

MTD Sales
1,341.83 L

Brand Share %
30.19 %

Information:

MTD : 01-09-2025 To 11-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **30.19 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	421.12	33.29 %
Fridge	303.25	30.77 %
Wash-Mac	279.68	32.31 %
Air-Cond	269.98	23.35 %
W-Purifi	34.59	64.64 %
Home-The	17.88	21.38 %
Oven	8.25	47.93 %
Dishwash	7.08	40.02 %
Total	1,341.83	30.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	272.80	34.14 %
CHENNAI-01	180.02	27.51 %
TRICHY-01	167.23	30.60 %
SOUTH-03	150.91	29.00 %
CHENNAI-02	145.06	29.74 %
WEST-02	119.00	31.06 %
NORTH ARCOT	95.37	35.66 %
WEST-01	90.61	26.33 %
SOUTH ARCOT	89.17	27.66 %
KL-SOUTH	31.66	26.47 %
Total	1,341.83	30.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	81.35	41.37 %
Air-Cond	71.96	28.76 %
Wash-Mac	55.29	38.20 %
Fridge	51.60	29.79 %
W-Purifi	6.93	69.61 %
Home-The	2.03	12.27 %
Dishwash	1.91	47.13 %
Oven	1.73	48.04 %
Total	272.80	34.14 %

Branch *	MTD Sales L	Brand Share %
NGR1	12.79	30.09 %
TKS1	5.66	29.21 %
ERL2	5.62	28.75 %
VLY1	5.27	24.15 %
SNL1	3.36	27.15 %
UDN1	3.19	26.26 %
SKD1	2.96	24.85 %
KYR1	1.38	16.21 %
TVL2	1.35	19.47 %
STU2	1.26	14.37 %
SGT1	0.97	24.22 %
S2SD		0.00 %
Total	272.80	34.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	51.35	32.31 %
Air-Cond	45.73	20.03 %
Wash-Mac	40.10	32.04 %
Fridge	32.79	28.67 %
W-Purifi	5.74	52.18 %
Home-The	2.08	19.60 %
Dishwash	1.14	29.28 %
Oven	1.09	48.66 %
Total	180.02	27.51 %

Branch *	MTD Sales L	Brand Share %
CH14	15.48	27.15 %
CH05	11.07	26.42 %
CH08	10.21	24.24 %
CH19	7.61	20.37 %
CH11	7.11	24.79 %
CH45	7.05	27.94 %
AVD1	6.71	27.94 %
CH48	6.67	22.73 %
CH07	6.38	27.01 %
CH28	5.51	20.04 %
CH42	5.06	14.36 %
CH30	3.60	20.36 %
SKL1	3.47	21.22 %
CH22	3.18	17.67 %
CH39	3.06	25.19 %
KNR1	2.57	20.79 %
CZWH	1.80	21.85 %
CH26	1.56	27.38 %
CH38	1.08	9.80 %
CH40	0.18	7.73 %
Total	180.02	27.51 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	59.03	37.85 %
Fridge	38.00	32.17 %
Air-Cond	36.93	21.65 %
Wash-Mac	27.52	31.56 %
Home-The	2.44	30.01 %
W-Purifi	2.26	58.42 %
Dishwash	0.71	45.35 %
Oven	0.34	31.57 %
Total	167.23	30.60 %

Branch *	MTD Sales L	Brand Share %
KUM1	8.63	29.59 %
TNJ2	7.38	28.94 %
TVR2	7.33	29.37 %
TNJ1	6.56	21.42 %
KIK1	6.22	26.87 %
MVM1	5.19	20.45 %
TYR1	4.42	24.50 %
PDK1	3.19	22.86 %
AYR1	3.01	28.56 %
JKM1	2.66	25.59 %
MSI1	2.55	29.04 %
TRY2	0.77	7.36 %
TRY3	0.62	5.29 %
ORU1	0.32	2.61 %
TZSD		0.00 %
Total	167.23	30.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	50.36	36.07 %
LED TV	37.94	25.91 %
Wash-Mac	30.97	28.95 %
Air-Cond	25.94	23.70 %
W-Purifi	3.79	64.10 %
Oven	1.02	68.57 %
Home-The	0.61	6.61 %
Dishwash	0.29	22.77 %
Total	150.91	29.00 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.88	22.92 %
MDU2	11.94	29.97 %
DGL1	7.39	20.99 %
MDU3	4.37	25.39 %
TMM1	3.52	18.88 %
MDU4	2.62	25.51 %
KRR1	2.40	24.64 %
PNV1	2.17	21.47 %
TEN1	1.41	12.60 %
ADP1	1.39	12.28 %
KKD2	1.11	10.70 %
MNM1	0.98	7.44 %
DGL2	0.88	15.87 %
CMR1	0.84	22.34 %
MDU5	0.79	10.48 %
BTU1	0.49	8.95 %
NKI1	0.26	4.58 %
SZSD		0.00 %
Total	150.91	29.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	51.08	36.82 %
Air-Cond	34.52	21.20 %
Wash-Mac	25.32	29.18 %
Fridge	24.83	29.92 %
W-Purifi	4.84	66.00 %
Home-The	2.70	46.16 %
Dishwash	1.17	100.00 %
Oven	0.60	29.67 %
Total	145.06	29.74 %

