

MTD Sales
2,089.29 L

Brand Share %
29.36 %

Information:

MTD : 01-08-2025 To 12-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.36 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	658.06	32.01 %
Wash-Mac	505.49	35.00 %
Fridge	490.75	31.73 %
Air-Cond	346.69	19.09 %
W-Purifi	37.10	60.60 %
Home-The	22.33	18.00 %
Oven	18.06	60.82 %
Dishwash	10.81	27.51 %
Total	2,089.29	29.36 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	333.95	31.64 %
CHENNAI-01	280.71	27.09 %
TRICHY-01	260.70	27.40 %
SOUTH-03	230.81	27.15 %
CHENNAI-02	227.04	28.17 %
WEST-02	218.30	30.51 %
WEST-01	197.18	31.37 %
NORTH ARCOT	164.51	34.71 %
SOUTH ARCOT	159.70	29.26 %
KL-SOUTH	16.40	30.09 %
Total	2,089.29	29.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	86.84	39.95 %
LED TV	85.19	29.01 %
Fridge	79.19	35.15 %
Air-Cond	69.23	24.87 %
W-Purifi	7.18	61.98 %
Oven	3.18	65.66 %
Home-The	1.64	7.98 %
Dishwash	1.50	41.05 %
Total	333.95	31.64 %

Branch *	MTD Sales L	Brand Share %
SKD1	12.39	28.43 %
RPM1	12.36	25.53 %
TKS1	11.91	28.49 %
NGR1	10.80	28.36 %
SVK1	8.91	25.08 %
TCN1	7.48	23.74 %
VNR2	6.80	23.60 %
SNL1	4.48	24.81 %
TVL2	3.52	21.59 %
VLY1	3.49	10.94 %
VKM1	2.78	24.50 %
VNR1	2.55	17.27 %
KYR1	2.47	20.23 %
STU2	1.91	14.10 %
ARM1	1.01	16.53 %
SGT1	0.41	7.06 %
S2SD		0.00 %
WHTV		0.00 %
Total	333.95	31.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	84.22	36.88 %
Air-Cond	76.35	18.99 %
Wash-Mac	60.12	33.85 %
Fridge	46.86	24.18 %
Home-The	4.68	31.13 %
W-Purifi	4.50	51.49 %
Oven	2.42	58.40 %
Dishwash	1.56	24.92 %
Total	280.71	27.09 %

Branch *	MTD Sales L	Brand Share %
CH14	18.57	25.84 %
CH28	13.76	29.29 %
CH05	13.47	19.80 %
CH07	12.85	28.97 %
CH11	12.71	20.06 %
CH48	10.17	20.99 %
CH45	9.99	28.36 %
MRM1	8.21	27.52 %
AVD1	7.61	22.11 %
CH22	7.07	20.20 %
CH35	5.64	27.99 %
CH42	5.62	12.00 %
CH39	5.50	22.47 %
KNR1	4.85	25.05 %
CH30	4.24	18.39 %
CGL1	3.48	17.61 %
CZWH	2.46	28.97 %
CH26	1.86	27.33 %
CH40	1.70	16.09 %
MC02	0.16	23.62 %
WCHN		0.00 %
WHC3		0.00 %
Total	280.71	27.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	76.94	27.52 %
Fridge	72.37	33.34 %
Wash-Mac	55.79	36.08 %
Air-Cond	49.00	17.69 %
W-Purifi	3.55	57.67 %
Oven	1.32	53.96 %
Home-The	0.95	7.76 %
Dishwash	0.79	36.10 %
Total	260.70	27.40 %

Branch *	MTD Sales L	Brand Share %
TRY1	36.03	26.29 %
MVM1	18.06	25.53 %
PBR2	15.80	24.61 %
TNJ1	12.91	21.10 %
TNJ2	12.31	23.65 %
TVR2	11.26	26.77 %
KIK1	7.61	20.51 %
MSI1	5.33	27.96 %
APM1	4.57	27.99 %
TRY3	4.06	13.27 %
TRY2	2.25	11.93 %
ORU1	0.57	3.98 %
TZSD		0.00 %
Total	260.70	27.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	66.22	26.76 %
Fridge	62.93	31.27 %
Wash-Mac	54.85	29.55 %
Air-Cond	36.00	19.84 %
W-Purifi	6.77	58.24 %
Home-The	1.81	10.61 %
Oven	1.45	51.46 %
Dishwash	0.78	28.87 %
Total	230.81	27.15 %

