

MTD Sales
1,846.60 L

Brand Share %
29.08 %

Information:

MTD : 01-09-2025 To 20-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.08 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	567.26	31.17 %
Fridge	429.84	30.35 %
Wash-Mac	394.35	30.74 %
Air-Cond	357.30	22.85 %
W-Purifi	49.95	60.17 %
Home-The	26.02	19.53 %
Oven	12.11	48.92 %
Dishwash	9.78	37.61 %
Total	1,846.60	29.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	361.14	32.28 %
CHENNAI-01	260.04	27.24 %
TRICHY-01	224.37	29.51 %
SOUTH-03	220.48	27.77 %
CHENNAI-02	196.09	27.91 %
WEST-02	170.21	30.74 %
WEST-01	134.59	26.27 %
NORTH ARCOT	126.47	33.39 %
SOUTH ARCOT	112.40	26.67 %
KL-SOUTH	40.80	26.69 %
Total	1,846.60	29.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	101.08	36.81 %
Air-Cond	94.08	27.58 %
Wash-Mac	76.56	36.68 %
Fridge	72.09	29.94 %
W-Purifi	9.46	62.24 %
Home-The	3.21	11.51 %
Dishwash	2.67	45.87 %
Oven	1.98	42.84 %
Total	361.14	32.28 %

Branch *	MTD Sales L	Brand Share %
TVL1	22.69	27.30 %
NGR1	16.72	26.87 %
VL1	8.31	27.19 %
ERL2	7.26	29.05 %
TKS1	6.67	23.13 %
SNL1	4.09	25.70 %
VKM1	3.52	23.40 %
TVL2	1.91	19.05 %
KYR1	1.90	17.71 %
STU2	1.89	14.69 %
S2SD	1.48	9.64 %
SGT1	1.10	18.70 %
Total	361.14	32.28 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	71.97	31.24 %
Wash-Mac	61.55	31.20 %
Air-Cond	60.51	20.35 %
Fridge	51.39	27.11 %
W-Purifi	7.22	47.90 %
Home-The	4.11	25.26 %
Oven	1.77	50.89 %
Dishwash	1.51	29.40 %
Total	260.04	27.24 %

Branch *	MTD Sales L	Brand Share %
CH14	19.13	25.52 %
CH05	15.07	25.85 %
CH08	14.35	23.85 %
CH19	11.62	23.29 %
CH11	11.21	24.32 %
CH07	10.40	25.82 %
CH28	8.50	20.66 %
CH48	8.39	22.44 %
AVD1	8.24	24.60 %
CH42	6.63	13.01 %
CH22	6.50	25.16 %
CH30	5.82	19.65 %
SKL1	5.11	22.16 %
CGL1	4.78	28.79 %
KNR1	3.99	21.44 %
CH38	2.20	11.07 %
CH40	1.10	22.40 %
Total	260.04	27.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	78.74	35.28 %
Fridge	51.94	31.21 %
Air-Cond	51.32	22.67 %
Wash-Mac	35.27	28.75 %
W-Purifi	3.15	55.63 %
Home-The	2.81	22.55 %
Dishwash	0.71	30.06 %
Oven	0.43	35.57 %
Total	224.37	29.51 %

Branch *	MTD Sales L	Brand Share %
KUM1	12.33	28.82 %
TNJ1	10.47	22.12 %
MDI1	7.24	26.75 %
MVM1	6.94	19.64 %
KIK1	6.47	21.71 %
TYR1	5.82	26.38 %
AYR1	4.36	28.28 %
PDK1	4.21	21.97 %
APM1	2.40	21.85 %
TZSD	2.27	16.97 %
TRY2	1.29	8.35 %
TRY3	1.29	7.63 %
ORU1	0.49	2.94 %
Total	224.37	29.51 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	68.16	33.46 %
LED TV	57.72	24.56 %
Wash-Mac	46.86	28.46 %
Air-Cond	38.21	23.90 %
W-Purifi	6.35	56.76 %
Oven	1.63	62.83 %
Home-The	1.27	8.71 %
Dishwash	0.29	12.81 %
Total	220.48	27.77 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.94	20.59 %
MDU2	14.01	27.19 %
DGL1	10.78	19.15 %
ATG1	10.37	25.48 %
TMM1	6.99	26.84 %
MDU3	5.74	25.01 %
MDU4	4.53	25.72 %
KRR1	3.59	26.15 %
PNV1	2.81	21.34 %
KKD2	2.55	16.66 %
TEN1	2.19	12.53 %
ADP1	1.97	12.70 %
DGL2	1.73	15.06 %
MNM1	1.51	10.06 %
CMR1	1.48	25.63 %
SZSD	1.37	7.57 %
MDU5	1.15	12.08 %
BTU1	0.80	10.13 %
NKI1	0.26	3.22 %
Total	220.48	27.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	72.89	35.71 %
Air-Cond	39.93	18.38 %
Fridge	35.66	29.73 %
Wash-Mac	34.81	25.54 %
W-Purifi	6.74	64.40 %
Home-The	3.09	31.49 %
Dishwash	1.94	100.00 %
Oven	1.02	36.23 %
Total	196.09	27.91 %

