

MTD Sales
2,720.98 L

Brand Share %
28.48 %

Information:

MTD : 01-08-2025 To 15-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.48 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	888.54	31.43 %
Wash-Mac	652.71	33.74 %
Fridge	622.25	30.20 %
Air-Cond	441.28	18.43 %
W-Purifi	49.13	61.97 %
Home-The	29.42	17.47 %
Oven	23.63	59.16 %
Dishwash	14.02	28.20 %
Total	2,720.98	28.48 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	447.16	29.95 %
CHENNAI-01	383.43	27.18 %
TRICHY-01	348.02	26.55 %
CHENNAI-02	315.20	27.95 %
SOUTH-03	289.91	26.18 %
WEST-02	268.10	28.88 %
WEST-01	232.22	30.35 %
NORTH ARCOT	220.39	34.19 %
SOUTH ARCOT	197.69	28.15 %
KL-SOUTH	18.86	29.27 %
Total	2,720.98	28.48 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	123.60	28.87 %
Wash-Mac	109.37	37.39 %
Fridge	100.88	31.67 %
Air-Cond	95.42	24.09 %
W-Purifi	9.28	60.06 %
Oven	4.76	67.34 %
Home-The	2.35	7.95 %
Dishwash	1.50	25.23 %
Total	447.16	29.95 %

Branch *	MTD Sales L	Brand Share %
KVT1	21.85	27.61 %
TKS1	16.92	28.24 %
RPM1	15.78	25.70 %
SKD1	13.41	27.09 %
NGR1	13.24	23.13 %
TCN1	11.16	27.21 %
ERL2	10.75	24.85 %
SVK1	9.79	21.30 %
VNR2	7.23	22.06 %
SNL1	5.61	21.22 %
UDN1	5.43	27.98 %
VLY1	4.90	10.91 %
VKM1	3.72	25.28 %
VNR1	3.62	18.94 %
TVL2	3.52	15.12 %
KYR1	3.35	20.11 %
STU2	2.51	13.85 %
ARM1	1.34	14.06 %
SGT1	0.51	5.47 %
S2SD		0.00 %
WHTV		0.00 %
Total	447.16	29.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	120.49	35.31 %
Air-Cond	91.17	17.96 %
Wash-Mac	86.13	34.11 %
Fridge	66.68	25.65 %
W-Purifi	6.92	58.28 %
Home-The	6.47	29.70 %
Oven	3.20	53.60 %
Dishwash	2.36	25.17 %
Total	383.43	27.18 %

Branch *	MTD Sales L	Brand Share %
CH14	26.69	27.36 %
CH05	20.46	21.65 %
CH28	17.67	28.21 %
CH07	17.47	27.64 %
CH11	16.43	22.68 %
CH48	15.08	24.24 %
CH30	9.82	15.01 %
AVD1	9.71	19.30 %
CH42	9.05	13.97 %
CH22	8.83	18.77 %
CH39	7.32	24.02 %
KNR1	5.95	23.33 %
CGL1	5.28	20.51 %
CZWH	2.72	27.50 %
CH40	1.70	14.74 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.26	7.91 %
Total	383.43	27.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	111.86	28.46 %
Fridge	88.65	29.36 %
Wash-Mac	75.46	34.25 %
Air-Cond	61.97	17.03 %
W-Purifi	4.94	62.64 %
Home-The	2.04	11.60 %
Oven	1.91	51.41 %
Dishwash	1.18	45.83 %
Total	348.02	26.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	49.05	27.13 %
MVM1	22.94	24.43 %
MDI1	21.58	25.69 %
PBR2	19.21	24.40 %
TNJ2	17.68	25.01 %
TVR2	16.38	23.10 %
TNJ1	16.31	20.18 %
KIK1	10.79	22.64 %
PDK1	9.15	27.91 %
AYR1	6.97	28.07 %
PBR1	6.20	24.70 %
MSI1	5.94	25.24 %
APM1	5.44	27.33 %
TRY3	4.71	12.77 %
TRY2	2.60	10.19 %
ORU1	1.26	5.56 %
TZSD		0.00 %
WTRZ		0.00 %
Total	348.02	26.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	110.07	35.00 %
Fridge	69.04	34.12 %
Wash-Mac	67.20	31.93 %
Air-Cond	51.39	14.17 %
W-Purifi	7.22	78.20 %
Home-The	5.02	29.48 %
Oven	2.91	52.10 %
Dishwash	2.35	40.68 %
Total	315.20	27.95 %

Branch *	MTD Sales L	Brand Share %
CH03	30.45	24.53 %
CH15	27.06	21.88 %
CH21	20.44	28.20 %
CH06	13.65	24.47 %
CH20	13.34	23.57 %
MJR1	13.33	23.91 %
CH12	12.86	17.25 %
CH41	12.14	25.85 %
CH44	9.41	25.04 %
GPD1	5.84	24.28 %
CH24	5.43	15.51 %
CH32	2.82	23.05 %
MC06	0.70	17.90 %
MC05		0.00 %
MC08		0.00 %
Total	315.20	27.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	87.43	26.38 %
Fridge	76.90	29.46 %
Wash-Mac	67.06	27.82 %
Air-Cond	45.42	19.55 %
W-Purifi	8.49	60.26 %
Home-The	1.99	9.45 %
Oven	1.82	53.28 %
Dishwash	0.78	25.69 %
Total	289.91	26.18 %

