

MTD Sales
4,200.42 L

Brand Share %
28.92 %

Information:

MTD : 01-10-2025 To 18-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.92 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,884.22	32.31 %
Wash-Mac	786.84	29.18 %
Fridge	760.72	27.44 %
Air-Cond	575.30	22.00 %
Home-The	69.46	19.41 %
W-Purifi	60.50	60.97 %
Dishwash	43.10	42.16 %
Oven	20.28	41.60 %
Total	4,200.42	28.92 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	833.91	34.26 %
SOUTH-03	585.63	25.48 %
WEST-02	525.97	30.99 %
CHENNAI-01	515.04	30.28 %
TRICHY-01	439.34	24.42 %
WEST-01	349.48	27.21 %
CHENNAI-02	345.61	26.08 %
NORTH ARCOT	315.57	35.27 %
SOUTH ARCOT	266.97	26.73 %
KL-SOUTH	22.90	25.25 %
Total	4,200.42	28.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	336.04	37.99 %
Air-Cond	169.29	31.80 %
Wash-Mac	159.72	35.44 %
Fridge	139.88	30.23 %
W-Purifi	12.33	62.28 %
Dishwash	6.13	33.52 %
Home-The	6.12	10.69 %
Oven	4.40	50.99 %
Total	833.91	34.26 %

Branch *	MTD Sales L	Brand Share %
VNR2	24.66	27.32 %
SVK1	20.88	25.91 %
TKS1	20.57	24.68 %
TCN1	16.19	28.02 %
SNL1	10.02	22.00 %
VNR1	9.71	27.28 %
STU2	6.83	24.32 %
TVL2	5.10	17.21 %
KYR1	4.75	18.76 %
SGT1	3.47	21.16 %
S2SD	3.27	18.70 %
Total	833.91	34.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	262.22	28.28 %
Fridge	115.15	23.88 %
Wash-Mac	112.70	25.73 %
Air-Cond	68.64	19.25 %
W-Purifi	9.73	55.09 %
Home-The	8.41	15.42 %
Dishwash	6.41	42.05 %
Oven	2.36	35.12 %
Total	585.63	25.48 %

Branch *	MTD Sales L	Brand Share %
MDU1	78.70	22.20 %
DGL1	52.50	23.69 %
MDU6	35.40	25.33 %
MDU2	29.29	17.59 %
KKD3	20.45	20.64 %
MDU3	16.09	24.35 %
TMM1	14.99	19.80 %
BNR1	9.84	27.25 %
TEN1	7.30	12.48 %
ODM1	4.99	22.77 %
BTU1	4.58	20.51 %
MNM1	4.09	15.89 %
ADP1	3.97	10.39 %
NKI1	3.79	9.93 %
PNV1	3.74	15.90 %
CMR1	3.58	15.85 %
DGL2	3.16	7.27 %
MDU5	1.67	5.64 %
KKD2	1.06	9.73 %
SZSD	0.85	7.03 %
Total	585.63	25.48 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	246.81	33.27 %
Wash-Mac	116.09	30.68 %
Fridge	105.31	29.31 %
Air-Cond	32.74	22.33 %
Home-The	9.51	20.44 %
W-Purifi	7.49	81.97 %
Dishwash	5.79	52.07 %
Oven	2.23	50.28 %
Total	525.97	30.99 %

Branch *	MTD Sales L	Brand Share %
SLM1	33.55	20.33 %
ERD2	33.09	21.53 %
ERD1	27.71	23.41 %
ATU1	19.64	27.88 %
KRI1	9.66	27.06 %
OML1	7.76	16.82 %
PLC1	5.73	19.68 %
CMI1	5.19	22.58 %
DPR1	3.44	14.21 %
WZWH	-0.09	-0.93 %
Total	525.97	30.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	222.34	36.78 %
Fridge	91.10	30.03 %
Wash-Mac	88.31	30.24 %
Air-Cond	84.01	19.78 %
Home-The	13.83	41.65 %
W-Purifi	6.61	44.46 %
Dishwash	6.58	30.73 %
Oven	2.26	34.27 %
Total	515.04	30.28 %

Branch *	MTD Sales L	Brand Share %
CH14	34.55	28.70 %
CH08	33.02	27.03 %
CH05	24.68	24.13 %
CH42	24.05	26.90 %
CH19	22.50	22.10 %
CH28	21.63	25.90 %
AVD1	19.39	22.74 %
CH07	17.30	23.47 %
CH22	13.43	26.13 %
MRM1	12.17	27.16 %
CH30	10.27	17.83 %
CH38	9.90	28.69 %
KNR1	9.17	21.46 %
CH39	7.42	26.42 %
CZWH	6.93	15.12 %
CH26	0.93	9.77 %
MC09		0.00 %
WCHN		0.00 %
Total	515.04	30.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	211.43	27.10 %
Fridge	78.52	23.91 %
Wash-Mac	69.71	25.48 %
Air-Cond	63.00	17.44 %
Home-The	5.29	14.93 %
W-Purifi	5.11	59.78 %
Dishwash	4.63	71.07 %
Oven	1.65	30.10 %
Total	439.34	24.42 %

