

MTD Sales
1,731.02 L

Brand Share %
29.31 %

Information:

MTD : 01-09-2025 To 17-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.31 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	528.24	31.72 %
Fridge	400.90	30.31 %
Wash-Mac	369.72	31.12 %
Air-Cond	343.77	23.09 %
W-Purifi	44.93	60.34 %
Home-The	23.25	19.75 %
Oven	11.16	49.07 %
Dishwash	9.05	35.82 %
Total	1,731.02	29.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	338.90	33.30 %
CHENNAI-01	245.73	27.22 %
TRICHY-01	210.71	29.90 %
SOUTH-03	202.15	28.06 %
CHENNAI-02	186.18	28.04 %
WEST-02	161.08	30.78 %
NORTH ARCOT	120.73	33.19 %
WEST-01	116.47	25.61 %
SOUTH ARCOT	109.88	26.95 %
KL-SOUTH	39.20	26.82 %
Total	1,731.02	29.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	96.97	39.54 %
Air-Cond	89.67	28.70 %
Wash-Mac	70.37	37.04 %
Fridge	67.01	29.98 %
W-Purifi	7.83	62.12 %
Home-The	2.95	12.19 %
Dishwash	2.32	42.33 %
Oven	1.78	42.75 %
Total	338.90	33.30 %

Branch *	MTD Sales L	Brand Share %
NGR1	15.40	27.08 %
VL11	7.53	27.17 %
TKS1	6.51	24.22 %
MMT1	5.87	29.28 %
SKD1	4.10	27.88 %
SNL1	4.03	25.64 %
VKM1	3.76	26.10 %
TVL2	1.91	20.00 %
STU2	1.89	15.24 %
KYR1	1.77	17.27 %
S2SD	1.48	17.98 %
SGT1	0.97	18.07 %
Total	338.90	33.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	66.43	30.57 %
Air-Cond	59.96	20.62 %
Wash-Mac	58.38	32.55 %
Fridge	48.08	27.01 %
W-Purifi	7.18	48.43 %
Home-The	3.09	21.03 %
Oven	1.47	49.46 %
Dishwash	1.14	23.93 %
Total	245.73	27.22 %

Branch *	MTD Sales L	Brand Share %
CH14	18.07	25.29 %
CH05	14.95	26.60 %
CH08	13.56	24.15 %
CH19	11.05	23.68 %
CH11	10.35	23.16 %
CH07	9.89	25.80 %
CH28	7.44	19.79 %
CH48	7.19	20.78 %
AVD1	6.97	22.26 %
CH22	6.36	25.37 %
CH42	6.27	13.26 %
CH30	5.53	18.84 %
SKL1	4.98	22.77 %
CGL1	4.29	26.94 %
KNR1	3.64	21.69 %
CH38	2.20	11.56 %
CH40	1.10	24.11 %
Total	245.73	27.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	73.41	36.04 %
Fridge	49.03	31.75 %
Air-Cond	47.41	22.29 %
Wash-Mac	34.09	29.70 %
W-Purifi	2.99	56.09 %
Home-The	2.63	25.51 %
Dishwash	0.71	30.06 %
Oven	0.43	37.30 %
Total	210.71	29.90 %

Branch *	MTD Sales L	Brand Share %
TNJ1	9.37	21.62 %
MDI1	6.73	26.62 %
MVM1	6.68	19.83 %
KIK1	6.47	23.75 %
TYR1	5.07	24.45 %
AYR1	4.22	28.19 %
PDK1	3.95	21.42 %
JKM1	3.58	26.01 %
APM1	2.40	23.64 %
TRY3	1.29	7.75 %
TRY2	1.16	8.33 %
ORU1	0.49	3.17 %
Total	210.71	29.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	64.13	33.95 %
LED TV	53.52	25.43 %
Wash-Mac	41.55	28.32 %
Air-Cond	35.23	23.65 %
W-Purifi	5.10	59.71 %
Oven	1.43	67.83 %
Home-The	0.90	7.17 %
Dishwash	0.29	12.81 %
Total	202.15	28.06 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.31	21.23 %
MDU2	14.01	27.56 %
ATG1	10.03	25.43 %
DGL1	9.86	19.68 %
TMM1	5.36	22.22 %
MDU3	4.92	22.90 %
MDU4	3.78	22.55 %
KRR1	3.30	27.40 %
PNV1	2.44	18.96 %
KKD2	2.41	16.59 %
TEN1	1.86	12.04 %
ADP1	1.67	11.97 %
CMR1	1.48	26.33 %
DGL2	1.45	14.02 %
MNM1	1.38	9.45 %
SZSD	1.37	17.95 %
BTU1	0.80	10.13 %
MDU5	0.79	8.37 %
NKI1	0.26	3.25 %
Total	202.15	28.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	66.28	35.26 %
Air-Cond	40.27	19.17 %
Fridge	34.12	29.89 %
Wash-Mac	32.96	25.72 %
W-Purifi	6.49	67.18 %
Home-The	3.09	34.37 %
Dishwash	1.94	100.00 %
Oven	1.02	36.23 %
Total	186.18	28.04 %

