

MTD Sales
1,571.76 L

Brand Share %
29.67 %

Information:

MTD : 01-09-2025 To 14-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.67 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	489.45	32.49 %
Fridge	356.57	30.31 %
Wash-Mac	330.69	31.42 %
Air-Cond	316.56	23.41 %
W-Purifi	39.62	62.08 %
Home-The	21.38	20.63 %
Oven	9.21	45.07 %
Dishwash	8.27	37.48 %
Total	1,571.76	29.67 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	314.36	33.87 %
CHENNAI-01	220.37	27.60 %
TRICHY-01	184.92	29.74 %
SOUTH-03	184.33	28.13 %
CHENNAI-02	171.69	29.03 %
WEST-02	141.55	30.52 %
NORTH ARCOT	109.44	33.60 %
WEST-01	106.11	26.32 %
SOUTH ARCOT	103.43	27.75 %
KL-SOUTH	35.56	25.96 %
Total	1,571.76	29.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	92.53	40.59 %
Air-Cond	84.24	29.30 %
Wash-Mac	62.71	37.05 %
Fridge	60.88	29.94 %
W-Purifi	7.20	68.17 %
Home-The	2.77	13.42 %
Dishwash	2.32	46.57 %
Oven	1.72	43.38 %
Total	314.36	33.87 %

Branch *	MTD Sales L	Brand Share %
NGR1	14.38	28.78 %
VL1	7.42	28.61 %
ERL2	6.23	28.85 %
TKS1	5.92	24.67 %
SKD1	3.82	28.87 %
VKM1	3.62	27.88 %
SNL1	3.55	24.60 %
KYR1	1.77	18.26 %
STU2	1.46	14.25 %
TVL2	1.35	15.72 %
SGT1	0.97	21.71 %
S2SD		0.00 %
Total	314.36	33.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	62.16	32.13 %
Air-Cond	55.38	20.66 %
Wash-Mac	51.30	32.21 %
Fridge	39.34	27.47 %
W-Purifi	6.75	48.82 %
Home-The	2.99	22.91 %
Oven	1.31	47.38 %
Dishwash	1.14	23.93 %
Total	220.37	27.60 %

Branch *	MTD Sales L	Brand Share %
CH14	17.13	26.10 %
CH05	14.23	27.54 %
CH08	12.30	23.88 %
CH19	10.01	22.95 %
CH07	9.26	27.06 %
CH11	8.65	24.65 %
CH48	7.47	22.97 %
CH28	7.01	20.62 %
AVD1	6.97	24.78 %
CH42	5.79	13.53 %
CH22	5.59	24.02 %
CH30	5.13	19.12 %
SKL1	4.50	22.63 %
CGL1	4.29	28.37 %
KNR1	3.35	21.04 %
CH38	2.20	13.23 %
CZWH	1.80	20.81 %
CH40	1.10	24.11 %
Total	220.37	27.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	65.16	36.21 %
Fridge	42.96	31.39 %
Air-Cond	41.24	21.94 %
Wash-Mac	29.58	29.44 %
Home-The	2.53	27.35 %
W-Purifi	2.39	55.15 %
Dishwash	0.71	38.05 %
Oven	0.34	31.57 %
Total	184.92	29.74 %

Branch *	MTD Sales L	Brand Share %
TNJ2	8.34	28.37 %
MDI1	7.05	28.53 %
TNJ1	7.00	19.01 %
KIK1	6.22	24.56 %
MVM1	5.57	19.26 %
TYR1	5.07	25.56 %
PDK1	3.60	21.97 %
JKM1	3.31	27.16 %
AYR1	3.28	27.04 %
MSI1	3.17	28.17 %
APM1	2.71	29.11 %
TRY3	1.29	9.27 %
TRY2	0.91	8.15 %
ORU1	0.32	2.33 %
TZSD		0.00 %
Total	184.92	29.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	59.02	34.42 %
LED TV	48.29	25.48 %
Wash-Mac	37.99	28.50 %
Air-Cond	32.20	23.29 %
W-Purifi	4.52	61.18 %
Oven	1.11	62.15 %
Home-The	0.90	7.69 %
Dishwash	0.29	16.27 %
Total	184.33	28.13 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.95	21.40 %
MDU2	13.63	28.98 %
MDU6	10.39	29.42 %
ATG1	9.59	25.78 %
DGL1	9.33	20.24 %
TMM1	5.16	22.53 %
MDU3	4.68	23.26 %
MDU4	3.44	25.20 %
KRR1	2.77	26.92 %
PNV1	2.44	22.02 %
KKD2	2.04	14.83 %
TEN1	1.86	12.95 %
ADP1	1.67	12.43 %
CMR1	1.48	27.99 %
MNM1	1.38	9.68 %
DGL2	1.32	15.38 %
MDU5	0.79	8.92 %
BTU1	0.62	9.04 %
NKI1	0.26	3.84 %
SZSD		0.00 %
Total	184.33	28.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	59.77	36.16 %
Air-Cond	40.07	20.72 %
Fridge	30.55	30.06 %
Wash-Mac	30.11	27.20 %
W-Purifi	5.75	65.17 %
Home-The	2.80	39.16 %
Dishwash	1.94	100.00 %
Oven	0.70	28.07 %
Total	171.69	29.03 %

