

MTD Sales
1,801.05 L

Brand Share %
28.57 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **28.57 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	749.21	31.97 %
Wash-Mac	358.73	30.88 %
Fridge	308.54	25.93 %
Air-Cond	298.81	22.14 %
Home-The	30.97	20.80 %
W-Purifi	26.14	56.03 %
Dishwash	19.09	44.52 %
Oven	9.57	44.38 %
Total	1,801.05	28.57 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	326.35	32.87 %
CHENNAI-01	264.48	31.19 %
SOUTH-03	217.63	26.02 %
WEST-02	217.00	30.64 %
TRICHY-01	199.53	24.34 %
CHENNAI-02	153.82	24.22 %
WEST-01	153.33	26.04 %
NORTH ARCOT	133.81	38.64 %
SOUTH ARCOT	122.41	25.53 %
KL-SOUTH	12.68	25.30 %
Total	1,801.05	28.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	109.84	34.61 %
Air-Cond	85.29	31.90 %
Wash-Mac	64.48	36.17 %
Fridge	53.97	29.01 %
W-Purifi	5.55	62.72 %
Dishwash	2.70	37.79 %
Oven	2.39	60.59 %
Home-The	2.14	8.92 %
Total	326.35	32.87 %

Branch *	MTD Sales L	Brand Share %
RPM1	16.36	28.18 %
RND1	10.23	28.11 %
VNR2	10.14	23.65 %
TKS1	8.23	19.77 %
MAR1	6.46	27.95 %
TCN1	5.00	24.18 %
SNL1	3.06	18.12 %
STU2	2.47	26.23 %
SKD1	1.74	18.14 %
KYR1	1.64	16.35 %
SGT1	1.36	21.37 %
TVL2	1.12	9.33 %
Total	326.35	32.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	111.07	39.17 %
Air-Cond	50.30	20.75 %
Wash-Mac	46.61	32.51 %
Fridge	39.31	28.12 %
Home-The	7.70	51.82 %
Dishwash	4.68	38.87 %
W-Purifi	3.74	41.62 %
Oven	1.07	36.62 %
Total	264.48	31.19 %

Branch *	MTD Sales L	Brand Share %
CH42	13.42	27.13 %
CH05	12.43	22.19 %
CH28	12.33	24.78 %
CH19	11.58	20.73 %
CH07	10.40	27.65 %
CH22	6.58	25.59 %
CH30	5.80	18.20 %
MRM1	5.19	21.62 %
AVD1	4.86	25.80 %
KNR1	2.67	21.63 %
CH39	2.57	17.03 %
CZWH	2.13	8.84 %
CH26	0.43	9.43 %
Total	264.48	31.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	92.73	29.78 %
Wash-Mac	48.51	30.75 %
Fridge	36.22	20.45 %
Air-Cond	30.57	19.63 %
Home-The	3.25	16.30 %
W-Purifi	3.07	50.48 %
Dishwash	2.27	37.70 %
Oven	1.00	46.37 %
Total	217.63	26.02 %

Branch *	MTD Sales L	Brand Share %
DGL1	23.08	25.45 %
MDU1	18.51	22.30 %
MDU2	12.94	18.32 %
KKD3	8.09	15.04 %
TMM1	6.41	24.61 %
MDU3	6.38	23.62 %
TEN1	3.41	13.87 %
BNR1	3.38	23.96 %
PNV1	1.89	17.61 %
NKI1	1.86	14.60 %
CMR1	1.60	19.54 %
BTU1	1.59	19.71 %
ADP1	1.56	12.40 %
MNM1	1.21	11.72 %
SZSD	0.85	12.09 %
ODM1	0.71	9.61 %
KKD2	0.66	9.12 %
DGL2	0.65	5.62 %
MDU5	0.54	4.05 %
Total	217.63	26.02 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	92.01	31.85 %
Wash-Mac	53.26	32.65 %
Fridge	43.58	28.58 %
Air-Cond	17.37	23.30 %
Home-The	4.25	22.72 %
W-Purifi	2.80	78.12 %
Dishwash	2.76	61.37 %
Oven	0.98	42.95 %
Total	217.00	30.64 %

Branch *	MTD Sales L	Brand Share %
SLM1	13.53	18.55 %
ERD1	12.41	25.27 %
ERD2	11.68	23.70 %
MTR1	4.95	27.19 %
TRM1	4.51	24.00 %
MCR1	4.15	26.90 %
EPI1	2.87	25.38 %
CMI1	2.71	20.64 %
OML1	2.49	12.87 %
PLC1	1.53	17.45 %
DPR1	1.41	13.42 %
WZWH	-0.09	-1.69 %
Total	217.00	30.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	91.92	28.13 %
Air-Cond	36.31	17.97 %
Wash-Mac	32.57	25.72 %
Fridge	31.61	22.39 %
Home-The	2.21	15.20 %
W-Purifi	1.97	53.04 %
Dishwash	1.97	90.64 %
Oven	0.99	36.23 %
Total	199.53	24.34 %

