

MTD Sales
5,314.54 L

Brand Share %
29.16 %

Information:

MTD : 01-10-2025 To 20-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.16 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	2,434.07	32.39 %
Wash-Mac	1,029.97	29.55 %
Fridge	963.54	27.47 %
Air-Cond	651.86	21.95 %
Home-The	90.02	19.78 %
W-Purifi	73.94	61.80 %
Dishwash	46.76	40.35 %
Oven	24.38	42.36 %
Total	5,314.54	29.16 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	995.31	33.31 %
WEST-02	726.06	31.55 %
SOUTH-03	712.52	25.67 %
CHENNAI-01	651.25	30.56 %
TRICHY-01	529.39	24.66 %
WEST-01	453.97	28.12 %
CHENNAI-02	450.19	26.37 %
NORTH ARCOT	437.57	35.82 %
SOUTH ARCOT	332.21	26.95 %
KL-SOUTH	26.06	23.87 %
Total	5,314.54	29.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	407.81	35.82 %
Wash-Mac	197.73	35.25 %
Air-Cond	185.53	31.55 %
Fridge	170.93	29.72 %
W-Purifi	14.35	60.71 %
Home-The	7.37	10.22 %
Dishwash	6.50	32.31 %
Oven	5.09	52.65 %
Total	995.31	33.31 %

Branch *	MTD Sales L	Brand Share %
VNR2	30.57	25.97 %
SVK1	25.38	26.32 %
TKS1	24.08	23.75 %
TCN1	19.34	27.54 %
SNL1	12.66	21.95 %
VNR1	11.28	26.31 %
SKD1	9.19	25.36 %
STU2	8.97	23.71 %
KYR1	7.33	22.38 %
TVL2	5.66	17.93 %
SGT1	3.87	20.27 %
S2SD	3.27	18.70 %
Total	995.31	33.31 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	344.19	33.69 %
Wash-Mac	167.36	31.91 %
Fridge	146.40	29.68 %
Air-Cond	38.56	22.25 %
Home-The	11.08	18.70 %
W-Purifi	9.28	80.48 %
Dishwash	6.15	53.59 %
Oven	3.04	49.60 %
Total	726.06	31.55 %

Branch *	MTD Sales L	Brand Share %
SLM1	44.96	20.62 %
ERD2	43.56	22.75 %
ERD1	37.11	23.86 %
ATU1	25.80	27.24 %
MTR1	18.25	27.08 %
KRI1	16.13	28.50 %
OML1	12.73	19.58 %
PLC1	8.26	19.84 %
CMI1	6.19	21.20 %
DPR1	4.87	15.83 %
WZWH	-0.09	-0.93 %
Total	726.06	31.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	318.72	28.27 %
Fridge	143.87	24.20 %
Wash-Mac	140.90	25.46 %
Air-Cond	77.49	19.96 %
W-Purifi	11.70	58.82 %
Home-The	10.56	15.64 %
Dishwash	6.41	37.17 %
Oven	2.87	36.32 %
Total	712.52	25.67 %

Branch *	MTD Sales L	Brand Share %
MDU1	87.16	21.60 %
DGL1	62.68	23.43 %
MDU6	42.50	25.70 %
MDU2	36.39	18.08 %
KKD3	22.40	20.81 %
TMM1	20.47	21.72 %
MDU3	18.79	24.38 %
BNR1	11.55	25.69 %
TEN1	7.91	11.91 %
ODM1	6.29	22.55 %
BTU1	5.74	18.19 %
ADP1	5.41	10.72 %
MNM1	5.39	16.64 %
NKI1	4.79	9.92 %
CMR1	4.74	16.19 %
PNV1	4.64	16.27 %
DGL2	3.53	6.77 %
MDU5	2.11	5.93 %
KKD2	1.28	10.62 %
SZSD	0.85	7.03 %
Total	712.52	25.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	284.96	36.42 %
Wash-Mac	117.87	30.19 %
Fridge	115.68	30.38 %
Air-Cond	96.94	20.01 %
Home-The	17.53	40.34 %
W-Purifi	8.12	46.72 %
Dishwash	7.31	30.86 %
Oven	2.84	34.76 %
Total	651.25	30.56 %

Branch *	MTD Sales L	Brand Share %
CH14	45.48	28.85 %
CH08	39.11	27.33 %
CH05	32.47	24.54 %
CH42	29.31	26.97 %
CH19	27.68	22.93 %
CH28	27.45	27.35 %
CH07	22.75	25.53 %
AVD1	22.28	23.07 %
CH22	14.88	23.70 %
CH30	12.88	17.67 %
KNR1	11.56	22.37 %
CZWH	7.81	16.22 %
CH26	1.83	14.89 %
MC09		0.00 %
WCHN		0.00 %
Total	651.25	30.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	260.46	27.15 %
Fridge	96.85	24.53 %
Wash-Mac	84.06	26.18 %
Air-Cond	68.16	16.95 %
Home-The	6.94	15.77 %
W-Purifi	5.99	59.28 %
Dishwash	5.02	52.20 %
Oven	1.93	33.48 %
Total	529.39	24.66 %

