

MTD Sales
2,066.53 L

Brand Share %
29.09 %

Information:

MTD : 01-10-2025 To 11-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.09 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	861.16	32.39 %
Wash-Mac	405.05	31.13 %
Fridge	356.11	26.73 %
Air-Cond	344.45	22.71 %
Home-The	34.71	20.68 %
W-Purifi	30.56	57.59 %
Dishwash	22.90	46.80 %
Oven	11.58	45.48 %
Total	2,066.53	29.09 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	423.90	36.28 %
CHENNAI-01	287.19	31.18 %
SOUTH-03	258.35	25.56 %
WEST-02	239.02	30.34 %
TRICHY-01	215.68	24.44 %
NORTH ARCOT	164.80	37.74 %
CHENNAI-02	164.42	24.09 %
WEST-01	158.56	25.32 %
SOUTH ARCOT	139.67	26.21 %
KL-SOUTH	14.93	26.94 %
Total	2,066.53	29.09 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	149.00	39.18 %
Air-Cond	106.15	34.09 %
Wash-Mac	82.51	39.08 %
Fridge	70.21	32.74 %
W-Purifi	7.22	67.45 %
Dishwash	3.45	43.71 %
Oven	2.80	62.93 %
Home-The	2.57	9.14 %
Total	423.90	36.28 %

Branch *	MTD Sales L	Brand Share %
VNR2	12.06	25.25 %
TKS1	10.46	22.88 %
SNL1	5.05	24.78 %
SKD1	2.28	20.62 %
KYR1	2.17	18.99 %
SGT1	1.88	26.59 %
TVL2	1.12	8.39 %
Total	423.90	36.28 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	121.04	39.10 %
Air-Cond	53.61	20.58 %
Wash-Mac	51.29	32.88 %
Fridge	43.35	28.29 %
Home-The	8.06	50.33 %
Dishwash	4.68	36.22 %
W-Purifi	4.01	41.27 %
Oven	1.16	35.50 %
Total	287.19	31.18 %

Branch *	MTD Sales L	Brand Share %
CH14	17.28	29.05 %
CH42	16.11	28.97 %
CH05	13.87	23.07 %
CH28	13.35	24.45 %
CH19	13.23	21.60 %
CH07	11.00	26.11 %
CH22	6.77	24.65 %
CH30	6.14	17.54 %
MRM1	6.07	22.68 %
AVD1	4.86	25.26 %
CH39	3.06	18.55 %
KNR1	2.67	21.48 %
CZWH	2.13	8.53 %
CH26	0.43	8.46 %
Total	287.19	31.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	109.17	28.62 %
Wash-Mac	54.80	28.84 %
Fridge	44.08	21.05 %
Air-Cond	37.14	19.90 %
Home-The	4.48	17.93 %
W-Purifi	4.03	50.04 %
Dishwash	3.40	47.48 %
Oven	1.24	39.63 %
Total	258.35	25.56 %

Branch *	MTD Sales L	Brand Share %
DGL1	24.99	24.69 %
MDU6	23.61	26.61 %
MDU1	19.43	22.33 %
MDU2	15.54	17.72 %
KKD3	10.06	17.14 %
ATG1	9.78	29.05 %
MDU3	7.40	24.77 %
TMM1	6.93	23.95 %
BNR1	3.76	22.22 %
TEN1	3.52	13.64 %
PNV1	2.04	16.17 %
NKI1	1.86	11.67 %
BTU1	1.83	19.31 %
MNM1	1.74	14.60 %
ODM1	1.62	16.96 %
CMR1	1.60	17.22 %
ADP1	1.56	11.02 %
DGL2	0.98	6.51 %
SZSD	0.85	12.09 %
KKD2	0.66	8.49 %
MDU5	0.54	3.69 %
Total	258.35	25.56 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	101.64	31.30 %
Wash-Mac	58.12	32.01 %
Fridge	48.06	28.68 %
Air-Cond	18.31	22.70 %
Home-The	4.33	21.28 %
W-Purifi	3.79	78.99 %
Dishwash	3.56	62.96 %
Oven	1.22	48.36 %
Total	239.02	30.34 %

Branch *	MTD Sales L	Brand Share %
SLM1	15.66	18.83 %
HSR2	14.79	28.63 %
ERD1	13.72	25.16 %
ERD2	12.65	24.28 %
MTR1	5.29	27.64 %
TRM1	4.71	24.15 %
MCR1	4.56	26.25 %
PLC1	3.90	19.60 %
CMI1	2.94	18.84 %
EPI1	2.87	25.05 %
OML1	2.49	11.35 %
DPR1	1.41	11.99 %
WZWH	-0.09	-1.69 %
Total	239.02	30.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	99.01	28.03 %
Air-Cond	39.60	18.21 %
Fridge	35.00	22.79 %
Wash-Mac	34.07	25.70 %
Dishwash	2.35	76.35 %
Home-The	2.35	15.30 %
W-Purifi	2.08	51.77 %
Oven	1.22	40.45 %
Total	215.68	24.44 %

