

MTD Sales
1,624.83 L

Brand Share %
29.55 %

Information:

MTD : 01-09-2025 To 15-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.55 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	505.86	32.37 %
Fridge	368.91	30.31 %
Wash-Mac	342.72	31.18 %
Air-Cond	325.04	23.24 %
W-Purifi	41.41	61.28 %
Home-The	21.85	20.03 %
Oven	9.97	46.51 %
Dishwash	9.05	37.98 %
Total	1,624.83	29.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	323.02	33.76 %
CHENNAI-01	227.28	27.54 %
TRICHY-01	191.08	29.45 %
SOUTH-03	188.44	27.93 %
CHENNAI-02	178.01	28.79 %
WEST-02	148.42	30.37 %
NORTH ARCOT	115.41	33.77 %
WEST-01	109.94	26.13 %
SOUTH ARCOT	107.02	27.79 %
KL-SOUTH	36.21	26.01 %
Total	1,624.83	29.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	94.58	40.70 %
Air-Cond	86.27	29.18 %
Wash-Mac	65.17	36.72 %
Fridge	62.84	30.16 %
W-Purifi	7.20	63.74 %
Home-The	2.86	12.67 %
Dishwash	2.32	46.57 %
Oven	1.78	42.75 %
Total	323.02	33.76 %

Branch *	MTD Sales L	Brand Share %
NGR1	14.44	27.51 %
VL11	7.53	28.20 %
ERL2	6.75	29.43 %
TKS1	6.04	24.82 %
SKD1	3.82	28.23 %
SNL1	3.81	25.21 %
VKM1	3.76	27.89 %
KYR1	1.77	18.03 %
STU2	1.60	15.04 %
TVL2	1.35	15.72 %
SGT1	0.97	20.35 %
S2SD		0.00 %
Total	323.02	33.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	64.80	32.17 %
Air-Cond	56.69	20.46 %
Wash-Mac	51.96	31.86 %
Fridge	41.43	27.90 %
W-Purifi	6.75	47.95 %
Home-The	3.09	22.82 %
Oven	1.41	49.25 %
Dishwash	1.14	23.93 %
Total	227.28	27.54 %

Branch *	MTD Sales L	Brand Share %
CH14	17.95	26.14 %
CH05	14.44	26.51 %
CH08	13.26	24.62 %
CH19	10.44	23.65 %
CH07	9.56	26.96 %
CH11	9.34	24.47 %
CH48	7.19	22.00 %
CH28	7.01	20.42 %
AVD1	6.97	24.31 %
CH42	6.27	14.47 %
CH22	5.70	24.07 %
CH30	5.13	18.54 %
SKL1	4.50	22.56 %
CGL1	4.29	28.37 %
KNR1	3.48	21.52 %
CH38	2.20	12.45 %
CZWH	1.80	19.57 %
CH40	1.10	24.11 %
Total	227.28	27.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	67.21	35.91 %
Fridge	43.76	30.78 %
Air-Cond	43.24	21.98 %
Wash-Mac	30.29	28.94 %
W-Purifi	2.99	57.96 %
Home-The	2.53	26.72 %
Dishwash	0.71	30.06 %
Oven	0.34	31.57 %
Total	191.08	29.45 %

Branch *	MTD Sales L	Brand Share %
TNJ2	8.72	29.51 %
TNJ1	7.40	18.90 %
MDI1	7.37	27.79 %
KIK1	6.47	25.32 %
MVM1	6.04	20.04 %
TYR1	5.07	25.24 %
PDK1	3.95	22.74 %
JKM1	3.31	26.67 %
AYR1	3.28	25.38 %
MSI1	3.17	27.37 %
APM1	2.71	27.49 %
TRY3	1.29	8.67 %
TRY2	1.16	9.25 %
ORU1	0.49	3.47 %
TZSD		0.00 %
Total	191.08	29.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	60.05	33.97 %
LED TV	49.24	25.20 %
Wash-Mac	38.59	28.05 %
Air-Cond	33.40	23.60 %
W-Purifi	4.75	60.53 %
Oven	1.21	64.10 %
Home-The	0.90	7.53 %
Dishwash	0.29	16.27 %
Total	188.44	27.93 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.26	21.24 %
MDU2	14.01	28.76 %
MDU6	10.39	29.30 %
ATG1	9.92	25.84 %
DGL1	9.33	19.49 %
TMM1	5.16	22.41 %
MDU3	4.79	23.17 %
MDU4	3.54	23.63 %
KRR1	3.02	27.32 %
PNV1	2.44	21.61 %
KKD2	2.04	14.83 %
TEN1	1.86	12.71 %
ADP1	1.67	12.19 %
CMR1	1.48	26.84 %
MNM1	1.38	9.61 %
DGL2	1.32	14.71 %
MDU5	0.79	8.75 %
BTU1	0.62	8.13 %
NKI1	0.26	3.75 %
SZSD		0.00 %
Total	188.44	27.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	63.86	36.43 %
Air-Cond	38.49	19.42 %
Fridge	32.34	30.65 %
Wash-Mac	31.67	26.97 %
W-Purifi	6.00	66.15 %
Home-The	2.90	35.11 %
Dishwash	1.94	100.00 %
Oven	0.80	30.90 %
Total	178.01	28.79 %

