

MTD Sales
2,566.87 L

Brand Share %
28.64 %

Information:

MTD : 01-10-2025 To 13-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.64 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,086.34	31.97 %
Wash-Mac	496.47	30.13 %
Fridge	457.81	26.91 %
Air-Cond	401.56	21.86 %
Home-The	43.68	20.28 %
W-Purifi	39.66	59.24 %
Dishwash	28.00	44.10 %
Oven	13.35	41.27 %
Total	2,566.87	28.64 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	491.66	34.54 %
CHENNAI-01	358.80	30.00 %
WEST-02	316.62	31.35 %
SOUTH-03	312.21	24.68 %
TRICHY-01	261.12	24.22 %
CHENNAI-02	238.42	25.57 %
WEST-01	205.09	25.22 %
NORTH ARCOT	196.61	36.39 %
SOUTH ARCOT	167.72	26.41 %
KL-SOUTH	18.64	27.01 %
Total	2,566.87	28.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	174.23	37.32 %
Air-Cond	121.30	33.25 %
Wash-Mac	94.56	36.39 %
Fridge	84.13	31.26 %
W-Purifi	8.34	67.39 %
Dishwash	3.45	35.17 %
Oven	3.09	59.08 %
Home-The	2.57	7.21 %
Total	491.66	34.54 %

Branch *	MTD Sales L	Brand Share %
VNR2	15.70	27.58 %
TKS1	11.95	22.19 %
TCN1	8.49	26.18 %
SNL1	5.17	21.24 %
SKD1	4.83	28.42 %
KYR1	2.65	18.41 %
SGT1	1.88	22.06 %
TVL2	1.12	7.81 %
Total	491.66	34.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	152.11	36.77 %
Wash-Mac	64.99	32.17 %
Air-Cond	62.41	19.14 %
Fridge	56.77	28.45 %
Home-The	10.50	45.72 %
Dishwash	5.83	37.36 %
W-Purifi	4.82	40.61 %
Oven	1.36	31.25 %
Total	358.80	30.00 %

Branch *	MTD Sales L	Brand Share %
CH08	24.32	27.74 %
CH42	17.64	26.85 %
CH05	16.61	23.31 %
CH28	16.50	24.91 %
AVD1	15.39	22.76 %
CH19	14.92	20.58 %
CH07	12.35	23.84 %
MRM1	9.13	27.23 %
CH22	8.26	23.84 %
KNR1	7.72	23.25 %
CH30	6.90	15.77 %
CH39	5.05	24.16 %
CZWH	2.13	8.40 %
CH26	0.80	12.36 %
MC09		0.00 %
Total	358.80	30.00 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	137.55	32.73 %
Wash-Mac	75.21	32.35 %
Fridge	66.94	30.87 %
Air-Cond	20.83	21.35 %
Home-The	5.85	21.38 %
W-Purifi	5.31	82.38 %
Dishwash	3.56	62.96 %
Oven	1.37	40.96 %
Total	316.62	31.35 %

Branch *	MTD Sales L	Brand Share %
SLM1	20.11	19.27 %
ERD1	17.20	24.37 %
ERD2	14.95	24.38 %
MCR1	6.10	25.18 %
TRM1	5.63	23.94 %
PLC1	4.89	21.86 %
CMI1	3.60	21.00 %
OML1	3.57	11.81 %
DPR1	1.77	12.95 %
WZWH	-0.09	-1.69 %
Total	316.62	31.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	129.78	27.00 %
Wash-Mac	65.68	27.14 %
Fridge	57.54	21.61 %
Air-Cond	42.37	19.16 %
W-Purifi	5.42	52.72 %
Home-The	5.08	16.47 %
Dishwash	4.62	47.07 %
Oven	1.71	39.91 %
Total	312.21	24.68 %

Branch *	MTD Sales L	Brand Share %
DGL1	33.10	24.57 %
MDU6	26.21	25.30 %
MDU1	22.47	21.89 %
MDU2	19.43	17.15 %
KKD3	11.92	17.56 %
MDU3	9.60	24.01 %
TMM1	8.28	21.34 %
BNR1	4.91	23.00 %
TEN1	4.88	15.22 %
PNV1	2.70	16.48 %
NKI1	2.24	10.35 %
ODM1	2.24	19.62 %
BTU1	2.17	17.26 %
CMR1	1.98	15.52 %
MNM1	1.74	11.10 %
ADP1	1.73	9.29 %
DGL2	1.27	5.12 %
SZSD	0.85	12.09 %
KKD2	0.66	7.90 %
MDU5	0.54	2.82 %
Total	312.21	24.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	118.38	27.42 %
Air-Cond	46.04	17.94 %
Fridge	44.73	23.01 %
Wash-Mac	41.91	25.70 %
W-Purifi	3.23	59.72 %
Home-The	2.76	14.59 %
Dishwash	2.73	71.68 %
Oven	1.33	33.37 %
Total	261.12	24.22 %