Branch *	MTD Sales L	Brand Share %
MDU1	30.78	20.32 %
DGL1	15.36	19.32 %
MDU2	13.64	18.91 %
TMM1	8.27	25.78 %
MDU3	8.01	24.56 %
KKD2	7.00	19.37 %
KRR1	5.96	23.74 %
PNV1	4.29	28.10 %
TEN1	2.98	11.37 %
MNM1	2.06	17.79 %
ODM1	1.82	15.16 %
KPT1	1.75	17.69 %
DGL2	1.66	6.49 %
ADP1	1.50	7.97 %
BTU1	1.31	9.90 %
MDU5	1.11	7.12 %
CMR1	0.75	6.76 %
NKI1	0.41	2.84 %
SZSD		0.00 %
Total	289.91	26.18 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	97.64	31.50 %
Wash-Mac	74.31	32.64 %
Fridge	64.81	28.71 %
Air-Cond	21.14	15.84 %
W-Purifi	3.33	61.50 %
Home-The	3.17	19.46 %
Dishwash	1.96	31.82 %
Oven	1.74	49.41 %
Total	268.10	28.88 %

Branch *	MTD Sales L	Brand Share %
SLM1	17.03	20.61 %
HSR2	14.07	24.25 %
ERD1	13.37	25.17 %
HSR1	11.44	25.94 %
ERD2	9.75	17.69 %
SLM3	9.52	24.15 %
SLM2	9.25	22.01 %
MTR1	7.71	26.74 %
OML1	6.47	20.25 %
KVP1	6.04	26.78 %
VKL1	3.80	28.30 %
TCG1	3.21	19.68 %
PLC1	3.17	19.87 %
DPR1	1.18	7.28 %
CMI1	1.08	10.04 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	268.10	28.88 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	88.46	33.58 %
Wash-Mac	65.23	30.65 %
Fridge	54.97	30.97 %
Air-Cond	13.03	18.48 %
Oven	3.65	62.88 %
Dishwash	2.37	18.99 %
Home-The	2.26	13.86 %
W-Purifi	2.24	35.61 %
Total	232.22	30.35 %

Branch *	MTD Sales L	Brand Share %
TPR2	12.30	28.29 %
UAM1	6.78	21.48 %
MPM1	5.84	25.16 %
TPR1	5.17	16.97 %
TPR3	2.48	14.03 %
CBE3	2.42	21.65 %
PDM1	2.36	14.08 %
SYM2	2.08	12.80 %
ANR1	1.67	20.33 %
CBE1	1.30	4.21 %
WHCB		0.00 %
WZSD		0.00 %
Total	232.22	30.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	82.64	40.59 %
Wash-Mac	49.93	40.83 %
Fridge	47.58	33.42 %
Air-Cond	27.61	18.29 %
W-Purifi	4.71	82.62 %
Home-The	4.60	30.73 %
Oven	2.15	85.50 %
Dishwash	1.15	54.87 %
Total	220.39	34.19 %

Branch *	MTD Sales L	Brand Share %
AKM1	10.41	26.73 %
TRL1	9.88	19.28 %
ARC2	9.56	27.79 %
KPM1	7.64	28.05 %
TRT1	5.54	22.34 %
ABR1	4.88	20.81 %
PLR1	3.10	24.17 %
CYR1	2.67	16.36 %
SLG1	2.59	19.87 %
WJD1	2.58	15.25 %
WHVL		0.00 %
Total	220.39	34.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	60.60	27.21 %
Wash-Mac	55.26	38.66 %
Fridge	48.01	31.19 %
Air-Cond	30.19	18.32 %
W-Purifi	1.53	61.23 %
Home-The	1.22	9.71 %
Oven	0.88	62.78 %
Total	197.69	28.15 %

Branch *	MTD Sales L	Brand Share %
CUD1	17.45	23.63 %
VPM2	10.55	25.56 %
CDM1	8.49	15.46 %
SJI1	6.32	21.56 %
NVL2	6.00	18.19 %
TVM2	4.78	28.05 %
PRT1	4.72	20.39 %
VPM1	2.82	22.99 %
TVM1	1.61	11.34 %
MKM1	1.43	7.99 %
WHNV		0.00 %
WHUT	-0.27	19.18 %
Total	197.69	28.15 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.73	29.81 %
Fridge	4.71	27.25 %
Air-Cond	3.93	31.71 %
Wash-Mac	2.77	23.35 %
Oven	0.60	64.47 %
W-Purifi	0.46	55.46 %
Dishwash	0.37	45.34 %
Home-The	0.29	26.25 %
Total	18.86	29.27 %

Branch *	MTD Sales L	Brand Share %
PAS1	3.86	22.59 %
Total	18.86	29.27 %