

MTD Sales
3,199.68 L

Brand Share %
28.43 %

Information:

MTD : 01-10-2025 To 16-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.43 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,382.45	31.75 %
Wash-Mac	604.24	28.97 %
Fridge	580.94	27.00 %
Air-Cond	478.00	21.84 %
Home-The	53.69	19.64 %
W-Purifi	49.07	59.86 %
Dishwash	35.12	44.13 %
Oven	16.16	40.94 %
Total	3,199.68	28.43 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	633.78	34.29 %
CHENNAI-01	426.91	29.66 %
WEST-02	403.69	31.48 %
SOUTH-03	392.29	24.19 %
TRICHY-01	338.44	23.86 %
CHENNAI-02	276.21	25.74 %
WEST-01	271.46	26.11 %
NORTH ARCOT	228.61	35.71 %
SOUTH ARCOT	206.97	25.55 %
KL-SOUTH	21.31	26.03 %
Total	3,199.68	28.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	237.55	37.50 %
Air-Cond	144.30	32.27 %
Wash-Mac	119.77	35.61 %
Fridge	109.48	31.07 %
W-Purifi	9.83	63.20 %
Dishwash	5.29	42.57 %
Home-The	4.03	9.03 %
Oven	3.53	55.03 %
Total	633.78	34.29 %

Branch *	MTD Sales L	Brand Share %
VNR2	19.13	26.90 %
SVK1	17.28	26.83 %
TKS1	15.01	22.29 %
VNR1	7.28	25.28 %
SNL1	6.85	21.68 %
STU2	5.86	27.01 %
KYR1	3.85	19.64 %
TVL2	3.44	16.81 %
S2SD	3.27	26.86 %
SGT1	2.50	20.94 %
Total	633.78	34.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	182.84	36.38 %
Fridge	73.62	29.36 %
Wash-Mac	73.12	30.26 %
Air-Cond	71.40	18.88 %
Home-The	12.07	43.62 %
Dishwash	6.26	31.82 %
W-Purifi	5.66	43.61 %
Oven	1.93	33.91 %
Total	426.91	29.66 %

Branch *	MTD Sales L	Brand Share %
CH08	28.39	27.07 %
CH14	27.05	27.89 %
CH42	21.92	27.72 %
CH19	19.60	22.81 %
CH28	19.48	25.83 %
CH05	19.47	22.94 %
AVD1	17.02	22.34 %
CH07	14.26	22.80 %
CH22	11.81	26.32 %
MRM1	9.80	26.21 %
KNR1	8.84	22.49 %
CH30	8.30	16.76 %
CH39	5.25	22.49 %
CZWH	3.19	8.19 %
CH26	0.80	10.19 %
MC09		0.00 %
Total	426.91	29.66 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	180.42	33.46 %
Wash-Mac	93.68	31.68 %
Fridge	82.67	30.38 %
Air-Cond	26.94	22.10 %
Home-The	7.71	22.47 %
W-Purifi	6.61	81.26 %
Dishwash	3.92	56.47 %
Oven	1.74	45.23 %
Total	403.69	31.48 %

Branch *	MTD Sales L	Brand Share %
SLM1	27.74	20.91 %
ERD1	20.55	22.80 %
ERD2	18.76	24.25 %
TRM1	8.34	27.94 %
OML1	5.46	14.25 %
PLC1	5.18	20.06 %
CMI1	3.73	18.24 %
DPR1	2.35	14.43 %
WZWH	-0.09	-1.32 %
Total	403.69	31.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	163.72	26.40 %
Wash-Mac	81.48	25.54 %
Fridge	76.93	22.03 %
Air-Cond	50.10	19.11 %
W-Purifi	7.00	52.34 %
Home-The	5.82	14.14 %
Dishwash	5.31	45.67 %
Oven	1.92	36.40 %
Total	392.29	24.19 %

Branch *	MTD Sales L	Brand Share %
DGL1	42.08	24.00 %
MDU6	28.73	24.29 %
MDU1	25.46	20.95 %
MDU2	21.76	16.05 %
KKD3	15.36	18.91 %
MDU3	11.61	22.77 %
TMM1	11.29	19.43 %
TEN2	11.27	26.05 %
BNR1	7.12	26.36 %
TEN1	5.69	12.02 %
ODM1	3.12	18.96 %
ADP1	3.01	10.96 %
PNV1	2.87	14.84 %
NKI1	2.70	9.19 %
BTU1	2.68	14.92 %
MNM1	2.68	13.72 %
CMR1	2.23	13.32 %
DGL2	1.71	5.51 %
KKD2	0.92	9.65 %
SZSD	0.85	11.04 %
MDU5	0.68	2.77 %
Total	392.29	24.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	159.85	27.09 %
Fridge	58.66	22.83 %
Air-Cond	55.29	17.52 %
Wash-Mac	51.10	23.96 %
Dishwash	4.24	76.74 %
W-Purifi	4.21	59.59 %
Home-The	3.77	14.79 %
Oven	1.33	29.47 %
Total	338.44	23.86 %

