

MTD Sales
1,272.57 L

Brand Share %
30.34 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **30.34 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	401.81	33.64 %
Fridge	284.31	30.69 %
Wash-Mac	266.21	32.60 %
Air-Cond	256.64	23.43 %
W-Purifi	32.49	64.31 %
Home-The	16.57	21.43 %
Oven	7.84	47.58 %
Dishwash	6.69	38.66 %
Total	1,272.57	30.34 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	258.10	34.04 %
CHENNAI-01	170.53	28.16 %
TRICHY-01	157.75	30.43 %
SOUTH-03	144.64	29.39 %
CHENNAI-02	135.91	29.68 %
WEST-02	113.05	31.68 %
NORTH ARCOT	89.90	35.71 %
WEST-01	86.62	26.28 %
SOUTH ARCOT	85.47	27.73 %
KL-SOUTH	30.59	26.42 %
Total	1,272.57	30.34 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	77.67	41.75 %
Air-Cond	65.93	27.97 %
Wash-Mac	53.15	38.73 %
Fridge	49.51	29.70 %
W-Purifi	6.57	71.05 %
Home-The	1.94	12.22 %
Dishwash	1.91	47.13 %
Oven	1.43	43.27 %
Total	258.10	34.04 %

Branch *	MTD Sales L	Brand Share %
NGR1	12.03	29.82 %
MAR1	9.59	30.15 %
VNR2	7.54	29.48 %
ERL2	5.62	29.73 %
TKS1	5.56	28.54 %
VLY1	5.01	24.07 %
MMT1	3.42	25.42 %
SNL1	3.36	27.43 %
UDN1	3.02	25.52 %
SKD1	2.96	26.40 %
KYR1	1.38	16.21 %
TVL2	1.35	20.47 %
SGT1	0.70	18.78 %
STU2	0.70	10.17 %
S2SD		0.00 %
Total	258.10	34.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	49.89	34.68 %
Air-Cond	43.86	20.66 %
Wash-Mac	37.59	32.07 %
Fridge	29.89	28.01 %
W-Purifi	5.17	49.60 %
Home-The	1.88	21.07 %
Dishwash	1.14	29.28 %
Oven	1.09	48.66 %
Total	170.53	28.16 %

Branch *	MTD Sales L	Brand Share %
CH14	15.12	27.78 %
CH05	10.39	27.56 %
CH08	9.75	24.90 %
CH19	7.61	22.34 %
AVD1	6.49	28.08 %
CH48	6.40	23.65 %
CH07	6.11	29.72 %
CH42	5.06	14.89 %
CH28	4.94	19.65 %
CH30	3.60	20.68 %
SKL1	3.47	22.35 %
CH39	3.04	28.06 %
KNR1	2.57	21.43 %
CH22	2.28	13.88 %
CZWH	1.80	21.85 %
CH26	1.56	27.38 %
CH38	0.89	8.74 %
CH40	0.18	8.22 %
Total	170.53	28.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	56.04	37.92 %
Air-Cond	35.29	21.41 %
Fridge	34.21	31.08 %
Wash-Mac	26.65	32.52 %
W-Purifi	2.26	60.43 %
Home-The	2.25	30.29 %
Dishwash	0.71	45.35 %
Oven	0.34	33.32 %
Total	157.75	30.43 %

Branch *	MTD Sales L	Brand Share %
KUM1	8.04	28.48 %
TNJ2	7.20	29.27 %
TNJ1	6.56	21.81 %
TVR2	6.15	27.84 %
KIK1	5.91	26.48 %
MVM1	4.54	19.66 %
TYR1	3.70	22.38 %
AYR1	3.01	28.56 %
PDK1	2.80	21.04 %
JKM1	2.66	25.92 %
MSI1	2.55	29.04 %
TRY2	0.77	7.84 %
TRY3	0.62	5.51 %
ORU1	0.32	2.71 %
TZSD		0.00 %
Total	157.75	30.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	48.15	37.29 %
LED TV	35.75	25.70 %
Wash-Mac	29.70	29.63 %
Air-Cond	25.66	24.07 %
W-Purifi	3.63	64.38 %
Oven	1.02	68.57 %
Home-The	0.43	5.05 %
Dishwash	0.29	22.77 %
Total	144.64	29.39 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.12	22.66 %
DGL1	7.14	21.71 %
MPA1	4.25	29.58 %
MDU3	4.23	26.03 %
TMM1	3.65	20.41 %
MDU4	2.62	27.67 %
KRR1	2.40	25.48 %
PNV1	2.17	22.49 %
TEN1	1.41	12.67 %
ADP1	1.39	12.81 %
KKD2	0.99	10.22 %
MNM1	0.98	7.44 %
CMR1	0.84	21.33 %
MDU5	0.79	12.08 %
DGL2	0.75	14.64 %
BTU1	0.49	10.41 %
NKI1	0.26	4.75 %
SZSD		0.00 %
Total	144.64	29.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	49.47	37.05 %
Air-Cond	33.97	22.25 %
Fridge	22.21	28.70 %
Wash-Mac	22.14	27.94 %
W-Purifi	4.05	61.90 %
Home-The	2.70	46.63 %
Dishwash	0.77	100.00 %
Oven	0.60	30.55 %
Total	135.91	29.68 %

