

MTD Sales
1,204.91 L

Brand Share %
30.51 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **30.51 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	380.70	33.81 %
Fridge	271.40	31.01 %
Wash-Mac	252.03	32.57 %
Air-Cond	240.37	23.48 %
W-Purifi	30.58	64.86 %
Home-The	15.38	21.60 %
Oven	7.33	47.61 %
Dishwash	7.11	41.30 %
Total	1,204.91	30.51 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	237.67	34.14 %
CHENNAI-01	158.51	28.23 %
TRICHY-01	150.56	30.31 %
SOUTH-03	139.56	29.53 %
CHENNAI-02	130.68	30.77 %
WEST-02	107.23	31.52 %
NORTH ARCOT	85.77	36.02 %
SOUTH ARCOT	83.29	28.24 %
WEST-01	82.83	26.54 %
KL-SOUTH	28.82	25.62 %
Total	1,204.91	30.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	71.39	41.66 %
Air-Cond	60.44	28.03 %
Wash-Mac	47.54	37.80 %
Fridge	47.15	30.63 %
W-Purifi	5.96	69.59 %
Home-The	1.94	13.74 %
Dishwash	1.91	53.85 %
Oven	1.34	41.63 %
Total	237.67	34.14 %

Branch *	MTD Sales L	Brand Share %
MAR1	9.12	29.90 %
VNR2	6.89	27.67 %
SVK1	6.86	30.17 %
ERL2	5.13	28.54 %
TKS1	5.12	28.79 %
VLY1	4.85	25.32 %
SNL1	3.36	28.62 %
MMT1	3.29	25.10 %
UDN1	2.89	27.73 %
SKD1	2.83	27.03 %
APK2	2.77	28.52 %
KYR1	1.38	16.49 %
TVL2	1.35	25.55 %
SGT1	0.70	19.49 %
STU2	0.70	11.09 %
S2SD		0.00 %
Total	237.67	34.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	47.57	35.40 %
Air-Cond	39.18	20.14 %
Wash-Mac	35.11	31.87 %
Fridge	27.79	28.22 %
W-Purifi	4.89	51.72 %
Home-The	1.79	20.93 %
Dishwash	1.14	29.28 %
Oven	1.03	51.05 %
Total	158.51	28.23 %

Branch *	MTD Sales L	Brand Share %
CH14	14.62	28.99 %
CH05	10.09	28.33 %
CH08	8.67	23.73 %
CH45	6.93	30.44 %
CH48	6.40	25.05 %
CH19	6.32	20.13 %
AVD1	5.33	25.11 %
CH07	5.18	27.66 %
CH28	4.66	20.28 %
CH42	4.05	13.52 %
CH30	3.60	22.17 %
CH39	2.76	27.66 %
SKL1	2.53	18.61 %
CH22	2.28	14.49 %
KNR1	2.04	20.46 %
CZWH	1.80	21.85 %
CH26	1.56	28.19 %
CH38	0.89	9.46 %
CH40	0.18	11.92 %
Total	158.51	28.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	52.95	37.82 %
Air-Cond	33.61	21.28 %
Fridge	32.95	30.78 %
Wash-Mac	25.54	32.43 %
W-Purifi	2.13	64.44 %
Home-The	2.00	29.39 %
Dishwash	1.13	56.92 %
Oven	0.24	29.33 %
Total	150.56	30.31 %

Branch *	MTD Sales L	Brand Share %
KUM1	8.04	30.28 %
TNJ2	6.31	28.36 %
MDI1	6.02	30.07 %
KIK1	5.91	27.34 %
TNJ1	5.61	19.82 %
TVR2	5.52	25.72 %
MVM1	5.42	21.93 %
TYR1	3.70	23.09 %
AYR1	2.70	27.46 %
JKM1	2.53	26.07 %
PDK1	2.37	19.54 %
TRY2	0.77	7.92 %
TRY3	0.62	6.24 %
ORU1	0.32	2.80 %
TZSD		0.00 %
Total	150.56	30.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	46.73	37.59 %
LED TV	35.62	26.55 %
Wash-Mac	27.43	28.85 %
Air-Cond	24.53	23.76 %
W-Purifi	3.51	63.56 %
Oven	1.02	68.57 %
Home-The	0.43	5.72 %
Dishwash	0.29	22.77 %
Total	139.56	29.53 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.04	21.70 %
MDU6	8.26	30.17 %
DGL1	6.25	20.69 %
MDU3	4.11	26.14 %
MPA1	3.93	28.50 %
TMM1	3.52	20.32 %
MDU4	2.62	28.43 %
KRR1	2.40	26.18 %
PNV1	2.17	22.49 %
KKD2	1.57	15.48 %
TEN1	1.41	13.49 %
ADP1	1.39	12.81 %
MNM1	0.98	8.09 %
CMR1	0.84	21.33 %
MDU5	0.79	12.08 %
DGL2	0.75	16.10 %
BTU1	0.49	11.16 %
NKI1	0.26	5.08 %
SZSD		0.00 %
Total	139.56	29.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	46.79	37.65 %
Air-Cond	32.81	23.64 %
Wash-Mac	21.95	29.17 %
Fridge	21.29	29.42 %
W-Purifi	4.05	61.90 %
Home-The	2.41	49.87 %
Dishwash	0.77	100.00 %
Oven	0.60	31.43 %
Total	130.68	30.77 %

