

MTD Sales
1,858.33 L

Brand Share %
28.92 %

Information:

MTD : 01-09-2025 To 21-09-2025

* 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	571.23	31.04 %
Fridge	434.91	30.21 %
Wash-Mac	396.33	30.39 %
Air-Cond	356.91	22.75 %
W-Purifi	50.12	59.14 %
Home-The	26.48	19.50 %
Oven	12.57	48.74 %
Dishwash	9.78	37.19 %
Total	1,858.33	28.92 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	362.37	32.18 %
CHENNAI-01	261.29	26.98 %
TRICHY-01	225.31	29.42 %
SOUTH-03	222.66	27.49 %
CHENNAI-02	196.47	27.59 %
WEST-02	170.04	30.60 %
WEST-01	137.58	26.25 %
NORTH ARCOT	129.06	33.25 %
SOUTH ARCOT	112.74	26.66 %
KL-SOUTH	40.80	26.67 %
Total	1,858.33	28.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	101.66	36.93 %
Air-Cond	94.36	27.61 %
Wash-Mac	76.49	36.23 %
Fridge	72.54	29.74 %
W-Purifi	9.46	60.48 %
Home-The	3.21	11.48 %
Dishwash	2.67	45.87 %
Oven	1.98	42.84 %
Total	362.37	32.18 %

Branch *	MTD Sales L	Brand Share %
TVL1	23.72	27.92 %
NGR1	16.74	27.14 %
VL1	8.31	27.59 %
ERL2	7.26	28.71 %
TKS1	6.67	22.91 %
SNL1	4.09	25.46 %
VKM1	3.52	23.24 %
TVL2	1.91	18.56 %
KYR1	1.90	17.71 %
STU2	1.89	14.48 %
S2SD	1.48	9.64 %
SGT1	1.10	18.70 %
Total	362.37	32.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	72.12	30.92 %
Wash-Mac	62.15	30.73 %
Air-Cond	60.17	20.21 %
Fridge	51.79	26.74 %
W-Purifi	7.22	46.69 %
Home-The	4.30	25.26 %
Oven	2.02	51.20 %
Dishwash	1.51	29.40 %
Total	261.29	26.98 %

Branch *	MTD Sales L	Brand Share %
CH14	20.00	26.36 %
CH05	15.01	25.56 %
CH08	14.47	23.63 %
CH19	11.62	23.23 %
CH11	11.21	24.32 %
CH07	10.40	24.81 %
AVD1	8.49	24.66 %
CH48	8.39	22.23 %
CH28	8.08	19.45 %
CH42	6.63	12.43 %
CH22	6.50	25.12 %
CH30	5.94	19.50 %
SKL1	5.11	21.76 %
CGL1	4.78	28.79 %
KNR1	3.99	21.44 %
CH38	2.20	10.94 %
CH40	1.10	22.40 %
Total	261.29	26.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	79.27	35.24 %
Fridge	52.35	31.18 %
Air-Cond	51.32	22.61 %
Wash-Mac	35.27	28.43 %
W-Purifi	3.15	54.24 %
Home-The	2.81	22.55 %
Dishwash	0.71	30.06 %
Oven	0.43	32.94 %
Total	225.31	29.42 %

Branch *	MTD Sales L	Brand Share %
KUM1	12.33	28.54 %
TNJ1	10.47	21.85 %
MDI1	7.37	27.10 %
MVM1	6.94	19.64 %
KIK1	6.61	22.06 %
TYR1	5.82	26.40 %
AYR1	4.36	28.28 %
PDK1	4.21	21.97 %
APM1	2.54	22.83 %
TZSD	2.27	16.97 %
TRY2	1.29	8.25 %
TRY3	1.29	7.48 %
ORU1	0.49	2.94 %
Total	225.31	29.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	69.50	33.38 %
LED TV	58.16	24.17 %
Wash-Mac	46.75	28.01 %
Air-Cond	38.42	23.66 %
W-Purifi	6.35	55.94 %
Oven	1.73	64.29 %
Home-The	1.46	9.63 %
Dishwash	0.29	11.32 %
Total	222.66	27.49 %