Branch *	MTD Sales L	Brand Share %
CH03	9.89	21.73 %
CH12	9.77	29.06 %
CH15	8.83	19.80 %
MJR1	5.79	29.57 %
CH20	5.07	23.31 %
CH06	4.28	20.61 %
CH17	3.22	25.70 %
CH44	2.74	16.29 %
CH41	2.44	14.71 %
CH24	1.87	11.30 %
GPD1	1.74	15.36 %
CH32	1.09	18.95 %
MC06	0.57	21.53 %
CH01		0.00 %
Total	135.91	29.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	35.93	30.93 %
Wash-Mac	31.68	33.50 %
Fridge	29.31	32.56 %
Air-Cond	8.71	21.13 %
W-Purifi	4.09	96.97 %
Home-The	2.39	25.82 %
Oven	0.95	65.66 %
Total	113.05	31.68 %

Branch *	MTD Sales L	Brand Share %
HSR2	6.54	24.66 %
SLM1	5.24	19.63 %
NKL2	4.41	27.87 %
ERD1	4.37	22.00 %
SLM2	3.98	29.29 %
ATU1	3.94	28.34 %
TRM1	2.86	30.02 %
EPI1	2.32	27.74 %
MTR1	2.32	26.65 %
ERD2	2.29	9.83 %
PLC1	0.94	16.50 %
DPR1	0.68	11.35 %
CMI1	0.17	5.20 %
WZWH		0.00 %
Total	113.05	31.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.13	41.92 %
Wash-Mac	18.41	37.46 %
Fridge	18.39	32.60 %
Air-Cond	13.09	24.21 %
W-Purifi	3.57	69.79 %
Home-The	2.64	42.59 %
Oven	0.67	48.20 %
Total	89.90	35.71 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.19	29.11 %
ABR1	3.29	26.26 %
AKM1	3.19	30.13 %
TRL1	2.50	11.75 %
WJD1	1.79	21.95 %
TRT1	1.71	28.79 %
CYR1	1.20	16.42 %
UGI1	0.78	29.35 %
PLR1	0.36	11.96 %
Total	89.90	35.71 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	31.27	28.84 %
Wash-Mac	23.02	27.99 %
Fridge	19.10	23.88 %
Air-Cond	7.96	19.68 %
W-Purifi	1.56	56.11 %
Oven	1.45	54.83 %
Dishwash	1.14	29.74 %
Home-The	1.11	12.05 %
Total	86.62	26.28 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.21	20.39 %
PLI1	4.85	29.58 %
UAM1	4.53	28.14 %
KMR1	3.50	14.37 %
SNR1	3.45	20.33 %
UMP1	3.11	28.96 %
TPR1	2.50	21.03 %
SUL1	2.16	28.76 %
DPM2	2.10	28.53 %
TPR3	1.97	21.89 %
GBM1	1.90	28.23 %
KMD1	1.85	21.02 %
MPM1	1.66	24.71 %
CBE3	1.19	20.34 %
CBE5	1.18	8.59 %
PDM1	0.93	14.94 %
CBE1	0.73	7.45 %
SYM2	0.22	3.17 %
WZSD		0.00 %
Total	86.62	26.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.54	31.68 %
LED TV	23.37	24.98 %
Wash-Mac	18.06	31.92 %
Air-Cond	17.83	23.47 %
W-Purifi	1.59	71.35 %
Home-The	0.87	17.89 %
Oven	0.21	26.90 %
Total	85.47	27.73 %

Branch *	MTD Sales L	Brand Share %
POY1	5.78	19.93 %
NVL2	5.13	29.23 %
VPM2	5.11	21.80 %
CUD1	4.38	17.64 %
CDM1	4.20	22.40 %
KKI2	4.05	29.24 %
SJI1	2.93	20.56 %
TDM1	2.82	25.84 %
PRT1	2.75	19.00 %
VPM1	1.12	16.37 %
TVM1	0.85	12.78 %
MKM1	0.37	4.61 %
TVM2	0.33	8.13 %
Total	85.47	27.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	10.00	28.07 %
LED TV	9.27	19.78 %
Wash-Mac	5.82	31.85 %
Air-Cond	4.34	37.58 %
Dishwash	0.72	48.00 %
Home-The	0.35	29.97 %
Oven	0.09	40.69 %
Total	30.59	26.42 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.41	4.90 %
Total	30.59	26.42 %