Branch *	MTD Sales L	Brand Share %
CH03	14.93	23.52 %
CH12	12.56	28.15 %
CH15	10.60	16.79 %
CH20	7.84	27.61 %
CH33	6.32	28.90 %
CH06	6.15	22.01 %
CH17	4.20	25.75 %
CH24	4.16	15.84 %
CH41	4.03	17.98 %
CH44	3.60	16.46 %
GPD1	2.47	15.31 %
CH32	1.09	15.39 %
MC06	0.57	15.36 %
CH01		0.00 %
Total	178.01	28.79 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	46.88	30.18 %
Wash-Mac	40.91	31.03 %
Fridge	38.80	30.98 %
Air-Cond	12.05	21.77 %
W-Purifi	4.67	94.86 %
Home-The	3.43	25.81 %
Oven	1.28	64.32 %
Dishwash	0.39	57.40 %
Total	148.42	30.37 %

Branch *	MTD Sales L	Brand Share %
HSR2	8.46	25.04 %
NKL2	6.12	26.34 %
SLM1	6.06	17.89 %
ERD1	5.38	20.43 %
SLM2	5.20	29.12 %
EPI1	3.07	28.81 %
MTR1	2.95	22.78 %
ERD2	2.29	7.51 %
DPR1	1.12	13.22 %
PLC1	0.94	12.98 %
CMI1	0.76	14.07 %
WZWH		0.00 %
Total	148.42	30.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	39.18	37.56 %
Wash-Mac	25.03	36.91 %
Fridge	24.79	31.87 %
Air-Cond	16.76	22.96 %
W-Purifi	5.15	71.78 %
Home-The	3.64	40.75 %
Oven	0.87	41.95 %
Total	115.41	33.77 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.99	25.13 %
VEL2	6.65	27.67 %
ABR1	4.44	24.32 %
AKM1	4.06	27.90 %
TRL1	3.41	10.36 %
WJD1	2.21	19.71 %
CYR1	1.45	16.08 %
PLR1	0.62	15.43 %
Total	115.41	33.77 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	38.62	27.82 %
Wash-Mac	28.39	27.02 %
Fridge	24.97	24.52 %
Air-Cond	11.52	22.89 %
W-Purifi	2.03	44.45 %
Oven	1.77	56.48 %
Dishwash	1.54	32.47 %
Home-The	1.11	9.08 %
Total	109.94	26.13 %

Branch *	MTD Sales L	Brand Share %
CBE2	13.68	19.26 %
UAM1	5.65	24.32 %
PLI1	5.51	27.07 %
SNR1	5.27	25.58 %
KMR1	5.09	17.07 %
UMP1	3.35	25.59 %
TPR1	2.89	18.76 %
KMD1	2.66	23.87 %
SUL1	2.51	24.67 %
TPR3	2.02	18.29 %
MPM1	1.86	18.77 %
CBE5	1.74	11.41 %
CBE3	1.74	24.36 %
PDM1	1.22	14.63 %
CBE1	0.93	7.28 %
SYM2	0.35	4.43 %
WZSD		0.00 %
Total	109.94	26.13 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.60	26.68 %
Fridge	27.42	30.67 %
Wash-Mac	23.50	32.86 %
Air-Cond	21.35	22.50 %
W-Purifi	1.87	70.76 %
Home-The	0.97	14.06 %
Oven	0.31	35.40 %
Total	107.02	27.79 %

Branch *	MTD Sales L	Brand Share %
POY1	9.45	22.40 %
VPM2	5.67	21.21 %
CUD1	5.20	17.92 %
CDM1	4.73	19.21 %
SJI1	4.15	20.78 %
PRT1	3.61	20.68 %
TDM1	3.34	26.33 %
TVM1	1.30	14.91 %
TVM2	1.20	19.83 %
MKM1	1.12	11.47 %
VPM1	1.12	13.82 %
Total	107.02	27.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	12.51	30.17 %
LED TV	9.88	18.26 %
Wash-Mac	7.20	31.99 %
Air-Cond	5.27	32.88 %
Dishwash	0.72	48.00 %
Home-The	0.43	21.41 %
Oven	0.20	25.32 %
Total	36.21	26.01 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.91	5.40 %
Total	36.21	26.01 %