

MTD Sales
3,173.83 L

Brand Share %
28.23 %

Information:

MTD : 01-08-2025 To 18-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.23 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,054.29	31.06 %
Wash-Mac	757.46	33.38 %
Fridge	715.64	29.47 %
Air-Cond	508.43	18.52 %
W-Purifi	59.06	62.05 %
Home-The	34.18	16.88 %
Oven	26.81	58.73 %
Dishwash	17.95	28.76 %
Total	3,173.83	28.23 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	521.68	29.58 %
CHENNAI-01	442.98	27.09 %
TRICHY-01	394.07	26.12 %
CHENNAI-02	362.85	27.94 %
SOUTH-03	338.42	25.86 %
WEST-02	310.43	29.12 %
WEST-01	284.39	30.68 %
NORTH ARCOT	255.77	33.95 %
SOUTH ARCOT	239.11	26.60 %
KL-SOUTH	24.14	28.84 %
Total	3,173.83	28.23 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	152.24	28.81 %
Wash-Mac	128.27	36.78 %
Fridge	112.97	30.11 %
Air-Cond	107.84	24.44 %
W-Purifi	10.26	58.38 %
Oven	5.52	67.57 %
Home-The	2.35	6.47 %
Dishwash	2.23	28.26 %
Total	521.68	29.58 %

Branch *	MTD Sales L	Brand Share %
KVT1	23.56	25.94 %
VNR2	21.58	24.48 %
TKS1	18.39	27.57 %
RPM1	17.82	25.27 %
NGR1	14.63	21.07 %
SKD1	14.18	27.04 %
ERL2	13.52	25.51 %
TCN1	12.45	26.49 %
SVK1	12.38	22.36 %
VLY1	7.51	14.65 %
SNL1	6.82	22.35 %
TVL2	5.09	19.58 %
VKM1	4.61	26.80 %
VNR1	3.94	18.18 %
KYR1	3.82	19.29 %
STU2	2.63	12.49 %
ARM1	1.65	15.16 %
SGT1	0.62	5.69 %
S2SD		0.00 %
WHTV		0.00 %
Total	521.68	29.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	140.52	34.42 %
Air-Cond	103.18	18.09 %
Wash-Mac	97.35	33.24 %
Fridge	78.24	25.70 %
W-Purifi	8.92	61.31 %
Home-The	7.63	29.52 %
Dishwash	3.95	30.62 %
Oven	3.20	52.00 %
Total	442.98	27.09 %

Branch *	MTD Sales L	Brand Share %
CH14	28.84	26.01 %
CH05	22.62	20.25 %
CH07	20.16	27.52 %
CH28	20.07	28.04 %
CH11	19.02	24.16 %
CH48	16.94	22.84 %
CH30	13.86	16.59 %
CH42	11.69	14.93 %
AVD1	10.55	18.55 %
CH22	10.48	19.23 %
KNR1	8.33	26.89 %
CH39	7.32	21.47 %
CGL1	5.28	18.71 %
CZWH	2.72	21.29 %
CH40	1.70	12.31 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.26	6.36 %
Total	442.98	27.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	127.84	27.76 %
Fridge	99.27	28.33 %
Wash-Mac	86.21	34.26 %
Air-Cond	68.65	16.85 %
W-Purifi	6.05	63.45 %
Home-The	2.39	11.35 %
Oven	2.06	47.65 %
Dishwash	1.60	44.49 %
Total	394.07	26.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	56.31	25.85 %
MVM1	26.46	24.42 %
MDI1	23.80	25.80 %
TVR2	21.45	25.09 %
PBR2	21.37	24.10 %
TNJ2	20.08	24.66 %
TNJ1	18.73	20.39 %
KIK1	11.72	21.17 %
AYR1	7.93	27.71 %
MSI1	6.59	24.60 %
PBR1	6.47	23.36 %
TRY3	5.70	13.09 %
TRY2	2.82	10.00 %
ORU1	1.38	5.04 %
TZSD		0.00 %
WTRZ		0.00 %
Total	394.07	26.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	128.56	34.85 %
Fridge	80.79	33.74 %
Wash-Mac	75.49	31.35 %
Air-Cond	58.02	14.27 %
W-Purifi	8.25	75.59 %
Home-The	5.44	29.00 %
Oven	3.95	56.49 %
Dishwash	2.35	37.58 %
Total	362.85	27.94 %

Branch *	MTD Sales L	Brand Share %
CH03	33.73	23.67 %
CH15	29.53	21.29 %
CH21	21.69	27.65 %
CH20	18.31	27.10 %
CH12	14.96	17.71 %
MJR1	14.63	24.06 %
CH06	14.48	24.09 %
CH41	14.31	26.97 %
CH44	10.56	24.09 %
PON1	8.71	27.51 %
GPD1	8.26	28.19 %
CH24	6.60	16.50 %
CH32	2.96	20.99 %
MC06	0.87	20.94 %
MC05		0.00 %
MC08		0.00 %
Total	362.85	27.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	104.79	26.38 %
Fridge	86.11	27.94 %
Wash-Mac	79.94	28.20 %
Air-Cond	52.72	19.60 %
W-Purifi	9.28	55.00 %
Home-The	2.34	9.31 %
Oven	2.06	51.42 %
Dishwash	1.18	25.93 %
Total	338.42	25.86 %