Branch *	MTD Sales L	Brand Share %
MDU1	19.07	20.01 %
MDU2	14.43	27.89 %
MDU6	12.32	27.81 %
DGL1	10.91	18.91 %
ATG1	10.37	25.08 %
TMM1	6.99	26.84 %
MDU3	5.74	24.76 %
MDU4	5.00	27.05 %
KRR1	3.59	26.15 %
PNV1	2.81	21.01 %
KKD2	2.69	17.16 %
TEN1	2.19	12.53 %
ADP1	1.97	12.53 %
DGL2	1.73	14.52 %
MNM1	1.51	9.96 %
CMR1	1.41	23.72 %
SZSD	1.37	7.57 %
MDU5	1.25	12.68 %
BTU1	0.80	9.93 %
NKI1	0.26	3.11 %
Total	222.66	27.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	72.99	35.29 %
Air-Cond	39.93	18.20 %
Fridge	35.66	29.11 %
Wash-Mac	34.81	25.29 %
W-Purifi	6.91	63.93 %
Home-The	3.09	31.01 %
Dishwash	1.94	100.00 %
Oven	1.13	37.28 %
Total	196.47	27.59 %

Branch *	MTD Sales L	Brand Share %
CH03	16.89	23.15 %
CH12	12.69	24.84 %
CH15	11.46	15.29 %
CH20	9.37	27.67 %
CH06	7.23	22.02 %
CH17	5.12	26.87 %
CH41	4.69	19.60 %
CH24	3.98	11.38 %
CH44	3.60	15.30 %
GPD1	2.60	15.22 %
CH32	1.43	18.73 %
MC06	0.57	14.95 %
CH01		0.00 %
Total	196.47	27.59 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	51.12	29.19 %
Fridge	46.57	32.94 %
Wash-Mac	46.29	31.17 %
Air-Cond	14.06	22.11 %
W-Purifi	5.73	87.03 %
Home-The	4.35	25.10 %
Oven	1.53	63.79 %
Dishwash	0.39	57.40 %
Total	170.04	30.60 %

Branch *	MTD Sales L	Brand Share %
HSR2	9.06	22.30 %
NKL2	7.61	27.97 %
SLM1	7.59	19.29 %
ERD1	5.31	20.38 %
MTR1	3.71	26.18 %
EPI1	3.45	28.88 %
ERD2	3.12	8.93 %
WZWH	2.01	12.17 %
DPR1	1.54	15.34 %
PLC1	0.94	12.02 %
CMI1	0.76	13.00 %
Total	170.04	30.60 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	48.75	27.25 %
Fridge	35.62	28.06 %
Wash-Mac	32.60	25.35 %
Air-Cond	12.73	20.94 %
W-Purifi	3.01	46.48 %
Oven	2.04	58.34 %
Dishwash	1.54	32.47 %
Home-The	1.29	9.16 %
Total	137.58	26.25 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.38	19.37 %
SNR1	5.95	25.30 %
PLI1	5.90	24.84 %
UAM1	5.80	19.79 %
KMR1	5.51	16.10 %
UMP1	4.04	25.53 %
KMD1	3.51	23.69 %
CBE5	2.66	16.07 %
TPR3	2.56	19.62 %
MPM1	2.33	19.33 %
CBE3	2.15	23.12 %
CBE1	1.73	11.30 %
PDM1	1.55	16.34 %
WZSD	0.93	7.04 %
SYM2	0.79	6.26 %
Total	137.58	26.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	42.80	36.64 %
Wash-Mac	29.16	35.91 %
Fridge	28.58	31.38 %
Air-Cond	17.36	22.44 %
W-Purifi	5.68	72.73 %
Home-The	4.28	39.08 %
Oven	1.20	53.54 %
Total	129.06	33.25 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.17	24.30 %
VEL2	6.96	27.33 %
AKM1	4.30	26.98 %
TRL1	4.12	10.77 %
WJD1	2.52	18.58 %
CYR1	1.45	15.35 %
PLR1	0.75	15.12 %
Total	129.06	33.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.58	25.70 %
Fridge	28.68	29.03 %
Wash-Mac	24.46	31.13 %
Air-Cond	21.87	21.68 %
W-Purifi	2.60	66.98 %
Home-The	1.24	14.40 %
Oven	0.31	27.00 %
Total	112.74	26.66 %

Branch *	MTD Sales L	Brand Share %
POY1	9.71	20.61 %
VPM2	5.87	20.94 %
CUD1	5.47	16.59 %
CDM1	5.06	16.93 %
SJI1	4.52	21.20 %
PRT1	3.61	19.20 %
TDM1	3.43	22.72 %
VPM1	1.87	20.15 %
TVM2	1.51	20.35 %
TVM1	1.44	14.51 %
MKM1	1.12	11.42 %
WHNV		0.00 %
Total	112.74	26.66 %

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	20.30 %
Oven	0.20	21.98 %
Total	40.80	26.67 %

Branch *	MTD Sales L	Brand Share %
PAS1	2.57	6.70 %
Total	40.80	26.67 %