Branch *	MTD Sales L	Brand Share %
MDU1	25.55	21.80 %
MDU2	11.64	20.98 %
DGL1	10.05	17.82 %
TMM1	7.39	26.16 %
MDU3	7.06	26.17 %
MPA1	6.46	29.32 %
KKD2	5.45	19.99 %
SGP1	5.42	28.21 %
PNV1	3.98	29.14 %
KRR1	3.64	17.19 %
USL1	2.85	26.81 %
TEN1	2.61	12.57 %
MNM1	1.82	22.99 %
ODM1	1.56	18.30 %
ADP1	1.36	9.57 %
KPT1	1.32	17.36 %
DGL2	1.25	7.26 %
MDU5	1.11	9.92 %
BTU1	1.10	10.31 %
CMR1	0.75	8.95 %
NKI1	0.29	2.60 %
SZSD		0.00 %
Total	230.81	27.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	79.14	35.77 %
Fridge	49.68	34.78 %
Wash-Mac	46.88	32.00 %
Air-Cond	39.14	14.59 %
W-Purifi	5.62	79.44 %
Home-The	3.11	27.20 %
Oven	2.32	55.18 %
Dishwash	1.14	24.93 %
Total	227.04	28.17 %

Branch *	MTD Sales L	Brand Share %
CH03	23.65	27.59 %
CH15	19.80	20.73 %
CH21	14.35	26.13 %
CH06	10.84	24.78 %
CH41	9.30	25.88 %
CH12	9.20	17.34 %
MJR1	9.02	24.98 %
CH20	8.25	24.02 %
CH44	7.17	26.21 %
CH17	5.67	28.54 %
GPD1	4.59	23.62 %
CH24	3.42	12.55 %
CH23	2.44	26.61 %
MC06	0.37	13.86 %
MC05		0.00 %
MC08		0.00 %
Total	227.04	28.17 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	80.25	33.31 %
Wash-Mac	59.40	34.23 %
Fridge	51.67	29.31 %
Air-Cond	17.90	17.97 %
W-Purifi	2.95	66.45 %
Home-The	2.92	22.79 %
Dishwash	1.96	36.37 %
Oven	1.26	48.51 %
Total	218.30	30.51 %

Branch *	MTD Sales L	Brand Share %
SLM1	13.83	21.22 %
HSR2	9.68	22.83 %
HSR1	9.11	27.87 %
ERD2	8.80	19.52 %
SLM2	7.98	25.63 %
SLM3	7.57	28.64 %
MTR1	5.69	23.68 %
KVP1	5.18	27.59 %
OML1	4.42	23.48 %
TCG1	2.85	21.46 %
PLC1	2.12	17.18 %
CMI1	1.08	13.21 %
DPR1	1.04	7.56 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	218.30	30.51 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	73.25	33.90 %
Wash-Mac	55.52	31.00 %
Fridge	47.99	33.50 %
Air-Cond	11.57	20.76 %
Oven	3.39	68.15 %
Home-The	2.01	15.30 %
W-Purifi	1.88	35.61 %
Dishwash	1.56	14.21 %
Total	197.18	31.37 %

Branch *	MTD Sales L	Brand Share %
TPR2	10.15	27.16 %
UAM1	5.93	20.90 %
MPM1	5.55	27.12 %
TPR1	4.67	18.72 %
TPR3	2.28	15.06 %
CBE3	2.17	22.97 %
SYM2	2.08	16.19 %
PDM1	1.87	13.30 %
ANR1	1.67	24.50 %
CBE1	0.97	4.37 %
WHCB		0.00 %
WZSD		0.00 %
Total	197.18	31.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	56.24	39.64 %
Wash-Mac	40.20	43.51 %
Fridge	36.22	33.09 %
Air-Cond	21.89	19.79 %
Home-The	3.70	32.42 %
W-Purifi	3.30	80.49 %
Oven	1.82	87.89 %
Dishwash	1.15	54.87 %
Total	164.51	34.71 %

Branch *	MTD Sales L	Brand Share %
AKM1	7.25	24.28 %
TRL1	6.31	18.49 %
KPM1	5.36	26.47 %
TRT1	4.73	23.35 %
ABR1	3.88	22.28 %
WJD1	2.58	21.06 %
PLR1	2.47	23.36 %
CYR1	2.02	17.27 %
SLG1	1.44	16.12 %
WHVL		0.00 %
Total	164.51	34.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	51.14	30.14 %
Wash-Mac	43.11	40.15 %
Fridge	40.00	32.64 %
Air-Cond	22.65	17.08 %
Home-The	1.22	12.67 %
W-Purifi	0.99	57.90 %
Oven	0.58	55.58 %
Total	159.70	29.26 %

Branch *	MTD Sales L	Brand Share %
CUD1	13.55	24.94 %
VPM2	9.77	26.04 %
CDM1	5.75	16.04 %
SJI1	5.13	21.60 %
NVL2	4.13	16.25 %
PRT1	3.11	20.52 %
VPM1	2.52	24.52 %
TVM1	1.04	9.26 %
MKM1	0.43	3.34 %
WHNV		0.00 %
Total	159.70	29.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.48	32.41 %
Fridge	3.83	25.87 %
Air-Cond	2.96	28.69 %
Wash-Mac	2.77	27.14 %
Dishwash	0.37	100.00 %
W-Purifi	0.36	71.52 %
Oven	0.33	57.95 %
Home-The	0.29	37.08 %
Total	16.40	30.09 %

Branch *	MTD Sales L	Brand Share %
PAS1	2.90	21.58 %
Total	16.40	30.09 %