Branch *	MTD Sales L	Brand Share %
CH03	10.90	22.42 %
CH12	10.12	28.23 %
CH15	9.26	19.39 %
CH20	5.63	24.51 %
CH06	4.71	20.73 %
CH17	3.79	28.27 %
CH41	3.06	17.44 %
CH44	2.74	15.79 %
CH24	1.87	10.49 %
GPD1	1.52	13.27 %
CH32	1.09	17.88 %
MC06	0.57	15.61 %
CH01		0.00 %
Total	145.06	29.74 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.14	30.51 %
Wash-Mac	32.26	32.57 %
Fridge	31.29	31.18 %
Air-Cond	9.66	22.50 %
W-Purifi	4.21	96.88 %
Home-The	2.48	25.21 %
Oven	0.95	59.14 %
Total	119.00	31.06 %

Branch *	MTD Sales L	Brand Share %
HSR2	6.82	24.95 %
SLM1	5.24	18.91 %
NKL2	4.67	27.54 %
ERD1	4.37	20.06 %
ATU1	4.19	29.62 %
SLM2	4.18	28.89 %
TRM1	2.86	29.41 %
MTR1	2.32	25.57 %
ERD2	2.29	9.09 %
APN1	2.26	29.06 %
PLC1	0.94	16.50 %
DPR1	0.68	10.53 %
CMI1	0.58	13.82 %
WZWH		0.00 %
Total	119.00	31.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.94	41.42 %
Wash-Mac	19.58	37.44 %
Fridge	19.43	32.95 %
Air-Cond	13.96	24.15 %
W-Purifi	3.68	70.43 %
Home-The	3.11	44.64 %
Oven	0.67	46.34 %
Total	95.37	35.66 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.19	28.24 %
ABR1	3.92	27.71 %
TRL1	3.28	13.64 %
AKM1	3.19	28.07 %
KPM1	3.17	28.30 %
WJD1	2.10	24.36 %
CYR1	1.20	16.42 %
PLR1	0.36	11.12 %
Total	95.37	35.66 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	32.47	28.94 %
Wash-Mac	24.58	28.44 %
Fridge	20.24	23.77 %
Air-Cond	7.96	19.42 %
W-Purifi	1.56	53.09 %
Oven	1.45	54.83 %
Home-The	1.21	12.18 %
Dishwash	1.14	29.74 %
Total	90.61	26.33 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.87	20.95 %
PLI1	4.85	29.58 %
UAM1	4.53	27.23 %
KMR1	3.97	15.58 %
SNR1	3.76	21.32 %
UMP1	3.11	26.54 %
TPR1	2.77	22.27 %
KMD1	2.26	23.91 %
SUL1	2.16	28.76 %
TPR3	1.97	21.16 %
GBM1	1.90	27.94 %
MPM1	1.86	23.65 %
CBE3	1.19	20.34 %
CBE5	1.18	8.52 %
PDM1	0.93	14.62 %
CBE1	0.93	9.16 %
SYM2	0.22	3.02 %
WZSD		0.00 %
Total	90.61	26.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.41	25.68 %
Fridge	24.33	31.76 %
Air-Cond	18.70	23.16 %
Wash-Mac	18.06	31.35 %
W-Purifi	1.59	67.25 %
Home-The	0.87	16.56 %
Oven	0.21	26.90 %
Total	89.17	27.66 %

Branch *	MTD Sales L	Brand Share %
POY1	5.78	19.62 %
VPM2	5.29	21.69 %
NVL2	5.25	29.36 %
CUD1	4.38	17.00 %
KKI2	4.32	28.69 %
CDM1	4.20	20.13 %
SJI1	3.58	22.92 %
TDM1	2.82	25.84 %
PRT1	2.75	19.20 %
VPM1	1.12	15.93 %
TVM1	0.85	11.23 %
MKM1	0.77	9.17 %
TVM2	0.33	7.10 %
Total	89.17	27.66 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	10.38	28.64 %
LED TV	9.40	19.68 %
Wash-Mac	6.00	31.12 %
Air-Cond	4.61	36.47 %
Dishwash	0.72	48.00 %
Home-The	0.35	27.42 %
Oven	0.20	60.83 %
Total	31.66	26.47 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.57	5.22 %
Total	31.66	26.47 %