Oven	0.68	51.87 %
Dishwash	0.43	15.06 %
Total	111.26	25.68 %

Branch *	MTD Sales L	Brand Share %
POY1	12.96	25.33 %
SJI2	8.54	17.14 %
NVL2	8.03	24.00 %
CUD1	7.85	20.80 %
VPM2	5.63	23.54 %
KKI2	4.77	20.61 %
PRT1	3.71	24.80 %
CDM1	2.74	14.07 %
STP1	1.35	19.50 %
TVM2	1.27	18.13 %
VPM1	0.67	8.12 %
MKM1	0.55	6.12 %
SJI1		0.00 %
Total	111.26	25.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	4.60	40.37 %
LED TV	3.92	25.84 %
Wash-Mac	1.13	20.41 %
Fridge	0.50	5.89 %
Dishwash	0.38	100.00 %
Oven	0.21	61.48 %
Home-The	0.15	14.32 %
Total	10.89	25.34 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.36	24.88 %
KLR1	0.77	14.21 %
Total	10.89	25.34 %