Branch *	MTD Sales L	Brand Share %
CH03	13.72	22.65 %
CH12	12.56	28.88 %
CH15	10.60	17.54 %
CH20	7.18	26.82 %
CH06	5.75	21.07 %
CH17	4.20	25.47 %
CH41	3.80	17.81 %
CH44	3.60	17.33 %
CH24	2.74	11.64 %
GPD1	1.73	11.73 %
CH32	1.09	15.95 %
MC06	0.57	15.61 %
CH01		0.00 %
Total	171.69	29.03 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	45.71	30.70 %
Wash-Mac	38.64	31.19 %
Fridge	36.21	30.59 %
Air-Cond	11.70	22.16 %
W-Purifi	4.67	97.18 %
Home-The	3.43	26.60 %
Oven	1.18	62.44 %
Total	141.55	30.52 %

Branch *	MTD Sales L	Brand Share %
HSR2	8.27	26.56 %
SLM1	5.92	17.80 %
NKL2	5.86	26.89 %
ERD1	5.02	19.74 %
MTR1	2.69	23.13 %
ERD2	2.29	8.14 %
PLC1	0.94	13.75 %
DPR1	0.87	10.87 %
CMI1	0.58	13.05 %
WZWH		0.00 %
Total	141.55	30.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	38.57	38.41 %
Fridge	23.49	31.42 %
Wash-Mac	22.96	36.30 %
Air-Cond	15.74	22.61 %
W-Purifi	4.45	68.73 %
Home-The	3.45	40.77 %
Oven	0.77	38.95 %
Total	109.44	33.60 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.14	23.42 %
VEL2	6.44	27.52 %
ABR1	4.44	26.43 %
AKM1	4.06	29.18 %
TRL1	3.41	11.08 %
WJD1	2.21	20.80 %
CYR1	1.45	16.82 %
UGI1	0.92	27.34 %
PLR1	0.49	13.57 %
Total	109.44	33.60 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	37.03	27.86 %
Wash-Mac	27.69	27.36 %
Fridge	24.92	25.33 %
Air-Cond	10.63	22.13 %
W-Purifi	2.03	48.77 %
Oven	1.57	53.51 %
Dishwash	1.14	29.74 %
Home-The	1.11	9.44 %
Total	106.11	26.32 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.44	18.40 %
UAM1	5.65	25.89 %
KMR1	5.44	18.53 %
SNR1	5.27	25.58 %
PLI1	5.09	26.06 %
UMP1	3.35	27.64 %
TPR1	2.89	19.15 %
KMD1	2.66	25.35 %
SUL1	2.51	27.80 %
GBM1	2.13	27.70 %
TPR3	2.02	19.38 %
MPM1	1.86	19.45 %
CBE5	1.53	10.15 %
CBE3	1.46	20.83 %
PDM1	1.22	14.84 %
CBE1	0.93	7.53 %
SYM2	0.35	4.43 %
WZSD		0.00 %
Total	106.11	26.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.36	26.38 %
Fridge	26.68	30.67 %
Wash-Mac	22.51	32.75 %
Air-Cond	20.73	22.70 %
W-Purifi	1.87	70.76 %
Home-The	0.97	14.40 %
Oven	0.31	35.40 %
Total	103.43	27.75 %

Branch *	MTD Sales L	Brand Share %
POY1	9.25	22.71 %
NVL2	5.86	28.72 %
VPM2	5.67	21.38 %
CUD1	5.07	17.62 %
CDM1	4.59	19.22 %
SJI1	4.15	22.10 %
PRT1	3.61	20.84 %
TDM1	3.34	26.62 %
TVM1	1.30	15.10 %
MKM1	1.12	11.78 %
VPM1	1.12	13.82 %
TVM2	0.82	14.45 %
Total	103.43	27.75 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	12.51	30.27 %
LED TV	9.88	18.59 %
Wash-Mac	7.20	32.16 %
Air-Cond	4.61	30.58 %
Dishwash	0.72	48.00 %
Home-The	0.43	21.41 %
Oven	0.20	29.33 %
Total	35.56	25.96 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.91	5.47 %
Total	35.56	25.96 %