

MTD Sales
3,304.90 L

Brand Share %
28.15 %

Information:

MTD : 01-08-2025 To 20-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.15 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,098.81	31.03 %
Wash-Mac	791.88	33.20 %
Fridge	733.62	28.98 %
Air-Cond	534.32	18.71 %
W-Purifi	62.31	62.63 %
Home-The	36.30	17.11 %
Oven	30.15	59.71 %
Dishwash	17.52	27.65 %
Total	3,304.90	28.15 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	550.47	29.36 %
CHENNAI-01	457.49	26.98 %
TRICHY-01	409.66	26.20 %
CHENNAI-02	377.14	28.01 %
SOUTH-03	352.99	25.88 %
WEST-02	319.17	29.01 %
WEST-01	297.00	30.44 %
NORTH ARCOT	264.77	33.77 %
SOUTH ARCOT	244.00	26.43 %
KL-SOUTH	32.20	28.89 %
Total	3,304.90	28.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	164.37	29.44 %
Wash-Mac	134.27	35.68 %
Fridge	116.58	29.27 %
Air-Cond	114.37	24.45 %
W-Purifi	10.55	57.68 %
Oven	5.58	64.72 %
Home-The	2.52	6.39 %
Dishwash	2.23	28.26 %
Total	550.47	29.36 %

Branch *	MTD Sales L	Brand Share %
NGR1	24.26	24.15 %
KVT1	23.83	25.49 %
VNR2	22.24	24.57 %
RPM1	19.03	25.66 %
TKS1	18.75	27.62 %
SKD1	14.83	27.34 %
ERL2	13.98	25.58 %
SVK1	13.63	23.86 %
TCN1	13.10	25.74 %
SNL1	8.03	24.61 %
VLY1	7.51	14.00 %
UDN1	6.47	24.77 %
TVL2	5.35	19.68 %
VKM1	4.61	25.74 %
KYR1	4.16	19.52 %
VNR1	3.68	16.00 %
STU2	2.63	11.55 %
ARM1	1.65	14.44 %
SGT1	0.62	5.23 %
S2SD		0.00 %
WHTV		0.00 %
Total	550.47	29.36 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	144.59	34.36 %
Air-Cond	105.50	17.98 %
Wash-Mac	103.08	33.25 %
Fridge	77.49	24.64 %
W-Purifi	9.40	61.74 %
Home-The	8.00	29.85 %
Oven	5.48	64.98 %
Dishwash	3.95	29.90 %
Total	457.49	26.98 %

Branch *	MTD Sales L	Brand Share %
CH14	31.43	26.25 %
CH05	23.42	20.16 %
CH07	20.30	26.72 %
CH28	19.92	26.93 %
CH11	19.90	23.97 %
CH48	16.29	22.04 %
CH42	13.58	16.42 %
CH30	13.22	15.65 %
AVD1	10.93	18.63 %
CH22	10.48	18.56 %
KNR1	8.53	26.60 %
CH39	7.30	21.15 %
CGL1	5.85	19.77 %
CZWH	2.72	21.29 %
CH40	1.70	11.70 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.55	5.80 %
Total	457.49	26.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	134.77	28.15 %
Fridge	102.34	28.19 %
Wash-Mac	87.74	33.55 %
Air-Cond	72.06	17.15 %
W-Purifi	6.30	63.90 %
Home-The	2.67	12.29 %
Oven	2.19	46.92 %
Dishwash	1.60	40.99 %
Total	409.66	26.20 %

Branch *	MTD Sales L	Brand Share %
TRY1	58.73	25.74 %
MVM1	26.91	23.75 %
MDI1	24.18	25.87 %
PBR2	23.20	25.14 %
TVR2	21.45	24.81 %
TNJ1	20.43	21.02 %
TNJ2	20.08	24.33 %
KIK1	13.32	22.62 %
PBR1	7.32	24.97 %
MSI1	6.59	23.32 %
APM1	6.40	27.62 %
TRY3	5.70	12.93 %
TRY2	2.82	9.85 %
ORU1	1.38	4.91 %
TZSD		0.00 %
WTRZ	-0.17	13.82 %
Total	409.66	26.20 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	133.47	34.97 %
Fridge	81.59	33.50 %
Wash-Mac	80.21	31.67 %
Air-Cond	61.06	14.43 %
W-Purifi	8.68	75.87 %
Home-The	5.90	30.62 %
Oven	4.30	55.40 %
Dishwash	1.92	31.27 %
Total	377.14	28.01 %

Branch *	MTD Sales L	Brand Share %
CH03	35.23	24.05 %
CH15	30.31	20.71 %
CH21	22.50	27.95 %
CH18	22.16	27.72 %
CH20	19.16	27.65 %
CH12	15.92	18.56 %
CH06	15.72	24.14 %
CH41	15.40	27.73 %
MJR1	15.04	23.79 %
CH44	11.21	24.13 %
PON1	8.71	27.05 %
CH24	6.06	15.14 %
CH32	2.96	20.05 %
MC06	0.87	26.06 %
MC05		0.00 %
MC08		0.00 %
Total	377.14	28.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	110.20	26.62 %
Fridge	89.35	27.74 %
Wash-Mac	82.83	28.08 %
Air-Cond	55.11	19.61 %
W-Purifi	9.63	56.06 %
Home-The	2.52	9.75 %
Oven	2.18	51.30 %
Dishwash	1.18	25.93 %
Total	352.99	25.88 %