Branch *	MTD Sales L	Brand Share %
TRY1	41.06	26.37 %
KUM1	13.23	23.66 %
TNJ1	12.87	18.37 %
TNJ2	11.98	22.74 %
TVR2	11.76	26.58 %
MDI1	9.92	27.99 %
PBR2	9.89	20.64 %
MVM1	9.62	19.27 %
TYR1	7.16	23.82 %
TRY3	5.78	14.35 %
PDK1	5.21	22.88 %
JKM1	4.38	20.34 %
AYR1	4.09	21.34 %
KIK1	3.69	15.58 %
MSI1	3.67	22.31 %
TRY2	3.32	15.92 %
APM1	2.29	22.28 %
ORU1	0.49	3.05 %
TZSD		0.00 %
Total	215.68	24.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	82.72	46.81 %
Wash-Mac	29.98	37.54 %
Fridge	22.87	29.36 %
Air-Cond	19.35	24.02 %
Home-The	4.54	32.42 %
Dishwash	2.31	82.56 %
W-Purifi	2.09	60.79 %
Oven	0.95	67.40 %
Total	164.80	37.74 %

Branch *	MTD Sales L	Brand Share %
VEL2	7.86	26.94 %
TRT1	6.73	21.82 %
KPM2	6.70	25.19 %
KPM1	4.07	19.70 %
ABR1	3.52	24.96 %
WJD1	2.22	16.88 %
CYR1	0.84	12.83 %
Total	164.80	37.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	65.44	26.64 %
Fridge	34.48	29.49 %
Wash-Mac	30.92	25.91 %
Air-Cond	23.94	13.57 %
Home-The	3.57	26.05 %
W-Purifi	3.43	68.15 %
Oven	1.47	48.02 %
Dishwash	1.18	51.67 %
Total	164.42	24.09 %

Branch *	MTD Sales L	Brand Share %
CH03	16.40	20.39 %
CH15	14.59	16.69 %
CH12	11.36	21.41 %
CH21	9.99	25.54 %
CH18	8.68	21.66 %
CH09	7.37	24.30 %
CH06	6.89	27.73 %
CH41	6.68	22.36 %
CH44	6.59	25.87 %
CH20	5.88	16.23 %
CH24	4.62	16.70 %
MJR1	4.24	19.43 %
CH46	3.20	19.36 %
GPD1	2.70	27.92 %
CH17	2.66	22.58 %
PON1	2.01	18.25 %
CH32		0.00 %
MC05		0.00 %
Total	164.42	24.09 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	70.58	26.77 %
Wash-Mac	33.88	24.81 %
Fridge	27.62	22.09 %
Air-Cond	20.85	29.08 %
Home-The	2.43	12.64 %
W-Purifi	1.59	44.70 %
Dishwash	1.17	29.64 %
Oven	0.44	16.63 %
Total	158.56	25.32 %

Branch *	MTD Sales L	Brand Share %
CBE2	24.58	18.91 %
KMR1	7.67	16.20 %
PLI1	6.00	21.14 %
MPM1	4.83	19.75 %
UAM1	3.78	14.46 %
CBE1	3.72	19.68 %
KGM1	2.63	28.79 %
WZSD	1.94	27.47 %
SYM2	1.80	11.39 %
TPR3	1.47	7.12 %
PDM1	1.47	15.74 %
ANR1	1.13	19.85 %
TPR1	1.08	5.68 %
Total	158.56	25.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	57.52	28.21 %
Fridge	28.91	28.00 %
Wash-Mac	28.60	32.68 %
Air-Cond	18.77	16.23 %
W-Purifi	2.32	73.80 %
Home-The	2.23	14.94 %
Oven	0.89	53.66 %
Dishwash	0.43	15.06 %
Total	139.67	26.21 %

Branch *	MTD Sales L	Brand Share %
POY1	18.66	27.90 %
POY2	15.20	28.69 %
CUD1	9.86	20.68 %
SJI2	9.56	16.65 %
NVL2	8.30	22.00 %
VPM2	7.22	23.73 %
KKI2	7.09	22.45 %
CDM1	2.93	12.88 %
STP1	1.47	18.76 %
TVM2	1.27	13.83 %
VPM1	0.67	7.74 %
MKM1	0.55	6.04 %
SJI1		0.00 %
Total	139.67	26.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	6.74	42.33 %
LED TV	5.03	25.78 %
Fridge	1.54	14.21 %
Wash-Mac	0.87	13.17 %
Dishwash	0.38	100.00 %
Oven	0.21	61.48 %
Home-The	0.15	12.83 %
Total	14.93	26.94 %

Branch *	MTD Sales L	Brand Share %
TVP1	11.16	28.78 %
KLR1	0.20	3.21 %
Total	14.93	26.94 %