Branch *	MTD Sales L	Brand Share %
CH03	16.89	23.32 %
CH12	12.69	25.00 %
CH15	11.25	15.23 %
CH20	9.37	27.79 %
CH06	7.23	22.02 %
CH17	5.12	26.87 %
CH41	4.69	19.60 %
CH24	3.98	11.46 %
CH44	3.60	15.67 %
GPD1	2.60	15.32 %
CH32	1.43	18.73 %
MC06	0.57	14.95 %
CH01		0.00 %
Total	196.09	27.91 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	51.90	29.59 %
Wash-Mac	46.08	31.18 %
Fridge	45.72	32.68 %
Air-Cond	14.58	22.75 %
W-Purifi	5.73	87.03 %
Home-The	4.27	25.33 %
Oven	1.53	63.79 %
Dishwash	0.39	57.40 %
Total	170.21	30.74 %

Branch *	MTD Sales L	Brand Share %
HSR2	9.06	22.80 %
NKL2	7.47	27.71 %
SLM1	7.29	18.84 %
ERD1	5.31	20.38 %
MTR1	3.71	26.43 %
ERD2	3.12	9.03 %
WZWH	2.01	12.17 %
DPR1	1.54	15.34 %
PLC1	0.94	12.02 %
CMI1	0.76	13.00 %
Total	170.21	30.74 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	47.13	26.80 %
Fridge	34.64	28.02 %
Wash-Mac	32.20	26.02 %
Air-Cond	12.73	21.03 %
W-Purifi	3.01	48.37 %
Oven	2.04	57.38 %
Dishwash	1.54	32.47 %
Home-The	1.29	9.29 %
Total	134.59	26.27 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.38	19.79 %
SNR1	5.95	25.90 %
UAM1	5.80	20.12 %
PLI1	5.76	24.67 %
KMR1	5.51	16.25 %
UMP1	4.04	25.53 %
KMD1	3.13	22.51 %
CBE5	2.66	16.07 %
TPR3	2.22	18.20 %
MPM1	2.09	18.53 %
CBE3	2.01	23.24 %
CBE1	1.63	10.42 %
PDM1	1.41	15.09 %
WZSD	0.93	7.04 %
SYM2	0.79	6.86 %
Total	134.59	26.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	41.61	36.64 %
Wash-Mac	28.40	36.45 %
Fridge	27.94	31.60 %
Air-Cond	17.36	22.44 %
W-Purifi	5.68	71.95 %
Home-The	4.28	40.11 %
Oven	1.20	53.54 %
Total	126.47	33.39 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.03	24.56 %
VEL2	6.77	27.29 %
AKM1	4.30	28.99 %
TRL1	3.91	10.39 %
WJD1	2.33	18.23 %
CYR1	1.45	15.62 %
PLR1	0.62	12.88 %
Total	126.47	33.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.45	25.73 %
Fridge	28.68	29.16 %
Wash-Mac	24.25	31.04 %
Air-Cond	21.87	21.62 %
W-Purifi	2.60	68.32 %
Home-The	1.24	14.34 %
Oven	0.31	33.18 %
Total	112.40	26.67 %

Branch *	MTD Sales L	Brand Share %
POY1	9.58	20.62 %
VPM2	5.87	20.94 %
CUD1	5.47	16.22 %
CDM1	4.86	16.52 %
SJI1	4.52	21.20 %
PRT1	3.61	19.42 %
TDM1	3.43	22.99 %
VPM1	1.87	20.40 %
TVM2	1.51	20.56 %
TVM1	1.44	14.66 %
MKM1	1.12	11.42 %
WHNV		0.00 %
Total	112.40	26.67 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	13.61	29.96 %
LED TV	10.77	18.59 %
Wash-Mac	8.36	32.70 %
Air-Cond	6.71	36.94 %
Dishwash	0.72	36.66 %
Home-The	0.43	21.41 %
Oven	0.20	21.98 %
Total	40.80	26.69 %

Branch *	MTD Sales L	Brand Share %
PAS1	2.57	6.70 %
Total	40.80	26.69 %