

MTD Sales
1,091.54 L

Brand Share %
32.03 %

Information:

MTD : 01-12-2025 To 08-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **32.03 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	445.98	34.52 %
Wash-Mac	256.22	30.56 %
Fridge	218.35	34.97 %
Air-Cond	107.97	21.86 %
Home-The	18.96	27.70 %
Dishwash	18.92	43.93 %
W-Purifi	17.36	57.49 %
Oven	7.78	46.24 %
Total	1,091.54	32.03 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	185.90	33.12 %
CHENNAI-01	165.21	33.81 %
TRICHY-01	136.00	31.80 %
SOUTH-03	131.53	30.68 %
WEST-02	114.37	32.67 %
CHENNAI-02	103.30	29.22 %
NORTH ARCOT	90.01	39.72 %
SOUTH ARCOT	86.00	33.19 %
WEST-01	72.37	25.83 %
KL-SOUTH	6.83	21.51 %
Total	1,091.54	32.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	66.97	32.56 %
Wash-Mac	49.30	35.27 %
Fridge	34.46	34.33 %
Air-Cond	25.35	28.91 %
W-Purifi	4.22	60.99 %
Home-The	2.54	20.62 %
Dishwash	1.90	34.32 %
Oven	1.18	39.33 %
Total	185.90	33.12 %

Branch *	MTD Sales L	Brand Share %
TKS1	5.23	25.90 %
MAR1	4.39	27.85 %
SVK1	4.23	26.72 %
TCN1	3.94	30.16 %
RND1	3.34	24.54 %
VLY1	3.26	30.91 %
SDI1	2.94	30.12 %
TKY1	2.80	29.84 %
VNR2	2.51	13.03 %
ERL2	2.19	27.06 %
TYI1	2.12	28.93 %
UDN1	2.04	18.39 %
SNL1	1.93	17.29 %
APK2	1.81	26.34 %
SKD1	1.53	21.79 %
VNR1	1.50	21.65 %
KYR1	1.41	18.03 %
STU2	0.76	10.55 %
COL1	0.51	22.01 %
TVL2	0.13	7.14 %
SGT1	-0.10	-2.97 %
Total	185.90	33.12 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	70.87	39.75 %
Wash-Mac	34.90	30.53 %
Fridge	26.99	32.80 %
Air-Cond	20.89	22.83 %
Dishwash	4.16	61.42 %
W-Purifi	3.72	70.09 %
Home-The	2.97	40.46 %
Oven	0.70	25.68 %
Total	165.21	33.81 %

Branch *	MTD Sales L	Brand Share %
CH05	9.35	29.64 %
CH08	9.34	26.09 %
CH19	9.01	29.34 %
CH45	6.35	28.93 %
CH14	5.12	23.63 %
AVD1	4.97	24.81 %
SKL1	3.85	29.20 %
GUD2	3.56	31.28 %
CH07	3.50	17.90 %
CZWH	2.71	21.02 %
CH38	2.29	30.88 %
CH39	1.85	19.89 %
WHC3	0.36	7.88 %
CH26		0.00 %
MC10		0.00 %
Total	165.21	33.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	62.20	32.81 %
Fridge	33.16	44.32 %
Wash-Mac	24.02	28.67 %
Air-Cond	9.54	15.23 %
Home-The	3.20	33.49 %
Dishwash	2.29	58.24 %
W-Purifi	0.95	45.68 %
Oven	0.64	48.53 %
Total	136.00	31.80 %

Branch *	MTD Sales L	Brand Share %
PBR2	8.35	30.43 %
MVM1	7.86	25.24 %
KUM1	7.66	31.99 %
TNJ1	6.53	20.92 %
TVR2	6.32	27.08 %
TNJ2	5.46	27.65 %
MDI1	5.44	30.78 %
KIK1	3.51	22.68 %
TRY4	3.39	23.20 %
TTP1	2.18	30.76 %
MSI1	2.03	26.05 %
TRY3	1.21	11.66 %
ORU1	0.62	9.00 %
APM1	0.59	14.26 %
TZSD	0.04	8.29 %
WTRZ		0.00 %
Total	136.00	31.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	44.52	28.23 %
Wash-Mac	35.06	31.06 %
Fridge	34.05	38.56 %
Air-Cond	11.38	23.45 %
Home-The	2.39	24.09 %
W-Purifi	1.98	45.31 %
Oven	1.78	57.20 %
Dishwash	0.38	9.65 %
Total	131.53	30.68 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.04	26.25 %
MDU2	8.44	25.24 %
DGL1	7.88	21.50 %
KKD3	4.02	20.75 %
MDU3	3.20	25.24 %
TMM1	2.64	20.72 %
TPT1	2.55	29.04 %
MDU4	1.97	24.61 %
USL1	1.93	30.97 %
PVI1	1.89	27.16 %
DGL2	1.60	15.32 %
NKI1	1.33	20.64 %
BNR1	1.23	15.81 %
ADP1	0.98	10.33 %
TEN1	0.75	5.72 %
MNM1	0.69	24.70 %
BTU1	0.66	13.24 %
ODM1	0.58	14.92 %
MDU5	0.48	10.66 %
SZSD		0.00 %
Total	131.53	30.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	42.32	35.45 %
Wash-Mac	32.90	30.21 %
Fridge	21.59	30.34 %
Air-Cond	12.08	32.68 %
W-Purifi	1.79	83.18 %
Home-The	1.54	20.98 %
Dishwash	1.47	58.96 %
Oven	0.68	40.56 %
Total	114.37	32.67 %

