

MTD Sales
1,662.78 L

Brand Share %
29.21 %

Information:

MTD : 01-09-2025 To 16-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.21 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	515.26	31.99 %
Fridge	378.28	29.89 %
Wash-Mac	351.28	30.83 %
Air-Cond	333.17	23.00 %
W-Purifi	42.85	60.86 %
Home-The	22.22	19.89 %
Oven	10.67	48.05 %
Dishwash	9.05	37.20 %
Total	1,662.78	29.21 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	330.17	33.23 %
CHENNAI-01	230.50	26.77 %
TRICHY-01	194.82	29.35 %
SOUTH-03	194.58	27.85 %
CHENNAI-02	181.61	28.31 %
WEST-02	153.92	30.63 %
NORTH ARCOT	117.06	33.42 %
WEST-01	113.54	25.81 %
SOUTH ARCOT	108.27	27.13 %
KL-SOUTH	38.31	26.81 %
Total	1,662.78	29.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	95.27	39.84 %
Air-Cond	88.85	28.82 %
Wash-Mac	67.02	36.39 %
Fridge	64.63	29.73 %
W-Purifi	7.44	63.78 %
Home-The	2.86	12.32 %
Dishwash	2.32	42.33 %
Oven	1.78	42.75 %
Total	330.17	33.23 %

Branch *	MTD Sales L	Brand Share %
NGR1	14.30	25.88 %
VL1	7.53	27.65 %
TKS1	6.32	24.01 %
SKD1	4.29	29.04 %
SNL1	3.94	25.85 %
VKM1	3.76	26.51 %
TVL2	1.91	20.00 %
KYR1	1.77	17.63 %
STU2	1.60	14.19 %
SGT1	0.97	18.07 %
S2SD		0.00 %
Total	330.17	33.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	65.75	31.70 %
Air-Cond	57.64	20.17 %
Wash-Mac	52.63	31.00 %
Fridge	41.78	25.80 %
W-Purifi	7.06	49.05 %
Home-The	3.09	21.92 %
Oven	1.41	49.25 %
Dishwash	1.14	23.93 %
Total	230.50	26.77 %

Branch *	MTD Sales L	Brand Share %
CH14	18.07	25.54 %
CH05	14.77	26.71 %
CH08	13.56	24.40 %
CH19	10.61	23.10 %
CH07	9.56	25.65 %
CH11	9.34	23.92 %
CH48	7.19	21.91 %
WHC3	7.05	26.30 %
CH28	7.00	19.65 %
AVD1	6.97	22.64 %
CH42	6.27	13.82 %
CH22	5.97	24.29 %
CH30	5.31	19.06 %
SKL1	4.50	21.49 %
CGL1	4.29	27.79 %
KNR1	3.64	21.91 %
CH38	2.20	12.05 %
CZWH	1.80	19.57 %
CH40	1.10	24.11 %
Total	230.50	26.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	68.39	35.59 %
Fridge	45.16	31.10 %
Air-Cond	43.51	21.63 %
Wash-Mac	31.08	29.07 %
W-Purifi	2.99	56.54 %
Home-The	2.53	26.44 %
Dishwash	0.71	30.06 %
Oven	0.43	37.30 %
Total	194.82	29.35 %

Branch *	MTD Sales L	Brand Share %
KUM1	11.08	29.19 %
MDI1	7.63	27.63 %
TNJ1	7.40	18.45 %
KIK1	6.47	24.92 %
MVM1	6.04	19.57 %
TYR1	5.07	24.90 %
PDK1	3.95	22.74 %
AYR1	3.46	24.72 %
JKM1	3.44	26.57 %
MSI1	3.17	27.37 %
APM1	2.71	27.49 %
TRY3	1.29	8.38 %
TRY2	1.16	8.59 %
ORU1	0.49	3.43 %
TZSD		0.00 %
Total	194.82	29.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	62.04	33.90 %
LED TV	50.79	25.08 %
Wash-Mac	40.14	28.03 %
Air-Cond	34.34	23.54 %
W-Purifi	4.87	59.44 %
Oven	1.21	64.10 %
Home-The	0.90	7.40 %
Dishwash	0.29	16.27 %
Total	194.58	27.85 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.20	21.56 %
MDU2	14.01	28.07 %
MDU6	10.39	28.52 %
ATG1	9.92	25.57 %
DGL1	9.69	19.60 %
TMM1	5.36	22.55 %
MDU3	4.92	23.46 %
MDU4	3.66	22.30 %
KRR1	3.02	26.67 %
PNV1	2.44	20.29 %
KKD2	2.41	16.75 %
TEN1	1.86	12.37 %
ADP1	1.67	12.07 %
CMR1	1.48	26.33 %
MNM1	1.38	9.61 %
DGL2	1.32	13.27 %
BTU1	0.80	10.13 %
MDU5	0.79	8.37 %
NKI1	0.26	3.48 %
SZSD		0.00 %
Total	194.58	27.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	65.19	35.59 %
Air-Cond	39.38	19.24 %
Fridge	32.86	29.95 %
Wash-Mac	32.26	26.53 %
W-Purifi	6.17	66.05 %
Home-The	2.90	34.90 %
Dishwash	1.94	100.00 %
Oven	0.91	33.52 %
Total	181.61	28.31 %

