

MTD Sales
1,702.96 L

Brand Share %
28.90 %

Information:

MTD : 01-10-2025 To 09-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.90 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	705.64	32.13 %
Wash-Mac	340.22	31.37 %
Fridge	291.82	26.27 %
Air-Cond	284.94	22.62 %
Home-The	29.04	21.04 %
W-Purifi	24.96	56.97 %
Dishwash	16.77	44.18 %
Oven	9.57	46.42 %
Total	1,702.96	28.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	315.04	33.50 %
CHENNAI-01	252.35	31.82 %
SOUTH-03	204.95	26.32 %
WEST-02	198.58	30.78 %
TRICHY-01	188.08	24.73 %
CHENNAI-02	149.04	24.79 %
WEST-01	141.42	25.82 %
NORTH ARCOT	127.49	39.19 %
SOUTH ARCOT	114.25	25.21 %
KL-SOUTH	11.75	25.35 %
Total	1,702.96	28.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	106.90	35.15 %
Air-Cond	81.78	32.43 %
Wash-Mac	62.33	37.03 %
Fridge	52.03	29.70 %
W-Purifi	5.35	62.76 %
Dishwash	2.70	40.32 %
Oven	2.39	62.52 %
Home-The	1.56	7.22 %
Total	315.04	33.50 %

Branch *	MTD Sales L	Brand Share %
VNR2	10.01	24.44 %
RND1	9.70	28.17 %
TKS1	7.54	20.34 %
MAR1	6.33	28.80 %
TCN1	5.00	24.79 %
SNL1	3.06	18.11 %
STU2	2.35	25.91 %
SKD1	1.74	18.93 %
KYR1	1.50	15.67 %
SGT1	1.36	22.10 %
TVL2	0.36	3.49 %
Total	315.04	33.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	106.71	39.92 %
Air-Cond	47.84	21.44 %
Wash-Mac	44.82	33.37 %
Fridge	36.22	27.34 %
Home-The	7.38	52.82 %
Dishwash	4.68	43.52 %
W-Purifi	3.63	43.05 %
Oven	1.07	39.07 %
Total	252.35	31.82 %

Branch *	MTD Sales L	Brand Share %
CH28	12.33	25.98 %
CH05	11.91	22.27 %
CH42	11.70	25.61 %
CH19	11.55	25.72 %
CH07	10.00	27.28 %
CH22	6.58	25.74 %
CH30	5.53	19.51 %
AVD1	4.86	26.44 %
MRM1	4.86	21.65 %
KNR1	2.67	22.45 %
CH39	2.39	18.50 %
CZWH	2.13	9.96 %
CH26	0.43	9.85 %
Total	252.35	31.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	85.82	29.47 %
Wash-Mac	45.92	31.56 %
Fridge	34.17	20.91 %
Air-Cond	29.99	20.41 %
Home-The	3.08	16.99 %
W-Purifi	3.07	52.88 %
Dishwash	1.89	33.52 %
Oven	1.00	50.57 %
Total	204.95	26.32 %

Branch *	MTD Sales L	Brand Share %
DGL1	21.21	25.45 %
MDU1	18.24	22.59 %
MDU2	11.53	17.24 %
KKD3	8.49	16.74 %
TMM1	6.04	24.39 %
MDU3	5.89	23.35 %
DKI1	5.35	28.41 %
TEN1	3.29	13.98 %
BNR1	3.25	24.87 %
NKI1	1.73	15.13 %
CMR1	1.60	20.28 %
ADP1	1.56	13.58 %
BTU1	1.47	20.27 %
PNV1	1.28	13.09 %
MNM1	0.94	9.62 %
SZSD	0.85	18.03 %
DGL2	0.65	5.76 %
MDU5	0.54	4.78 %
KKD2	0.52	7.53 %
ODM1	0.44	6.18 %
Total	204.95	26.32 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	82.32	31.66 %
Wash-Mac	50.13	32.82 %
Fridge	40.91	29.27 %
Air-Cond	15.32	23.02 %
Home-The	4.25	24.46 %
W-Purifi	2.69	77.43 %
Dishwash	1.98	60.97 %
Oven	0.98	48.75 %
Total	198.58	30.78 %

Branch *	MTD Sales L	Brand Share %
HSR2	12.19	28.85 %
SLM1	12.15	17.89 %
ERD1	11.65	24.49 %
ERD2	11.42	25.15 %
TRM1	4.51	27.06 %
MCR1	3.88	26.34 %
PMP1	3.67	24.52 %
EPI1	2.87	26.28 %
MTR1	2.76	23.99 %
OML1	2.08	12.03 %
PLC1	1.53	17.71 %
DPR1	1.41	14.75 %
CMI1	0.92	24.84 %
WZWH	-0.09	-1.96 %
Total	198.58	30.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	86.40	28.65 %
Air-Cond	34.27	18.17 %
Wash-Mac	31.42	26.72 %
Fridge	29.55	22.51 %
Home-The	2.12	15.59 %
W-Purifi	1.75	52.23 %
Dishwash	1.58	88.57 %
Oven	0.99	36.23 %
Total	188.08	24.73 %

