

MTD Sales
2,954.89 L

Brand Share %
28.52 %

Information:

MTD : 01-10-2025 To 15-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.52 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,260.76	31.71 %
Wash-Mac	560.49	29.47 %
Fridge	536.64	27.27 %
Air-Cond	453.81	21.82 %
Home-The	49.00	19.67 %
W-Purifi	46.25	59.91 %
Dishwash	32.56	44.60 %
Oven	15.37	41.37 %
Total	2,954.89	28.52 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	576.06	34.32 %
CHENNAI-01	398.87	29.70 %
WEST-02	369.66	31.67 %
SOUTH-03	358.02	24.23 %
TRICHY-01	310.25	24.02 %
CHENNAI-02	264.21	25.69 %
WEST-01	248.70	26.21 %
NORTH ARCOT	217.52	36.07 %
SOUTH ARCOT	192.08	25.73 %
KL-SOUTH	19.52	25.50 %
Total	2,954.89	28.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	209.37	37.29 %
Air-Cond	136.07	32.49 %
Wash-Mac	110.78	36.20 %
Fridge	99.80	31.19 %
W-Purifi	9.42	64.67 %
Dishwash	4.16	38.35 %
Home-The	3.26	7.91 %
Oven	3.20	56.09 %
Total	576.06	34.32 %

Branch *	MTD Sales L	Brand Share %
VNR2	17.73	28.06 %
SVK1	15.48	27.42 %
TKS1	14.12	22.60 %
TCN1	11.10	26.69 %
VNR1	7.28	26.83 %
SNL1	5.76	20.54 %
SKD1	5.67	28.07 %
S2SD	3.27	26.86 %
KYR1	2.89	17.69 %
SGT1	2.31	21.72 %
TVL2	1.70	9.47 %
Total	576.06	34.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	168.75	36.15 %
Air-Cond	69.47	19.06 %
Wash-Mac	69.22	30.86 %
Fridge	66.55	29.53 %
Home-The	11.02	43.00 %
Dishwash	6.26	34.16 %
W-Purifi	5.66	44.46 %
Oven	1.93	35.11 %
Total	398.87	29.70 %

Branch *	MTD Sales L	Brand Share %
CH08	26.74	27.34 %
CH14	25.48	27.97 %
CH42	19.44	26.35 %
CH19	18.26	22.27 %
CH05	17.90	22.40 %
CH28	16.83	23.95 %
AVD1	16.76	21.99 %
CH07	13.45	23.17 %
CH22	10.91	25.88 %
MRM1	9.98	27.63 %
KNR1	7.99	22.07 %
CH30	7.17	15.60 %
CH39	5.25	23.09 %
CZWH	3.19	10.40 %
CH26	0.80	10.70 %
MC09		0.00 %
Total	398.87	29.70 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	164.43	33.45 %
Wash-Mac	83.92	31.62 %
Fridge	77.99	31.09 %
Air-Cond	24.74	22.21 %
Home-The	7.14	23.21 %
W-Purifi	5.97	79.66 %
Dishwash	3.92	65.19 %
Oven	1.55	42.44 %
Total	369.66	31.67 %

Branch *	MTD Sales L	Brand Share %
SLM1	25.47	20.81 %
ERD1	18.77	23.26 %
ERD2	17.71	25.26 %
TRM1	6.82	25.72 %
PLC1	5.00	20.76 %
OML1	4.92	13.96 %
CMI1	3.73	19.28 %
DPR1	2.22	14.46 %
WZWH	-0.09	-1.60 %
Total	369.66	31.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	148.29	26.42 %
Wash-Mac	74.44	25.91 %
Fridge	69.58	22.08 %
Air-Cond	47.17	18.87 %
W-Purifi	6.26	52.02 %
Home-The	5.45	14.89 %
Dishwash	5.00	46.85 %
Oven	1.84	38.22 %
Total	358.02	24.23 %

Branch *	MTD Sales L	Brand Share %
DGL1	39.57	24.43 %
MDU6	27.85	24.91 %
MDU1	23.82	20.83 %
MDU2	20.25	16.15 %
KKD3	13.52	18.04 %
MDU3	10.73	23.52 %
DKI1	10.40	28.12 %
TMM1	10.35	20.28 %
BNR1	6.21	24.96 %
TEN1	5.69	13.67 %
ODM1	2.96	19.86 %
PNV1	2.87	15.82 %
ADP1	2.62	11.01 %
BTU1	2.41	14.45 %
MNM1	2.36	13.46 %
NKI1	2.24	8.98 %
CMR1	1.98	12.97 %
DGL2	1.27	4.39 %
SZSD	0.85	11.31 %
KKD2	0.79	8.86 %
MDU5	0.54	2.35 %
Total	358.02	24.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	143.22	27.17 %
Fridge	54.22	23.45 %
Air-Cond	53.16	17.69 %
Wash-Mac	47.69	24.48 %
W-Purifi	3.79	58.38 %
Dishwash	3.49	76.34 %
Home-The	3.34	14.72 %
Oven	1.33	30.38 %
Total	310.25	24.02 %

