

MTD Sales
3,580.03 L

Brand Share %
28.71 %

Information:

MTD : 01-10-2025 To 17-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.71 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,571.50	32.07 %
Wash-Mac	674.97	29.14 %
Fridge	649.99	27.33 %
Air-Cond	511.92	21.81 %
Home-The	61.10	19.90 %
W-Purifi	54.35	61.36 %
Dishwash	38.15	43.86 %
Oven	18.04	41.32 %
Total	3,580.03	28.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	705.73	34.36 %
WEST-02	459.80	31.20 %
CHENNAI-01	459.52	29.89 %
SOUTH-03	448.11	24.92 %
TRICHY-01	378.02	24.06 %
WEST-01	306.20	26.91 %
CHENNAI-02	293.87	26.00 %
NORTH ARCOT	271.18	34.76 %
SOUTH ARCOT	235.47	26.21 %
KL-SOUTH	22.12	25.64 %
Total	3,580.03	28.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	271.48	37.93 %
Air-Cond	152.32	31.65 %
Wash-Mac	135.27	35.64 %
Fridge	120.78	31.05 %
W-Purifi	11.66	66.71 %
Dishwash	5.29	38.18 %
Home-The	4.95	9.96 %
Oven	3.98	52.42 %
Total	705.73	34.36 %

Branch *	MTD Sales L	Brand Share %
VNR2	20.91	26.06 %
SVK1	18.38	25.63 %
TKS1	17.36	24.56 %
VNR1	8.74	28.07 %
SNL1	7.94	21.89 %
STU2	6.66	25.46 %
KYR1	4.12	19.87 %
TVL2	3.95	15.35 %
S2SD	3.27	25.03 %
SGT1	2.89	23.39 %
Total	705.73	34.36 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	213.40	33.40 %
Wash-Mac	102.13	30.86 %
Fridge	92.89	29.94 %
Air-Cond	28.77	21.71 %
Home-The	8.83	22.22 %
W-Purifi	6.83	80.57 %
Dishwash	5.03	55.87 %
Oven	1.93	47.21 %
Total	459.80	31.20 %

Branch *	MTD Sales L	Brand Share %
SLM1	30.60	20.92 %
ERD2	27.50	21.22 %
ERD1	24.19	24.04 %
ATU1	15.87	27.64 %
TRM1	9.88	28.22 %
KRI1	8.10	27.40 %
OML1	6.95	16.19 %
PLC1	5.18	19.64 %
CMI1	3.97	19.10 %
DPR1	2.78	13.81 %
WZWH	-0.09	-1.32 %
Total	459.80	31.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	198.82	36.74 %
Fridge	78.89	29.63 %
Wash-Mac	78.23	30.12 %
Air-Cond	76.79	19.14 %
Home-The	12.63	43.62 %
Dishwash	6.21	30.92 %
W-Purifi	6.01	43.60 %
Oven	1.93	32.31 %
Total	459.52	29.89 %

Branch *	MTD Sales L	Brand Share %
CH08	29.63	26.57 %
CH14	27.89	27.80 %
CH42	22.33	26.86 %
CH19	20.48	21.36 %
CH05	20.16	22.92 %
CH28	19.92	25.50 %
AVD1	17.27	21.96 %
CH07	16.34	23.76 %
CH22	12.40	26.67 %
MRM1	10.94	26.76 %
CH30	9.61	18.39 %
KNR1	9.17	22.55 %
CH38	8.99	28.49 %
CH39	6.60	25.76 %
CZWH	5.46	13.25 %
CH26	0.80	9.48 %
MC09		0.00 %
Total	459.52	29.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	192.94	27.58 %
Wash-Mac	90.63	25.56 %
Fridge	89.15	22.91 %
Air-Cond	53.19	19.23 %
W-Purifi	8.16	54.30 %
Home-The	6.62	14.47 %
Dishwash	5.31	43.91 %
Oven	2.12	37.47 %
Total	448.11	24.92 %

Branch *	MTD Sales L	Brand Share %
DGL1	47.24	24.26 %
MDU6	30.10	24.34 %
MDU1	27.25	20.55 %
MDU2	24.01	16.44 %
KKD3	18.72	20.68 %
MDU3	14.46	24.15 %
TEN2	13.24	27.38 %
TMM1	13.20	20.40 %
BNR1	8.96	27.92 %
TEN1	5.69	11.00 %
ODM1	3.92	21.80 %
BTU1	3.59	17.96 %
PNV1	3.48	17.06 %
ADP1	3.39	10.61 %
MNM1	3.34	15.13 %
NKI1	3.32	10.41 %
CMR1	3.27	16.95 %
DGL2	1.96	5.57 %
MDU5	0.92	3.40 %
KKD2	0.92	9.08 %
SZSD	0.85	10.38 %
Total	448.11	24.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	176.94	26.75 %
Fridge	68.43	23.86 %
Wash-Mac	59.70	25.02 %
Air-Cond	57.69	17.16 %
Home-The	4.75	16.24 %
Dishwash	4.63	71.07 %
W-Purifi	4.45	60.17 %
Oven	1.44	28.86 %
Total	378.02	24.06 %