Branch *	MTD Sales L	Brand Share %
TRY1	36.67	27.79 %
KUM1	12.15	23.78 %
TNJ1	11.01	18.12 %
TNJ2	10.41	23.00 %
PBR2	9.50	22.12 %
TVR2	8.44	23.65 %
MVM1	8.13	18.85 %
TYR1	6.53	24.74 %
TRY3	5.53	15.62 %
JKM1	4.12	21.60 %
PDK1	3.74	20.93 %
AYR1	3.48	20.36 %
TRY2	3.32	17.11 %
MSI1	3.20	24.76 %
KIK1	2.84	14.06 %
APM1	1.56	18.41 %
ORU1	0.49	3.43 %
TZSD		0.00 %
Total	188.08	24.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	58.28	26.77 %
Fridge	31.79	30.58 %
Wash-Mac	27.57	26.29 %
Air-Cond	22.55	14.77 %
Home-The	3.32	26.73 %
W-Purifi	3.25	64.90 %
Oven	1.47	56.10 %
Dishwash	0.81	42.30 %
Total	149.04	24.79 %

Branch *	MTD Sales L	Brand Share %
CH03	14.15	20.44 %
CH15	13.30	17.07 %
CH12	10.46	21.68 %
CH18	8.26	22.61 %
CH44	6.19	26.75 %
CH41	5.85	23.29 %
CH09	5.69	21.62 %
CH20	5.31	16.57 %
CH24	3.97	17.85 %
MJR1	3.69	19.39 %
CH46	2.65	19.70 %
CH17	2.39	24.39 %
GPD1	2.32	26.07 %
PON1	2.01	20.63 %
CH32		0.00 %
MC05		0.00 %
Total	149.04	24.79 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	64.96	27.82 %
Wash-Mac	28.87	24.23 %
Fridge	24.08	22.47 %
Air-Cond	18.45	29.71 %
Home-The	1.96	11.65 %
W-Purifi	1.48	48.59 %
Dishwash	1.17	32.79 %
Oven	0.44	18.53 %
Total	141.42	25.82 %

Branch *	MTD Sales L	Brand Share %
CBE2	22.78	19.28 %
KMR1	5.80	13.66 %
MPM1	4.64	21.19 %
PLI1	4.28	18.10 %
UAM1	3.65	16.94 %
CBE1	3.22	22.89 %
KGM1	2.23	25.52 %
TPR3	1.47	7.61 %
PDM1	1.47	17.88 %
TPR1	1.11	6.57 %
SYM2	1.03	8.84 %
ANR1	0.86	18.79 %
Total	141.42	25.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	63.22	48.15 %
Wash-Mac	24.16	38.91 %
Fridge	18.49	30.55 %
Air-Cond	14.85	26.49 %
Home-The	3.39	31.80 %
W-Purifi	1.87	66.21 %
Dishwash	1.16	100.00 %
Oven	0.35	49.36 %
Total	127.49	39.19 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.41	27.34 %
KPM2	6.38	26.45 %
KPM1	4.07	22.01 %
TRT1	2.59	27.06 %
ANI1	2.55	27.63 %
ABR1	2.29	20.27 %
WJD1	1.68	16.55 %
AKM1	1.48	20.87 %
CYR1	0.84	13.25 %
Total	127.49	39.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	47.10	27.20 %
Fridge	24.06	27.20 %
Wash-Mac	23.87	32.26 %
Air-Cond	14.43	14.68 %
W-Purifi	1.86	68.22 %
Home-The	1.83	14.81 %
Oven	0.68	51.87 %
Dishwash	0.43	15.06 %
Total	114.25	25.21 %

Branch *	MTD Sales L	Brand Share %
POY1	12.96	24.65 %
SJI2	8.54	16.15 %
NVL2	8.03	22.66 %
CUD1	7.85	20.13 %
VPM2	5.81	22.98 %
KKI2	4.90	18.89 %
PRT1	3.84	24.78 %
CDM1	2.74	13.66 %
STP1	1.35	18.63 %
TVM2	1.27	17.78 %
VPM1	0.67	8.12 %
MKM1	0.55	6.03 %
SJI1		0.00 %
Total	114.25	25.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	5.46	40.98 %
LED TV	3.92	24.38 %
Wash-Mac	1.13	19.05 %
Fridge	0.50	5.80 %
Dishwash	0.38	100.00 %
Oven	0.21	61.48 %
Home-The	0.15	14.32 %
Total	11.75	25.35 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.22	26.37 %
KLR1	0.77	12.00 %
Total	11.75	25.35 %