Branch *	MTD Sales L	Brand Share %
MDU1	34.97	19.61 %
DGL1	17.78	18.69 %
MDU2	16.01	17.47 %
TMM1	10.65	27.68 %
MDU4	9.57	27.39 %
KKD2	8.17	20.70 %
MDU3	8.14	23.90 %
KRR1	7.21	25.01 %
PNV1	4.68	27.13 %
TEN1	3.27	10.37 %
MNM1	2.95	20.82 %
DGL2	2.24	7.62 %
ODM1	1.93	14.81 %
KPT1	1.88	16.68 %
ADP1	1.85	8.23 %
BTU1	1.48	9.54 %
MDU5	1.29	6.99 %
CMR1	0.75	5.80 %
NKI1	0.41	2.26 %
SZSD		0.00 %
Total	338.42	25.86 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	116.13	32.04 %
Wash-Mac	83.97	31.79 %
Fridge	73.32	28.70 %
Air-Cond	24.46	16.55 %
W-Purifi	4.40	67.06 %
Home-The	3.78	20.34 %
Dishwash	2.35	33.87 %
Oven	2.02	51.07 %
Total	310.43	29.12 %

Branch *	MTD Sales L	Brand Share %
SLM1	18.82	20.27 %
HSR2	16.93	25.33 %
ERD1	14.27	24.37 %
SLM2	10.68	22.84 %
ERD2	10.25	15.70 %
MTR1	8.64	26.23 %
OML1	8.40	23.21 %
KVP1	6.87	27.92 %
TCG1	3.76	17.59 %
PLC1	3.45	18.95 %
DPR1	1.39	7.38 %
CMI1	1.08	9.73 %
WHPD		0.00 %
WZWH		0.00 %
Total	310.43	29.12 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	108.62	33.62 %
Wash-Mac	76.77	30.83 %
Fridge	65.97	30.92 %
Air-Cond	20.64	22.27 %
Oven	3.78	62.18 %
Home-The	3.24	15.70 %
Dishwash	2.74	18.65 %
W-Purifi	2.62	35.98 %
Total	284.39	30.68 %

Branch *	MTD Sales L	Brand Share %
MPM1	7.58	26.05 %
UAM1	6.78	18.19 %
TPR1	6.26	17.07 %
CBE3	3.39	23.02 %
CBE1	3.13	7.54 %
TPR3	2.82	13.11 %
PDM1	2.36	12.49 %
SYM2	2.08	11.40 %
ANR1	1.88	20.94 %
WHCB		0.00 %
WZSD		0.00 %
Total	284.39	30.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	95.47	39.69 %
Wash-Mac	57.76	40.58 %
Fridge	55.32	32.72 %
Air-Cond	32.74	19.03 %
W-Purifi	6.00	84.93 %
Home-The	5.13	29.59 %
Oven	2.58	80.66 %
Dishwash	0.78	45.19 %
Total	255.77	33.95 %

Branch *	MTD Sales L	Brand Share %
TRL1	10.92	19.12 %
KPM1	9.18	26.76 %
TRT1	6.81	24.68 %
ABR1	6.11	21.10 %
PLR1	3.90	25.86 %
CYR1	3.28	17.40 %
WJD1	2.86	14.77 %
SLG1	2.76	17.38 %
WHVL		0.00 %
Total	255.77	33.95 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	72.53	25.96 %
Wash-Mac	66.97	37.36 %
Fridge	57.66	30.05 %
Air-Cond	36.25	16.26 %
W-Purifi	2.67	70.86 %
Home-The	1.58	9.28 %
Oven	1.05	66.70 %
Dishwash	0.40	13.04 %
Total	239.11	26.60 %

Branch *	MTD Sales L	Brand Share %
POY1	31.63	27.18 %
POY2	26.00	25.15 %
CUD1	18.98	23.36 %
VPM2	10.55	23.66 %
CDM1	10.06	15.56 %
NVL2	7.15	17.95 %
SJI1	7.00	20.81 %
TVM2	4.78	25.63 %
PRT1	4.72	17.93 %
VPM1	2.82	20.98 %
TVM1	2.12	12.68 %
MKM1	1.76	8.42 %
WHNV		0.00 %
WHUT	-0.27	16.73 %
Total	239.11	26.60 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	7.61	29.90 %
Fridge	6.01	28.38 %
Wash-Mac	4.73	27.97 %
Air-Cond	3.93	25.41 %
W-Purifi	0.60	57.78 %
Oven	0.60	49.78 %
Dishwash	0.37	45.34 %
Home-The	0.29	17.47 %
Total	24.14	28.84 %

Branch *	MTD Sales L	Brand Share %
PAS1	4.45	19.14 %
Total	24.14	28.84 %