Branch *	MTD Sales L	Brand Share %
CH03	15.65	23.51 %
CH12	12.56	26.99 %
CH15	10.86	16.71 %
CH20	8.04	26.98 %
CH33	6.32	28.43 %
CH06	6.15	21.61 %
CH41	4.33	18.51 %
CH17	4.20	25.27 %
CH24	4.16	13.45 %
CH44	3.60	16.30 %
GPD1	2.47	15.31 %
CH32	1.23	16.99 %
MC06	0.57	15.36 %
CH01		0.00 %
Total	181.61	28.31 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	48.36	30.32 %
Wash-Mac	42.23	31.07 %
Fridge	39.76	31.35 %
Air-Cond	13.34	22.78 %
W-Purifi	4.67	94.86 %
Home-The	3.61	26.40 %
Oven	1.54	66.67 %
Dishwash	0.39	57.40 %
Total	153.92	30.63 %

Branch *	MTD Sales L	Brand Share %
HSR2	8.37	24.12 %
SLM1	7.03	19.94 %
NKL2	6.39	26.50 %
ERD1	5.56	20.80 %
EPI1	3.07	27.85 %
MTR1	2.95	22.78 %
ERD2	2.60	8.10 %
DPR1	1.12	12.22 %
PLC1	0.94	12.31 %
CMI1	0.76	14.07 %
WZWH		0.00 %
Total	153.92	30.63 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	39.41	36.90 %
Fridge	25.43	31.64 %
Wash-Mac	25.22	36.38 %
Air-Cond	16.76	22.61 %
W-Purifi	5.31	70.84 %
Home-The	3.82	41.93 %
Oven	1.11	47.82 %
Total	117.06	33.42 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.29	24.87 %
VEL2	6.65	27.34 %
ABR1	4.44	23.96 %
AKM1	4.06	27.68 %
TRL1	3.41	9.78 %
WJD1	2.21	19.71 %
CYR1	1.45	16.08 %
PLR1	0.62	14.40 %
Total	117.06	33.42 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	40.33	28.01 %
Wash-Mac	28.79	26.05 %
Fridge	25.54	24.15 %
Air-Cond	12.12	22.44 %
W-Purifi	2.35	45.27 %
Oven	1.77	56.48 %
Dishwash	1.54	32.47 %
Home-The	1.11	8.84 %
Total	113.54	25.81 %

Branch *	MTD Sales L	Brand Share %
CBE2	14.00	18.92 %
UAM1	5.65	21.38 %
PLI1	5.63	27.29 %
SNR1	5.27	24.94 %
KMR1	5.09	16.63 %
UMP1	3.71	26.78 %
TPR1	3.16	19.34 %
KMD1	2.90	24.35 %
SUL1	2.51	24.67 %
CBE5	2.11	13.45 %
MPM1	2.09	19.56 %
TPR3	2.02	17.15 %
CBE3	1.91	25.69 %
PDM1	1.22	14.39 %
CBE1	0.93	7.10 %
SYM2	0.35	4.00 %
WZSD		0.00 %
Total	113.54	25.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.60	26.00 %
Fridge	27.69	30.14 %
Wash-Mac	24.09	32.38 %
Air-Cond	21.62	21.63 %
W-Purifi	1.99	64.17 %
Home-The	0.97	13.72 %
Oven	0.31	35.40 %
Total	108.27	27.13 %

Branch *	MTD Sales L	Brand Share %
POY1	9.73	22.02 %
VPM2	5.67	20.89 %
CUD1	5.47	17.66 %
CDM1	4.73	17.14 %
SJI1	4.15	20.78 %
PRT1	3.61	20.37 %
TDM1	3.34	24.16 %
TVM1	1.44	16.21 %
VPM1	1.24	14.28 %
TVM2	1.20	19.10 %
MKM1	1.12	11.47 %
WHNV		0.00 %
Total	108.27	27.13 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	13.37	30.89 %
LED TV	10.17	18.60 %
Wash-Mac	7.82	33.33 %
Air-Cond	5.60	34.24 %
Dishwash	0.72	48.00 %
Home-The	0.43	21.41 %
Oven	0.20	25.32 %
Total	38.31	26.81 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.91	5.31 %
Total	38.31	26.81 %