

MTD Sales
2,905.98 L

Brand Share %
28.27 %

Information:

MTD : 01-08-2025 To 16-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.27 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	954.97	31.18 %
Wash-Mac	695.09	33.37 %
Fridge	660.33	29.78 %
Air-Cond	470.30	18.45 %
W-Purifi	52.65	61.62 %
Home-The	30.98	16.98 %
Oven	24.94	58.88 %
Dishwash	16.74	29.86 %
Total	2,905.98	28.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	484.78	30.01 %
CHENNAI-01	402.76	26.97 %
TRICHY-01	366.07	26.31 %
CHENNAI-02	333.28	27.89 %
SOUTH-03	310.00	26.13 %
WEST-02	284.89	29.10 %
WEST-01	247.67	30.17 %
NORTH ARCOT	229.99	33.89 %
SOUTH ARCOT	226.74	26.77 %
KL-SOUTH	19.79	27.81 %
Total	2,905.98	28.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	138.48	28.97 %
Wash-Mac	118.11	37.02 %
Fridge	106.03	30.94 %
Air-Cond	103.39	25.07 %
W-Purifi	9.40	58.13 %
Oven	5.20	67.49 %
Home-The	2.35	7.14 %
Dishwash	1.83	29.22 %
Total	484.78	30.01 %

Branch *	MTD Sales L	Brand Share %
KVT1	22.19	26.94 %
VNR2	19.43	24.94 %
TKS1	17.87	28.07 %
RPM1	16.72	25.99 %
NGR1	14.06	23.02 %
SKD1	13.75	27.06 %
TCN1	12.17	27.66 %
ERL2	11.04	23.98 %
SVK1	10.55	21.78 %
VLY1	5.84	12.59 %
SNL1	5.74	20.81 %
TVL2	4.92	19.57 %
VKM1	4.33	26.87 %
VNR1	3.62	18.13 %
KYR1	3.35	19.63 %
STU2	2.63	14.42 %
ARM1	1.65	17.23 %
SGT1	0.51	5.13 %
S2SD		0.00 %
WHTV		0.00 %
Total	484.78	30.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	127.85	35.15 %
Air-Cond	94.39	17.81 %
Wash-Mac	88.99	32.93 %
Fridge	70.34	25.45 %
W-Purifi	8.03	61.52 %
Home-The	6.82	29.75 %
Oven	3.20	52.00 %
Dishwash	3.14	28.28 %
Total	402.76	26.97 %

Branch *	MTD Sales L	Brand Share %
CH14	28.15	26.85 %
CH05	20.74	20.22 %
CH07	18.22	27.52 %
CH28	18.18	27.60 %
CH11	17.59	23.49 %
CH48	16.21	24.57 %
CH30	11.92	15.29 %
AVD1	9.99	18.90 %
CH42	9.83	14.34 %
CH22	9.30	18.50 %
CH39	7.32	23.16 %
KNR1	7.25	25.84 %
CGL1	5.28	20.31 %
CZWH	2.72	27.50 %
CH40	1.70	14.74 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.26	7.91 %
Total	402.76	26.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	118.34	28.10 %
Fridge	92.78	28.75 %
Wash-Mac	79.43	34.08 %
Air-Cond	64.75	17.00 %
W-Purifi	5.14	61.98 %
Home-The	2.12	11.71 %
Oven	1.91	47.50 %
Dishwash	1.60	53.48 %
Total	366.07	26.31 %

Branch *	MTD Sales L	Brand Share %
TRY1	52.63	27.01 %
MVM1	24.62	24.34 %
MDI1	22.58	25.93 %
PBR2	19.71	23.58 %
TVR2	18.64	23.99 %
TNJ2	18.01	23.94 %
TNJ1	16.91	20.15 %
KIK1	11.18	21.98 %
PDK1	9.32	27.54 %
AYR1	7.36	27.77 %
MSI1	6.42	25.17 %
PBR1	6.20	23.75 %
APM1	5.44	26.80 %
TRY3	5.08	13.19 %
TRY2	2.60	9.79 %
ORU1	1.26	5.08 %
TZSD		0.00 %
WTRZ		0.00 %
Total	366.07	26.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	117.43	35.08 %
Fridge	74.08	34.23 %
Wash-Mac	69.44	31.16 %
Air-Cond	54.04	14.17 %
W-Purifi	7.43	76.71 %
Home-The	5.19	29.47 %
Oven	3.32	54.03 %
Dishwash	2.35	37.58 %
Total	333.28	27.89 %

Branch *	MTD Sales L	Brand Share %
CH03	32.17	24.41 %
CH15	27.96	21.32 %
CH21	20.48	27.43 %
CH20	15.45	25.33 %
MJR1	13.97	24.12 %
CH06	13.65	23.68 %
CH12	13.49	17.20 %
CH41	13.36	27.26 %
CH44	9.71	25.05 %
CH24	6.26	17.01 %
GPD1	5.84	23.50 %
CH32	2.96	21.15 %
MC06	0.70	17.90 %
MC05		0.00 %
MC08		0.00 %
Total	333.28	27.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	94.06	26.48 %
Fridge	80.64	28.63 %
Wash-Mac	71.72	27.78 %
Air-Cond	49.24	19.99 %
W-Purifi	8.96	57.22 %
Home-The	2.25	10.10 %
Oven	1.93	54.78 %
Dishwash	1.18	34.22 %
Total	310.00	26.13 %