Branch *	MTD Sales L	Brand Share %
TRY1	39.12	27.29 %
KUM1	12.71	23.37 %
TNJ1	11.66	18.06 %
TNJ2	11.13	23.09 %
PBR2	9.68	21.64 %
TVR2	9.52	23.98 %
MVM1	8.91	18.72 %
TYR1	6.70	23.45 %
TRY3	5.53	14.90 %
JKM1	4.25	20.66 %
AYR1	4.09	22.46 %
PDK1	3.74	18.63 %
MSI1	3.67	25.54 %
KIK1	3.38	15.45 %
TRY2	3.32	16.50 %
APM1	1.56	17.42 %
ORU1	0.49	3.21 %
TZSD		0.00 %
Total	199.53	24.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	61.11	26.81 %
Fridge	32.77	30.06 %
Wash-Mac	28.16	25.25 %
Air-Cond	22.20	13.60 %
W-Purifi	3.53	66.76 %
Home-The	3.40	26.46 %
Oven	1.47	52.22 %
Dishwash	1.18	51.67 %
Total	153.82	24.22 %

Branch *	MTD Sales L	Brand Share %
CH03	14.93	20.22 %
CH15	13.99	16.84 %
CH12	10.73	21.65 %
CH21	9.99	27.79 %
CH18	8.54	21.81 %
CH33	6.59	28.37 %
CH44	6.18	26.35 %
CH09	6.07	22.33 %
CH41	5.85	20.84 %
CH20	5.68	16.65 %
CH24	4.35	17.92 %
MJR1	3.98	19.18 %
CH46	2.65	17.80 %
CH17	2.39	22.21 %
GPD1	2.32	26.39 %
PON1	2.01	20.32 %
CH32		0.00 %
MC05		0.00 %
Total	153.82	24.22 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	70.09	28.28 %
Wash-Mac	32.81	25.45 %
Fridge	25.66	21.85 %
Air-Cond	19.32	29.07 %
Home-The	2.35	12.75 %
W-Purifi	1.48	42.94 %
Dishwash	1.17	29.64 %
Oven	0.44	18.53 %
Total	153.33	26.04 %

Branch *	MTD Sales L	Brand Share %
CBE2	23.88	19.20 %
KMR1	7.05	15.69 %
PLI1	5.16	20.52 %
MPM1	4.64	20.21 %
CBE1	3.72	21.90 %
UAM1	3.65	15.28 %
WZSD	1.94	27.47 %
TPR3	1.47	7.39 %
PDM1	1.47	16.81 %
ANR1	1.13	20.11 %
TPR1	1.11	6.19 %
SYM2	1.03	7.92 %
Total	153.33	26.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	65.95	47.13 %
Wash-Mac	25.29	38.04 %
Fridge	18.63	29.55 %
Air-Cond	16.49	27.35 %
Home-The	3.69	32.91 %
W-Purifi	1.87	60.25 %
Dishwash	1.55	100.00 %
Oven	0.35	49.36 %
Total	133.81	38.64 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.80	27.68 %
KPM2	6.38	25.43 %
KPM1	4.07	20.38 %
ABR1	3.39	25.07 %
TRT1	2.59	27.06 %
WJD1	2.22	19.04 %
AKM1	1.48	20.41 %
CYR1	0.84	12.83 %
Total	133.81	38.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	49.83	27.35 %
Fridge	26.28	27.87 %
Wash-Mac	25.74	32.60 %
Air-Cond	15.50	14.97 %
W-Purifi	2.12	71.02 %
Home-The	1.83	13.75 %
Oven	0.68	51.87 %
Dishwash	0.43	15.06 %
Total	122.41	25.53 %

Branch *	MTD Sales L	Brand Share %
POY1	15.39	26.06 %
SJI2	8.80	16.10 %
CUD1	8.40	19.91 %
NVL2	8.21	22.62 %
VPM2	6.43	24.33 %
KKI2	5.32	19.46 %
CDM1	2.93	14.32 %
STP1	1.47	19.27 %
TVM2	1.27	16.12 %
VPM1	0.67	7.86 %
MKM1	0.41	4.84 %
SJI1		0.00 %
Total	122.41	25.53 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	5.46	38.67 %
LED TV	4.66	26.77 %
Wash-Mac	1.31	20.11 %
Fridge	0.50	5.19 %
Dishwash	0.38	100.00 %
Oven	0.21	61.48 %
Home-The	0.15	14.32 %
Total	12.68	25.30 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.22	24.65 %
KLR1	0.89	12.73 %
Total	12.68	25.30 %