Branch *	MTD Sales L	Brand Share %
TRY1	52.94	23.80 %
TNJ1	20.92	19.79 %
KUM1	20.90	25.05 %
TRY4	18.21	27.51 %
TNJ2	17.89	22.48 %
TVR2	16.17	24.03 %
MVM1	16.06	20.10 %
PBR2	14.55	19.08 %
MDI1	13.85	26.25 %
TYR1	10.67	23.65 %
JKM1	8.17	20.31 %
AYR1	7.52	23.81 %
PDK1	7.30	19.27 %
TRY2	6.94	20.06 %
KIK1	6.73	20.16 %
TRY3	6.07	10.68 %
MSI1	5.39	22.41 %
APM1	3.73	23.59 %
ORU1	1.08	4.28 %
TZSD		0.00 %
Total	338.44	23.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	123.51	30.66 %
Fridge	50.23	28.05 %
Wash-Mac	48.17	26.03 %
Air-Cond	38.53	14.51 %
Home-The	5.83	25.76 %
W-Purifi	5.15	70.51 %
Dishwash	2.72	43.79 %
Oven	2.07	47.14 %
Total	276.21	25.74 %

Branch *	MTD Sales L	Brand Share %
CH03	27.90	22.55 %
CH15	23.90	18.14 %
CH12	19.34	22.48 %
CH21	18.38	27.44 %
CH18	14.99	23.88 %
CH41	10.60	23.87 %
CH09	10.58	21.99 %
CH24	9.24	19.66 %
CH06	9.09	27.68 %
CH20	8.54	17.39 %
MJR1	5.69	19.17 %
CH46	5.39	24.83 %
PON1	4.08	21.48 %
GPD1	3.89	26.47 %
CH17	3.20	21.35 %
CH32	0.14	2.83 %
Total	276.21	25.74 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	123.64	27.59 %
Wash-Mac	54.09	23.47 %
Fridge	51.26	24.73 %
Air-Cond	30.60	29.16 %
Home-The	4.81	15.82 %
Dishwash	3.88	41.60 %
W-Purifi	2.22	47.79 %
Oven	0.95	21.38 %
Total	271.46	26.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	38.70	18.70 %
CBE4	13.40	27.07 %
KMR1	13.09	19.22 %
PLI1	12.01	24.20 %
UAM1	7.91	17.63 %
MPM1	7.45	20.26 %
CBE1	6.38	21.76 %
UMP1	5.08	24.38 %
TPR1	4.50	12.19 %
SYM2	2.46	8.91 %
PDM1	2.18	13.11 %
WZSD	1.94	22.73 %
TPR3	1.81	5.10 %
ANR1	1.52	21.86 %
Total	271.46	26.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	115.53	43.67 %
Wash-Mac	40.70	34.39 %
Fridge	33.48	29.81 %
Air-Cond	25.04	22.40 %
Home-The	5.86	26.85 %
W-Purifi	4.30	68.58 %
Dishwash	2.31	82.97 %
Oven	1.39	61.95 %
Total	228.61	35.71 %

Branch *	MTD Sales L	Brand Share %
VEL2	10.97	25.93 %
TRT1	9.03	20.31 %
KPM2	7.90	23.34 %
ABR1	5.38	24.46 %
KPM1	4.82	19.11 %
ANI1	4.51	27.35 %
WJD1	4.21	21.08 %
CYR1	0.95	11.40 %
Total	228.61	35.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	88.51	27.11 %
Wash-Mac	41.00	30.10 %
Fridge	40.72	26.70 %
Air-Cond	27.11	16.99 %
W-Purifi	4.09	70.66 %
Home-The	3.64	15.64 %
Oven	1.10	53.38 %
Dishwash	0.80	19.24 %
Total	206.97	25.55 %

Branch *	MTD Sales L	Brand Share %
POY1	24.49	26.53 %
POY2	21.28	27.83 %
KKI2	14.47	26.08 %
CUD1	13.89	18.54 %
SJI2	13.40	18.43 %
NVL2	12.99	23.53 %
KLM1	10.56	28.33 %
VPM2	9.87	21.31 %
CDM1	9.47	15.32 %
STP1	1.93	15.55 %
VPM1	1.50	11.64 %
MKM1	1.42	9.83 %
TVM2	1.40	10.93 %
SJI1		0.00 %
Total	206.97	25.55 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	8.67	39.48 %
LED TV	6.88	25.53 %
Fridge	3.90	20.73 %
Wash-Mac	1.13	11.45 %
Dishwash	0.38	43.27 %
Oven	0.20	34.87 %
Home-The	0.15	7.75 %
Total	21.31	26.03 %

Branch *	MTD Sales L	Brand Share %
TVP1	14.83	27.42 %
KLR1	1.58	12.01 %
TVSD		0.00 %
Total	21.31	26.03 %