Branch *	MTD Sales L	Brand Share %
TRY1	50.31	23.79 %
KUM1	19.94	25.38 %
TNJ1	18.79	20.04 %
TNJ2	15.71	21.51 %
TVR2	15.47	25.60 %
PTK1	14.69	28.17 %
MVM1	14.18	19.50 %
PBR2	13.69	19.33 %
MDI1	12.77	26.63 %
TYR1	9.29	23.66 %
JKM1	7.20	21.34 %
TRY2	6.56	20.99 %
KIK1	6.27	19.62 %
AYR1	6.23	22.07 %
PDK1	6.13	18.16 %
TRY3	6.07	11.51 %
MSI1	4.08	19.20 %
APM1	3.73	25.17 %
ORU1	0.69	3.16 %
TZSD		0.00 %
Total	310.25	24.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	118.17	30.34 %
Fridge	48.08	28.18 %
Wash-Mac	45.81	26.16 %
Air-Cond	36.41	14.28 %
Home-The	5.74	27.92 %
W-Purifi	5.21	73.19 %
Dishwash	2.72	43.79 %
Oven	2.07	48.79 %
Total	264.21	25.69 %

Branch *	MTD Sales L	Brand Share %
CH03	27.13	22.99 %
CH15	22.47	18.16 %
CH12	19.14	23.14 %
CH21	17.52	27.09 %
CH18	14.39	24.04 %
CH41	10.60	24.02 %
CH44	10.30	28.11 %
CH09	9.70	20.95 %
CH24	9.11	20.02 %
CH06	8.76	27.79 %
CH20	8.27	17.16 %
MJR1	5.69	19.30 %
CH46	5.08	24.44 %
GPD1	3.89	26.78 %
PON1	3.70	21.30 %
CH17	3.20	21.84 %
CH32	0.14	2.83 %
Total	264.21	25.69 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	111.99	27.52 %
Wash-Mac	50.38	24.33 %
Fridge	46.59	24.71 %
Air-Cond	28.68	28.55 %
Home-The	4.29	15.17 %
Dishwash	3.88	43.74 %
W-Purifi	2.11	47.75 %
Oven	0.77	18.55 %
Total	248.70	26.21 %

Branch *	MTD Sales L	Brand Share %
CBE2	35.59	18.75 %
CBE4	12.76	27.31 %
KMR1	12.24	19.04 %
PLI1	10.21	23.17 %
UAM1	6.61	16.81 %
MPM1	6.54	19.15 %
CBE1	5.83	21.47 %
TPR1	3.31	10.48 %
PDM1	2.06	14.09 %
SYM2	1.98	8.41 %
WZSD	1.94	26.32 %
TPR3	1.81	5.26 %
ANR1	1.52	22.22 %
Total	248.70	26.21 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	107.84	43.58 %
Wash-Mac	38.75	35.43 %
Fridge	32.47	30.30 %
Air-Cond	25.04	23.28 %
Home-The	5.63	27.38 %
W-Purifi	4.08	67.44 %
Dishwash	2.31	82.97 %
Oven	1.39	65.95 %
Total	217.52	36.07 %

Branch *	MTD Sales L	Brand Share %
VEL2	9.98	25.45 %
TRT1	8.87	20.20 %
KPM2	7.90	23.81 %
ABR1	5.20	25.92 %
KPM1	4.82	19.16 %
ANI1	4.11	26.79 %
WJD1	3.17	18.04 %
CYR1	0.95	11.54 %
Total	217.52	36.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	82.56	27.74 %
Wash-Mac	38.36	31.00 %
Fridge	38.25	26.92 %
Air-Cond	24.65	16.36 %
W-Purifi	3.75	68.88 %
Home-The	2.98	14.16 %
Oven	1.10	53.38 %
Dishwash	0.43	11.23 %
Total	192.08	25.73 %

Branch *	MTD Sales L	Brand Share %
POY1	23.19	26.52 %
POY2	20.11	28.16 %
SJI2	13.40	19.49 %
CUD1	12.74	18.85 %
KKI2	12.38	25.09 %
NVL2	11.64	22.53 %
KLM1	9.74	27.62 %
VPM2	9.27	21.97 %
CDM1	8.61	15.53 %
STP1	1.93	16.34 %
MKM1	1.42	10.75 %
TVM2	1.40	12.30 %
VPM1	1.23	10.24 %
SJI1		0.00 %
Total	192.08	25.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	8.41	39.89 %
LED TV	6.14	23.90 %
Fridge	3.11	18.55 %
Wash-Mac	1.13	12.61 %
Dishwash	0.38	43.27 %
Oven	0.20	34.87 %
Home-The	0.15	8.71 %
Total	19.52	25.50 %

Branch *	MTD Sales L	Brand Share %
TVP1	13.68	27.01 %
KLR1	1.20	9.76 %
TVSD		0.00 %
Total	19.52	25.50 %