Branch *	MTD Sales L	Brand Share %
MDU1	37.80	20.39 %
DGL1	18.90	18.88 %
MDU2	17.76	18.25 %
TMM1	11.31	27.69 %
MDU4	10.08	26.78 %
KKD2	9.12	21.34 %
MDU3	8.59	24.42 %
KRR1	7.21	24.43 %
PNV1	4.94	26.64 %
TEN1	3.27	9.84 %
MNM1	3.14	21.58 %
DGL2	2.75	9.02 %
ADP1	1.98	8.55 %
ODM1	1.93	14.53 %
KPT1	1.88	16.40 %
BTU1	1.48	9.23 %
MDU5	1.29	6.78 %
CMR1	0.93	6.95 %
NKI1	0.58	2.96 %
SZSD		0.00 %
Total	352.99	25.88 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	118.31	31.62 %
Wash-Mac	86.63	31.76 %
Fridge	75.24	28.70 %
Air-Cond	25.60	16.69 %
W-Purifi	4.94	68.39 %
Home-The	3.97	20.58 %
Dishwash	2.35	33.87 %
Oven	2.13	50.53 %
Total	319.17	29.01 %

Branch *	MTD Sales L	Brand Share %
SLM1	19.50	20.44 %
HSR2	17.13	24.55 %
ERD1	14.79	24.59 %
SLM2	11.13	23.31 %
ERD2	10.58	15.66 %
MTR1	8.97	26.95 %
OML1	8.65	23.84 %
TCG1	3.76	16.96 %
PLC1	3.45	18.95 %
DPR1	1.69	8.27 %
CMI1	1.39	11.79 %
WHPD		0.00 %
WZWH		0.00 %
Total	319.17	29.01 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	112.46	32.97 %
Wash-Mac	81.14	31.04 %
Fridge	66.81	29.84 %
Air-Cond	23.38	23.69 %
Oven	3.94	62.01 %
Home-The	3.52	16.14 %
W-Purifi	2.99	38.68 %
Dishwash	2.74	18.65 %
Total	297.00	30.44 %

Branch *	MTD Sales L	Brand Share %
MPM1	7.71	23.71 %
UAM1	7.04	17.28 %
TPR1	6.26	16.31 %
TPR3	3.71	15.77 %
CBE1	3.60	8.31 %
CBE3	3.52	23.04 %
PDM1	2.36	12.04 %
ANR1	2.20	22.87 %
SYM2	2.08	10.62 %
WHCB		0.00 %
WZSD		0.00 %
Total	297.00	30.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	96.90	38.58 %
Wash-Mac	60.59	40.96 %
Fridge	56.85	32.35 %
Air-Cond	35.18	19.73 %
W-Purifi	6.54	84.78 %
Home-The	5.32	29.21 %
Oven	2.62	78.59 %
Dishwash	0.78	45.19 %
Total	264.77	33.77 %

Branch *	MTD Sales L	Brand Share %
ARC2	11.17	27.32 %
TRL1	10.92	18.13 %
KPM1	9.31	26.15 %
TRT1	7.06	25.44 %
ABR1	6.47	21.44 %
PLR1	4.02	25.95 %
CYR1	3.28	16.68 %
WJD1	2.86	14.62 %
SLG1	2.76	17.38 %
WHVL		0.00 %
Total	264.77	33.77 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	73.88	25.73 %
Wash-Mac	69.24	37.30 %
Fridge	58.16	29.42 %
Air-Cond	37.02	16.31 %
W-Purifi	2.67	70.86 %
Home-The	1.58	9.21 %
Oven	1.05	66.70 %
Dishwash	0.40	13.04 %
Total	244.00	26.43 %

Branch *	MTD Sales L	Brand Share %
POY1	32.37	27.03 %
POY2	26.63	25.32 %
CUD1	19.69	23.04 %
VPM2	10.55	23.59 %
CDM1	10.24	15.44 %
NVL2	7.28	18.16 %
SJI1	7.25	20.99 %
TVM2	5.05	26.68 %
PRT1	4.72	17.56 %
VPM1	3.07	22.45 %
TVM1	2.12	12.16 %
MKM1	2.08	9.59 %
WHNV	0.12	23.93 %
WHUT	-0.27	16.73 %
Total	244.00	26.43 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	9.85	28.88 %
Fridge	9.21	30.63 %
Wash-Mac	6.14	28.91 %
Air-Cond	5.05	25.50 %
Oven	0.69	53.27 %
W-Purifi	0.60	57.78 %
Dishwash	0.37	29.41 %
Home-The	0.29	10.85 %
Total	32.20	28.89 %

Branch *	MTD Sales L	Brand Share %
PAS1	4.45	17.68 %
Total	32.20	28.89 %