Branch *	MTD Sales L	Brand Share %
TRY1	75.20	23.44 %
KUM1	30.81	27.11 %
TRY4	29.86	28.05 %
TNJ1	28.62	20.62 %
PBR2	26.67	21.31 %
TNJ2	26.21	21.89 %
TVR2	24.77	23.59 %
MVM1	24.52	20.64 %
MDI1	23.64	27.82 %
TYR1	19.88	24.68 %
JKM1	17.01	25.28 %
KIK1	11.62	23.69 %
PDK1	11.21	20.60 %
AYR1	10.74	21.49 %
MSI1	9.06	19.73 %
TRY2	8.67	17.09 %
TRY3	6.48	7.83 %
APM1	4.52	19.87 %
ORU1	2.17	6.47 %
TZSD		0.00 %
Total	529.39	24.66 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	212.10	30.27 %
Wash-Mac	97.04	25.87 %
Fridge	80.26	24.90 %
Air-Cond	43.88	31.83 %
Home-The	8.80	17.09 %
Dishwash	6.46	45.54 %
W-Purifi	3.33	49.69 %
Oven	2.09	34.17 %
Total	453.97	28.12 %

Branch *	MTD Sales L	Brand Share %
CBE2	60.86	21.31 %
CBE4	21.19	28.57 %
KMR1	20.14	21.25 %
MPM1	13.86	23.90 %
SNR1	13.81	26.70 %
UAM1	11.18	18.93 %
TPR1	9.67	15.29 %
UMP1	9.32	25.38 %
CBE1	8.46	20.20 %
CBE3	5.46	26.71 %
SYM2	4.95	10.24 %
PDM1	3.86	12.38 %
TPR3	3.21	6.65 %
ANR1	3.01	22.61 %
WZSD	1.94	17.98 %
Total	453.97	28.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	214.41	31.77 %
Wash-Mac	79.07	25.57 %
Fridge	78.11	27.53 %
Air-Cond	53.78	14.34 %
Home-The	9.59	25.85 %
W-Purifi	8.33	73.36 %
Dishwash	3.87	44.12 %
Oven	3.03	44.30 %
Total	450.19	26.37 %

Branch *	MTD Sales L	Brand Share %
CH03	40.56	21.59 %
CH21	30.23	28.21 %
CH15	30.05	17.33 %
CH12	28.65	22.48 %
CH18	21.44	25.26 %
MJR1	18.46	24.13 %
CH41	18.20	26.40 %
CH20	18.09	20.53 %
CH09	16.03	22.96 %
CH24	14.55	21.05 %
CH44	13.61	25.42 %
CH17	12.02	25.70 %
GPD1	9.63	24.28 %
PON1	7.01	22.65 %
CH32	0.53	6.91 %
Total	450.19	26.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	229.39	43.00 %
Wash-Mac	76.13	33.51 %
Fridge	64.36	30.74 %
Air-Cond	44.00	22.85 %
Home-The	12.07	29.64 %
W-Purifi	6.92	67.70 %
Dishwash	2.69	58.87 %
Oven	2.00	55.70 %
Total	437.57	35.82 %

Branch *	MTD Sales L	Brand Share %
KPM2	44.56	28.36 %
TRL1	22.37	28.51 %
VEL2	18.12	27.45 %
TRT1	13.13	21.37 %
ABR1	9.72	23.12 %
KPM1	9.61	20.79 %
CYR1	8.06	17.97 %
WJD1	5.80	16.08 %
Total	437.57	35.82 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	153.74	28.48 %
Wash-Mac	67.63	32.24 %
Fridge	61.44	26.87 %
Air-Cond	34.32	16.99 %
Home-The	5.94	16.20 %
W-Purifi	5.92	74.73 %
Dishwash	1.96	36.81 %
Oven	1.28	49.21 %
Total	332.21	26.95 %

Branch *	MTD Sales L	Brand Share %
KKI2	23.54	26.84 %
CUD1	20.89	20.19 %
SJI2	18.83	17.72 %
KLM1	18.43	28.96 %
NVL2	16.76	20.93 %
VPM2	16.13	22.75 %
CDM1	14.78	17.00 %
STP1	3.54	13.96 %
VPM1	2.79	13.86 %
MKM1	2.32	8.78 %
TVM2	2.22	10.79 %
SJI1		0.00 %
Total	332.21	26.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	9.22	34.27 %
LED TV	8.28	22.08 %
Fridge	5.63	22.10 %
Wash-Mac	2.20	15.89 %
Dishwash	0.38	43.27 %
Oven	0.20	26.46 %
Home-The	0.15	5.19 %
Total	26.06	23.87 %

Branch *	MTD Sales L	Brand Share %
TVP1	18.53	26.23 %
PAS1	5.71	26.77 %
KLR1	2.06	12.16 %
TVSD		0.00 %
Total	26.06	23.87 %