Branch *	MTD Sales L	Brand Share %
CH03	9.79	23.79 %
CH15	8.83	20.83 %
MJR1	5.02	28.19 %
CH20	4.63	23.25 %
CH06	4.00	21.01 %
CH17	3.08	25.62 %
CH44	2.74	17.65 %
CH41	2.44	15.11 %
CH24	1.87	14.40 %
GPD1	1.74	16.01 %
CH32	1.09	18.95 %
MC06	0.57	21.53 %
CH01		0.00 %
Total	130.68	30.77 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	34.55	31.22 %
Wash-Mac	30.56	33.61 %
Fridge	26.77	31.55 %
Air-Cond	8.71	21.57 %
W-Purifi	3.60	96.57 %
Home-The	2.11	24.83 %
Oven	0.95	75.99 %
Total	107.23	31.52 %

Branch *	MTD Sales L	Brand Share %
HSR2	6.17	24.32 %
SLM1	5.24	19.99 %
NKL2	4.41	28.93 %
SLM2	3.72	28.60 %
ATU1	3.60	26.80 %
ERD1	3.49	19.02 %
TRM1	2.66	29.21 %
ERD2	2.29	10.03 %
MTR1	1.94	23.30 %
APN1	1.89	28.05 %
EPI1	1.77	23.07 %
DPR1	0.68	12.21 %
PLC1	0.67	14.17 %
CMI1	0.17	5.50 %
WZWH		0.00 %
Total	107.23	31.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.99	41.84 %
Wash-Mac	17.83	37.99 %
Fridge	17.70	33.10 %
Air-Cond	12.82	24.94 %
W-Purifi	3.30	70.00 %
Home-The	2.45	42.49 %
Oven	0.67	50.20 %
Total	85.77	36.02 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.19	29.89 %
ABR1	3.29	27.34 %
AKM1	2.92	29.99 %
TRL1	2.50	12.65 %
KPM1	2.11	22.53 %
TRT1	1.71	28.79 %
WJD1	1.60	20.96 %
CYR1	0.94	14.58 %
UGI1	0.78	30.01 %
PLR1	0.36	13.42 %
Total	85.77	36.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.17	32.94 %
LED TV	22.31	25.11 %
Wash-Mac	18.41	33.27 %
Air-Cond	16.74	23.03 %
W-Purifi	1.59	75.98 %
Home-The	0.87	17.89 %
Oven	0.21	26.90 %
Total	83.29	28.24 %

Branch *	MTD Sales L	Brand Share %
VPM2	5.65	23.73 %
POY1	5.52	20.36 %
NVL2	5.13	29.41 %
CUD1	4.38	18.36 %
KKI2	3.87	29.51 %
CDM1	3.87	22.54 %
SJI1	2.80	21.27 %
TDM1	2.70	25.29 %
PRT1	2.49	17.64 %
VPM1	1.12	17.23 %
TVM1	0.57	9.34 %
MKM1	0.37	5.01 %
TVM2	0.33	9.36 %
Total	83.29	28.24 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	30.15	29.30 %
Wash-Mac	22.47	28.81 %
Fridge	18.02	23.88 %
Air-Cond	7.18	19.01 %
W-Purifi	1.56	58.86 %
Oven	1.19	50.01 %
Dishwash	1.14	29.74 %
Home-The	1.11	12.20 %
Total	82.83	26.54 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.79	20.53 %
UAM1	4.11	26.23 %
SNR1	3.45	23.54 %
KMR1	3.32	14.18 %
UMP1	3.11	29.31 %
SUL1	2.16	30.00 %
TPR3	1.77	20.48 %
MPM1	1.66	25.71 %
TPR1	1.50	14.54 %
KMD1	1.43	17.81 %
CBE3	1.19	20.34 %
CBE5	1.18	8.77 %
PDM1	0.93	15.26 %
CBE1	0.46	5.49 %
SYM2	0.22	3.68 %
WZSD		0.00 %
Total	82.83	26.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	9.83	28.21 %
LED TV	8.38	18.43 %
Wash-Mac	5.19	29.68 %
Air-Cond	4.34	38.51 %
Dishwash	0.72	48.00 %
Home-The	0.26	24.20 %
Oven	0.09	40.69 %
Total	28.82	25.62 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.41	4.96 %
Total	28.82	25.62 %