Branch *	MTD Sales L	Brand Share %
SLM1	8.03	31.27 %
HSR2	7.44	26.29 %
ERD2	6.65	24.52 %
ERD1	5.13	23.92 %
SLM2	4.70	29.65 %
KRI1	2.61	28.47 %
SLM3	2.53	21.91 %
VKL1	2.10	25.22 %
TCG1	2.07	27.79 %
OML1	1.88	27.47 %
KMM1	1.80	31.67 %
MTR1	1.69	22.76 %
TRM1	1.61	22.47 %
PLC1	1.30	15.99 %
DPR1	0.27	4.66 %
WZWH	0.06	6.50 %
WHPD		0.00 %
Total	114.37	32.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	50.52	37.73 %
Wash-Mac	19.41	24.99 %
Fridge	18.70	31.40 %
Air-Cond	7.33	11.24 %
Dishwash	2.68	42.40 %
W-Purifi	2.20	66.43 %
Home-The	1.93	34.89 %
Oven	0.53	26.52 %
Total	103.30	29.22 %

Branch *	MTD Sales L	Brand Share %
CH03	11.41	30.13 %
CH15	9.51	20.27 %
CH21	5.96	21.35 %
CH12	5.34	22.10 %
CH09	5.13	25.95 %
CH18	4.79	24.79 %
CH20	4.35	25.65 %
CH17	4.21	23.52 %
CH24	2.76	20.53 %
CH44	1.64	18.79 %
GPD1	1.31	18.98 %
PON1	1.27	27.42 %
CH32	0.11	4.75 %
CH01		0.00 %
MC06		0.00 %
Total	103.30	29.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	42.07	44.92 %
Wash-Mac	21.24	38.46 %
Fridge	14.04	39.37 %
Air-Cond	7.08	23.82 %
Home-The	2.12	39.11 %
Dishwash	1.51	48.70 %
W-Purifi	1.35	48.65 %
Oven	0.60	58.19 %
Total	90.01	39.72 %

Branch *	MTD Sales L	Brand Share %
TRL1	5.23	28.76 %
KPM1	2.50	29.78 %
ABR1	2.40	25.79 %
WJD1	0.78	8.45 %
CYR1		0.00 %
WHVL		0.00 %
Total	90.01	39.72 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	38.46	36.26 %
Wash-Mac	19.44	34.93 %
Fridge	19.15	39.89 %
Air-Cond	4.96	12.74 %
Dishwash	1.53	30.95 %
Home-The	1.28	32.06 %
W-Purifi	0.79	73.24 %
Oven	0.40	87.35 %
Total	86.00	33.19 %

Branch *	MTD Sales L	Brand Share %
POY1	8.39	27.01 %
TRK1	4.78	31.89 %
CUD1	3.99	20.87 %
VPM2	3.95	25.55 %
NVL2	3.78	26.56 %
SJI2	2.96	23.94 %
KML1	2.57	26.32 %
CDM1	2.00	11.16 %
TVM2	1.11	24.65 %
MKM1	0.91	17.92 %
WHUT		0.00 %
Total	86.00	33.19 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	26.62	27.04 %
Wash-Mac	19.14	22.67 %
Fridge	15.27	26.82 %
Air-Cond	5.93	24.33 %
Dishwash	3.02	49.51 %
Oven	1.06	81.73 %
Home-The	0.98	14.86 %
W-Purifi	0.36	18.26 %
Total	72.37	25.83 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.63	18.05 %
KMR1	4.22	28.52 %
CBE4	4.10	19.67 %
TPR2	3.83	27.62 %
UAM1	2.94	23.88 %
TPR1	2.70	25.02 %
SNR1	2.36	20.65 %
PLI1	2.15	23.28 %
CBE1	2.10	18.48 %
AVI1	2.08	31.60 %
UMP1	1.99	24.57 %
SYM2	1.74	25.48 %
TPR4	1.59	27.28 %
TPR3	1.26	23.32 %
MPM1	1.25	14.07 %
CBE3	1.21	19.50 %
CNR1	1.14	21.70 %
PPI1	0.93	18.52 %
KMD1	0.92	18.97 %
PDM1	0.68	12.31 %
WZSD	0.08	1.95 %
Total	72.37	25.83 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.43	41.02 %
LED TV	1.43	15.18 %
Fridge	0.95	12.88 %
Wash-Mac	0.82	14.09 %
Oven	0.21	100.00 %
Total	6.83	21.51 %

Branch *	MTD Sales L	Brand Share %
TVP1	5.83	28.82 %
PAS1	0.75	16.06 %
KLR1	0.25	3.71 %
Total	6.83	21.51 %