Branch *	MTD Sales L	Brand Share %
CH03	16.06	23.18 %
CH12	12.56	26.63 %
CH15	10.86	16.33 %
MJR1	8.57	28.98 %
CH20	8.54	27.54 %
CH33	6.32	28.28 %
CH06	6.15	20.30 %
CH17	4.67	26.33 %
CH41	4.67	19.46 %
CH24	4.16	12.84 %
CH44	3.60	16.20 %
GPD1	2.47	15.00 %
CH32	1.43	19.18 %
MC06	0.57	15.36 %
CH01		0.00 %
Total	186.18	28.04 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	49.29	30.12 %
Wash-Mac	43.86	31.01 %
Fridge	42.75	32.15 %
Air-Cond	14.30	23.12 %
W-Purifi	5.16	86.16 %
Home-The	3.80	26.41 %
Oven	1.54	66.67 %
Dishwash	0.39	57.40 %
Total	161.08	30.78 %

Branch *	MTD Sales L	Brand Share %
HSR2	8.50	23.67 %
SLM1	7.03	18.96 %
NKL2	6.59	26.61 %
ERD1	5.68	21.04 %
EPI1	3.20	26.31 %
ERD2	2.99	8.69 %
MTR1	2.95	22.22 %
WZWH	2.01	24.71 %
DPR1	1.12	11.87 %
PLC1	0.94	12.31 %
CMI1	0.76	14.07 %
Total	161.08	30.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	39.70	36.14 %
Fridge	27.19	32.34 %
Wash-Mac	26.20	35.96 %
Air-Cond	16.76	21.97 %
W-Purifi	5.56	70.74 %
Home-The	4.11	42.18 %
Oven	1.21	49.92 %
Total	120.73	33.19 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.19	23.38 %
VEL2	6.65	26.96 %
ABR1	5.87	28.85 %
AKM1	4.30	28.87 %
TRL1	3.41	9.50 %
WJD1	2.33	19.89 %
CYR1	1.45	15.62 %
PLR1	0.62	14.40 %
Total	120.73	33.19 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	40.63	27.43 %
Wash-Mac	29.80	26.01 %
Fridge	27.00	24.90 %
Air-Cond	12.12	21.11 %
W-Purifi	2.51	45.44 %
Oven	1.77	56.48 %
Dishwash	1.54	32.47 %
Home-The	1.11	8.62 %
Total	116.47	25.61 %

Branch *	MTD Sales L	Brand Share %
CBE2	14.00	18.53 %
UAM1	5.80	21.11 %
SNR1	5.27	24.35 %
KMR1	5.09	15.96 %
PLI1	4.96	24.33 %
UMP1	4.04	27.49 %
TPR1	3.16	19.18 %
KMD1	2.90	23.24 %
SUL1	2.51	24.28 %
GBM1	2.41	28.97 %
CBE5	2.35	14.76 %
MPM1	2.09	19.17 %
TPR3	2.02	17.12 %
CBE3	1.91	24.19 %
PDM1	1.41	15.62 %
CBE1	0.93	6.45 %
WZSD	0.93	28.81 %
SYM2	0.51	5.57 %
Total	116.47	25.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.73	25.71 %
Fridge	28.22	29.89 %
Wash-Mac	24.46	32.08 %
Air-Cond	21.90	21.64 %
W-Purifi	2.12	65.57 %
Home-The	1.15	14.31 %
Oven	0.31	35.40 %
Total	109.88	26.95 %

Branch *	MTD Sales L	Brand Share %
POY1	9.85	21.59 %
NVL2	6.58	28.71 %
KKI2	5.79	29.00 %
VPM2	5.67	20.48 %
CUD1	5.47	17.50 %
CDM1	4.73	17.14 %
SJI1	4.52	22.23 %
PRT1	3.61	19.57 %
TDM1	3.34	23.61 %
TVM1	1.44	15.36 %
TVM2	1.37	20.36 %
VPM1	1.24	14.28 %
MKM1	1.12	11.73 %
WHNV		0.00 %
Total	109.88	26.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	13.37	30.42 %
LED TV	10.29	18.51 %
Wash-Mac	8.05	33.45 %
Air-Cond	6.14	36.34 %
Dishwash	0.72	36.66 %
Home-The	0.43	21.41 %
Oven	0.20	25.32 %
Total	39.20	26.82 %

Branch *	MTD Sales L	Brand Share %
PAS1	2.13	5.84 %
Total	39.20	26.82 %