Branch *	MTD Sales L	Brand Share %
MDU1	32.81	20.23 %
DGL1	16.41	19.11 %
MDU2	13.81	17.61 %
TMM1	9.60	27.88 %
MDU3	8.01	23.98 %
KKD2	7.50	20.07 %
KRR1	6.62	24.83 %
TEN1	3.39	12.08 %
MNM1	2.23	17.65 %
DGL2	1.93	7.28 %
ODM1	1.93	15.60 %
KPT1	1.75	17.21 %
ADP1	1.50	7.44 %
BTU1	1.48	10.30 %
MDU5	1.29	7.59 %
CMR1	0.75	6.52 %
NKI1	0.41	2.54 %
SZSD		0.00 %
Total	310.00	26.13 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	103.71	31.74 %
Wash-Mac	78.77	32.51 %
Fridge	68.54	28.88 %
Air-Cond	22.36	16.09 %
Home-The	3.61	20.78 %
W-Purifi	3.54	62.04 %
Dishwash	2.35	33.87 %
Oven	2.02	53.10 %
Total	284.89	29.10 %

Branch *	MTD Sales L	Brand Share %
SLM1	17.74	20.53 %
HSR2	15.36	24.88 %
ERD1	13.68	25.17 %
HSR1	12.50	26.94 %
SLM3	10.89	25.73 %
SLM2	10.27	23.67 %
ERD2	9.92	16.47 %
MTR1	8.10	26.15 %
OML1	7.26	21.78 %
KVP1	6.12	26.47 %
TCG1	3.76	20.12 %
PLC1	3.31	19.90 %
DPR1	1.18	7.03 %
CMI1	1.08	9.92 %
WHPD		0.00 %
WZWH		0.00 %
Total	284.89	29.10 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	94.53	33.17 %
Wash-Mac	69.31	30.61 %
Fridge	58.35	30.78 %
Air-Cond	14.66	19.13 %
Oven	3.68	61.54 %
W-Purifi	2.51	37.86 %
Dishwash	2.37	18.07 %
Home-The	2.26	12.81 %
Total	247.67	30.17 %

Branch *	MTD Sales L	Brand Share %
MPM1	6.79	26.16 %
UAM1	6.78	20.02 %
TPR1	5.17	15.99 %
CBE3	3.06	23.81 %
TPR3	2.68	14.74 %
PDM1	2.36	13.44 %
SYM2	2.08	12.46 %
ANR1	1.67	19.78 %
CBE1	1.44	4.30 %
WHCB		0.00 %
WZSD		0.00 %
Total	247.67	30.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	86.35	40.08 %
Wash-Mac	52.54	40.70 %
Fridge	49.66	32.71 %
Air-Cond	28.47	18.24 %
W-Purifi	4.98	82.41 %
Home-The	4.68	29.92 %
Oven	2.15	85.50 %
Dishwash	1.15	54.87 %
Total	229.99	33.89 %

Branch *	MTD Sales L	Brand Share %
AKM1	11.02	26.71 %
TRL1	10.47	19.51 %
ARC2	9.56	27.48 %
KPM1	7.77	25.64 %
TRT1	6.42	24.69 %
ABR1	5.43	21.01 %
PLR1	3.10	23.17 %
WJD1	2.86	15.47 %
SLG1	2.76	20.39 %
CYR1	2.67	16.05 %
WHVL		0.00 %
Total	229.99	33.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.48	26.21 %
Wash-Mac	63.50	37.94 %
Fridge	54.93	30.43 %
Air-Cond	35.06	16.40 %
W-Purifi	2.05	65.11 %
Home-The	1.40	8.50 %
Oven	0.93	63.98 %
Dishwash	0.40	13.04 %
Total	226.74	26.77 %

Branch *	MTD Sales L	Brand Share %
POY1	29.08	26.92 %
POY2	23.99	24.74 %
CUD1	18.21	23.61 %
VPM2	10.55	24.22 %
CDM1	8.96	15.52 %
NVL2	6.64	17.13 %
SJI1	6.32	21.42 %
TVM2	4.78	27.27 %
PRT1	4.72	18.22 %
VPM1	2.82	22.52 %
TVM1	1.61	10.64 %
MKM1	1.43	7.24 %
WHNV		0.00 %
WHUT	-0.27	19.18 %
Total	226.74	26.77 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.73	27.25 %
Fridge	4.99	27.32 %
Air-Cond	3.93	29.18 %
Wash-Mac	3.27	23.27 %
W-Purifi	0.60	57.78 %
Oven	0.60	56.73 %
Dishwash	0.37	45.34 %
Home-The	0.29	20.79 %
Total	19.79	27.81 %

Branch *	MTD Sales L	Brand Share %
PAS1	4.03	20.04 %
Total	19.79	27.81 %