Branch *	MTD Sales L	Brand Share %
TRY1	56.47	23.09 %
KUM1	23.77	26.57 %
TNJ1	22.43	20.15 %
TRY4	19.87	26.12 %
TNJ2	18.94	21.32 %
TVR2	18.49	24.19 %
MVM1	17.89	20.73 %
PBR2	17.14	19.76 %
MDI1	15.27	24.76 %
TYR1	12.43	24.71 %
JKM1	9.91	21.95 %
AYR1	8.83	24.76 %
PDK1	7.96	19.68 %
TRY2	7.50	19.04 %
KIK1	7.45	20.65 %
TRY3	6.07	10.00 %
MSI1	5.86	22.37 %
APM1	3.73	21.74 %
ORU1	1.08	3.96 %
TZSD		0.00 %
Total	378.02	24.06 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	137.99	28.09 %
Wash-Mac	62.05	24.47 %
Fridge	56.52	25.01 %
Air-Cond	35.71	31.71 %
Home-The	5.81	16.79 %
Dishwash	4.68	46.17 %
W-Purifi	2.00	45.53 %
Oven	1.45	27.73 %
Total	306.20	26.91 %

Branch *	MTD Sales L	Brand Share %
CBE2	42.87	19.46 %
PLI1	15.52	27.73 %
CBE4	14.99	28.38 %
KMR1	14.64	19.97 %
UAM1	9.17	18.69 %
MPM1	7.74	19.73 %
CBE1	6.89	20.23 %
UMP1	5.08	21.57 %
TPR1	4.80	11.90 %
SYM2	2.68	8.99 %
PDM1	2.47	13.34 %
TPR3	2.19	5.97 %
WZSD	1.94	22.73 %
ANR1	1.91	25.07 %
Total	306.20	26.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	132.29	30.80 %
Fridge	53.78	28.50 %
Wash-Mac	50.87	26.04 %
Air-Cond	39.74	14.52 %
Home-The	6.37	26.51 %
W-Purifi	5.59	71.06 %
Dishwash	2.72	43.79 %
Oven	2.50	51.91 %
Total	293.87	26.00 %

Branch *	MTD Sales L	Brand Share %
CH03	30.01	22.34 %
CH15	25.10	18.30 %
CH12	20.19	22.16 %
CH21	18.38	26.93 %
CH18	15.31	23.44 %
CH41	12.78	26.05 %
CH44	11.55	27.72 %
CH09	10.78	22.04 %
CH24	10.63	21.09 %
CH20	9.70	18.21 %
MJR1	6.60	21.36 %
CH46	5.39	24.08 %
GPD1	4.26	27.04 %
PON1	4.06	21.03 %
CH17	3.45	22.43 %
CH32	0.14	2.53 %
Total	293.87	26.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	140.12	42.76 %
Wash-Mac	46.66	33.31 %
Fridge	37.83	28.68 %
Air-Cond	30.43	21.59 %
Home-The	7.13	26.99 %
W-Purifi	4.94	71.51 %
Dishwash	2.69	73.98 %
Oven	1.39	55.18 %
Total	271.18	34.76 %

Branch *	MTD Sales L	Brand Share %
KPM2	27.31	27.11 %
VEL2	11.98	26.30 %
TRT1	9.44	20.23 %
KPM1	6.36	19.23 %
ABR1	5.58	22.48 %
ANI1	5.23	28.57 %
WJD1	4.21	19.59 %
CYR1	3.44	13.32 %
Total	271.18	34.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	100.42	27.41 %
Wash-Mac	48.30	31.50 %
Fridge	47.51	27.84 %
Air-Cond	28.33	16.79 %
W-Purifi	4.72	73.56 %
Home-The	3.87	14.80 %
Dishwash	1.22	26.56 %
Oven	1.10	50.08 %
Total	235.47	26.21 %

Branch *	MTD Sales L	Brand Share %
POY1	27.82	26.92 %
KKI2	15.91	25.77 %
CUD1	15.46	18.82 %
SJI2	14.70	19.20 %
NVL2	13.72	22.79 %
VPM2	11.13	21.93 %
CDM1	10.69	15.22 %
TVM2	2.05	13.03 %
STP1	1.93	13.82 %
MKM1	1.73	10.76 %
VPM1	1.50	10.60 %
SJI1		0.00 %
Total	235.47	26.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	8.94	39.12 %
LED TV	7.10	24.99 %
Fridge	4.21	21.14 %
Wash-Mac	1.13	11.03 %
Dishwash	0.38	43.27 %
Oven	0.20	34.87 %
Home-The	0.15	6.12 %
Total	22.12	25.64 %

Branch *	MTD Sales L	Brand Share %
TVP1	15.64	27.36 %
KLR1	1.58	11.17 %
TVSD		0.00 %
Total	22.12	25.64 %