Branch *	MTD Sales L	Brand Share %
TRY1	47.59	25.70 %
TNJ1	16.58	19.50 %
KUM1	16.28	24.06 %
TVR2	13.21	26.08 %
TNJ2	13.20	20.82 %
PBR2	12.21	21.53 %
MVM1	11.81	19.11 %
MDI1	11.60	27.59 %
PTK1	11.39	27.80 %
TYR1	7.78	23.08 %
JKM1	6.67	23.06 %
PDK1	6.13	20.96 %
TRY3	5.94	12.22 %
TRY4	5.59	27.84 %
KIK1	5.31	18.69 %
TRY2	5.14	19.82 %
AYR1	5.03	20.89 %
MSI1	3.67	19.20 %
APM1	3.16	25.67 %
ORU1	0.69	3.74 %
TZSD		0.00 %
Total	261.12	24.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	105.92	30.14 %
Fridge	44.12	28.06 %
Wash-Mac	42.29	26.52 %
Air-Cond	31.74	13.78 %
Home-The	5.40	29.02 %
W-Purifi	4.82	71.94 %
Dishwash	2.34	47.57 %
Oven	1.79	47.36 %
Total	238.42	25.57 %

Branch *	MTD Sales L	Brand Share %
CH03	25.87	23.81 %
CH15	20.74	18.15 %
CH12	17.31	23.52 %
CH21	15.55	26.15 %
CH18	12.76	22.78 %
CH41	9.60	23.50 %
CH44	9.05	27.31 %
CH09	9.02	22.47 %
CH20	8.13	17.87 %
CH24	6.68	16.19 %
MJR1	5.36	19.99 %
CH46	4.81	24.12 %
GPD1	3.24	25.80 %
CH17	3.20	23.04 %
PON1	2.80	19.27 %
CH32		0.00 %
MC05		0.00 %
Total	238.42	25.57 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	91.79	26.64 %
Wash-Mac	41.80	23.76 %
Fridge	39.01	23.36 %
Air-Cond	24.31	27.84 %
Home-The	3.40	14.14 %
Dishwash	2.36	33.95 %
W-Purifi	1.75	44.10 %
Oven	0.68	19.29 %
Total	205.09	25.22 %

Branch *	MTD Sales L	Brand Share %
CBE2	28.67	17.59 %
CBE4	10.77	26.39 %
KMR1	9.93	17.49 %
PLI1	7.81	22.02 %
MPM1	5.67	19.81 %
UAM1	5.14	15.93 %
CBE1	4.88	20.18 %
UMP1	3.87	27.25 %
TPR1	2.60	9.53 %
SYM2	1.98	9.86 %
WZSD	1.94	27.47 %
TPR3	1.81	5.63 %
PDM1	1.60	12.80 %
ANR1	1.52	23.58 %
Total	205.09	25.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	98.62	45.13 %
Wash-Mac	35.60	35.91 %
Fridge	28.07	29.64 %
Air-Cond	22.75	22.68 %
Home-The	5.16	28.35 %
W-Purifi	3.06	63.02 %
Dishwash	2.31	82.97 %
Oven	1.04	59.22 %
Total	196.61	36.39 %

Branch *	MTD Sales L	Brand Share %
VEL2	9.33	25.86 %
TRT1	7.82	19.91 %
KPM2	7.69	23.95 %
ABR1	5.01	27.80 %
KPM1	4.37	18.02 %
ARC2	4.09	26.09 %
ANI1	3.92	26.70 %
WJD1	2.92	19.00 %
CYR1	0.84	11.76 %
Total	196.61	36.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	71.82	29.09 %
Fridge	33.55	27.59 %
Wash-Mac	33.30	31.49 %
Air-Cond	22.01	16.48 %
W-Purifi	2.92	65.66 %
Home-The	2.80	16.16 %
Oven	0.89	50.81 %
Dishwash	0.43	11.23 %
Total	167.72	26.41 %

Branch *	MTD Sales L	Brand Share %
POY1	20.62	26.36 %
SJI2	11.98	19.09 %
CUD1	11.03	18.91 %
KKI2	10.65	24.87 %
NVL2	9.83	22.54 %
VPM2	9.14	24.27 %
KLM1	8.87	27.95 %
CDM1	4.11	16.61 %
STP1	1.66	16.78 %
TVM2	1.40	12.89 %
MKM1	0.94	8.28 %
VPM1	0.67	6.57 %
SJI1		0.00 %
Total	167.72	26.41 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	7.80	39.87 %
LED TV	6.14	25.68 %
Fridge	2.95	20.02 %
Wash-Mac	1.13	14.04 %
Dishwash	0.38	100.00 %
Home-The	0.15	10.59 %
Oven	0.09	26.02 %
Total	18.64	27.01 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.93	8.03 %
Total	18.64	27.01 %