Branch *	MTD Sales L	Brand Share %
TRY1	64.02	23.65 %
KUM1	28.18	28.23 %
TNJ1	24.54	20.07 %
TNJ2	23.45	22.51 %
TRY4	22.69	26.58 %
PBR2	21.08	20.67 %
MVM1	20.84	20.94 %
TVR2	20.76	23.21 %
MDI1	17.82	26.07 %
TYR1	14.44	23.16 %
JKM1	12.20	22.74 %
PDK1	9.64	20.01 %
KIK1	9.56	22.73 %
AYR1	9.27	21.79 %
TRY2	7.88	17.41 %
MSI1	6.60	20.49 %
TRY3	6.48	9.75 %
APM1	3.73	19.09 %
ORU1	1.65	5.60 %
TZSD		0.00 %
Total	439.34	24.42 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	158.90	28.45 %
Wash-Mac	71.65	24.87 %
Fridge	64.13	25.17 %
Air-Cond	38.86	31.87 %
Home-The	6.58	16.79 %
Dishwash	5.45	47.99 %
W-Purifi	2.45	47.55 %
Oven	1.45	27.25 %
Total	349.48	27.21 %

Branch *	MTD Sales L	Brand Share %
CBE2	47.82	19.87 %
KMR1	16.79	20.79 %
CBE4	16.02	26.18 %
UAM1	9.44	17.94 %
MPM1	9.27	20.64 %
CBE1	7.11	19.72 %
TPR1	6.05	12.62 %
UMP1	5.86	21.07 %
CBE3	4.99	28.05 %
SYM2	3.12	8.70 %
PDM1	2.86	13.24 %
TPR3	2.68	6.74 %
ANR1	2.32	25.77 %
WZSD	1.94	17.98 %
Total	349.48	27.21 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	158.13	30.83 %
Fridge	62.78	28.77 %
Wash-Mac	60.38	26.10 %
Air-Cond	45.38	14.54 %
Home-The	6.88	23.72 %
W-Purifi	6.15	69.96 %
Dishwash	3.08	41.02 %
Oven	2.83	50.61 %
Total	345.61	26.08 %

Branch *	MTD Sales L	Brand Share %
CH03	32.45	21.13 %
CH15	26.88	17.80 %
CH12	24.11	22.90 %
CH21	22.73	26.84 %
CH18	16.79	23.89 %
CH20	16.36	20.81 %
CH41	14.20	26.27 %
CH09	13.39	24.12 %
MJR1	12.59	21.67 %
CH24	12.47	21.81 %
CH44	12.27	26.52 %
CH06	10.08	28.75 %
GPD1	7.05	26.66 %
CH46	5.51	23.68 %
PON1	5.31	23.22 %
CH17	3.45	22.43 %
CH32	0.36	4.97 %
Total	345.61	26.08 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	164.79	43.34 %
Wash-Mac	52.46	32.61 %
Fridge	46.67	30.46 %
Air-Cond	33.35	21.47 %
Home-The	8.29	27.72 %
W-Purifi	5.52	72.58 %
Dishwash	2.69	58.87 %
Oven	1.80	59.37 %
Total	315.57	35.27 %

Branch *	MTD Sales L	Brand Share %
KPM2	34.44	27.61 %
VEL2	12.93	26.33 %
TRT1	10.01	20.77 %
KPM1	6.88	19.40 %
ABR1	6.15	22.13 %
CYR1	4.29	13.75 %
WJD1	4.21	17.36 %
Total	315.57	35.27 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	116.45	28.25 %
Wash-Mac	54.46	31.52 %
Fridge	52.71	27.81 %
Air-Cond	30.81	17.13 %
W-Purifi	5.10	75.05 %
Home-The	4.39	14.54 %
Dishwash	1.96	36.81 %
Oven	1.10	47.51 %
Total	266.97	26.73 %

Branch *	MTD Sales L	Brand Share %
POY1	32.28	28.88 %
KKI2	17.46	25.08 %
CUD1	17.30	19.20 %
SJI2	15.78	18.89 %
NVL2	14.23	21.51 %
CDM1	13.42	17.50 %
KLM1	13.12	28.90 %
VPM2	11.55	20.57 %
STP1	2.23	12.22 %
VPM1	2.22	13.48 %
TVM2	2.05	12.27 %
MKM1	1.73	10.25 %
SJI1		0.00 %
Total	266.97	26.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	9.22	37.28 %
LED TV	7.10	23.76 %
Fridge	4.47	22.00 %
Wash-Mac	1.38	12.70 %
Dishwash	0.38	43.27 %
Oven	0.20	32.25 %
Home-The	0.15	6.02 %
Total	22.90	25.25 %

Branch *	MTD Sales L	Brand Share %
TVP1	16.40	27.09 %
KLR1	1.84	12.37 %
TVSD		0.00 %
Total	22.90	25.25 %