

MTD Sales
5,567.81 L

Brand Share %
29.09 %

Information:

MTD : 01-10-2025 To 21-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.09 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	2,548.07	32.19 %
Wash-Mac	1,086.25	29.49 %
Fridge	1,010.29	27.45 %
Air-Cond	673.44	21.89 %
Home-The	96.10	20.16 %
W-Purifi	78.58	61.45 %
Dishwash	49.45	41.20 %
Oven	25.64	43.13 %
Total	5,567.81	29.09 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,031.72	32.88 %
WEST-02	778.19	31.43 %
SOUTH-03	738.75	25.74 %
CHENNAI-01	678.15	30.61 %
TRICHY-01	550.34	24.83 %
WEST-01	480.46	27.75 %
CHENNAI-02	476.63	26.64 %
NORTH ARCOT	462.32	35.66 %
SOUTH ARCOT	344.53	26.62 %
KL-SOUTH	26.71	23.70 %
Total	5,567.81	29.09 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	423.08	35.36 %
Wash-Mac	207.34	34.76 %
Air-Cond	189.08	30.84 %
Fridge	176.81	29.44 %
W-Purifi	15.46	61.22 %
Home-The	7.68	10.28 %
Dishwash	6.87	32.71 %
Oven	5.39	53.13 %
Total	1,031.72	32.88 %

Branch *	MTD Sales L	Brand Share %
VNR2	31.98	25.25 %
SVK1	27.24	26.45 %
TKS1	26.02	24.24 %
TCN1	20.66	27.75 %
VNR1	13.04	28.14 %
SNL1	12.66	20.84 %
STU2	9.27	23.47 %
SKD1	9.19	24.73 %
KYR1	7.92	22.33 %
TVL2	6.00	18.68 %
SGT1	4.39	20.83 %
S2SD	3.27	18.70 %
Total	1,031.72	32.88 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	369.78	33.64 %
Wash-Mac	178.83	31.64 %
Fridge	158.06	29.80 %
Air-Cond	40.11	21.37 %
Home-The	12.15	19.17 %
W-Purifi	9.85	80.44 %
Dishwash	6.15	53.59 %
Oven	3.25	50.90 %
Total	778.19	31.43 %

Branch *	MTD Sales L	Brand Share %
SLM1	49.08	20.94 %
ERD2	47.39	22.63 %
ERD1	40.11	24.06 %
ATU1	26.38	27.14 %
MTR1	20.55	26.32 %
KRI1	16.72	28.16 %
OML1	14.57	19.68 %
PLC1	10.37	22.02 %
CMI1	7.77	24.43 %
DPR1	4.99	15.41 %
WZWH	-0.09	-0.93 %
Total	778.19	31.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	329.07	28.14 %
Fridge	149.29	24.40 %
Wash-Mac	146.03	25.48 %
Air-Cond	81.51	20.36 %
W-Purifi	12.14	59.29 %
Home-The	10.79	15.69 %
Dishwash	6.85	37.83 %
Oven	3.08	36.97 %
Total	738.75	25.74 %

Branch *	MTD Sales L	Brand Share %
MDU1	87.98	21.46 %
DGL1	66.87	23.70 %
MDU6	43.50	25.83 %
MDU2	37.03	18.01 %
KKD3	23.16	20.98 %
MDU3	21.14	25.75 %
TMM1	20.67	21.24 %
BNR1	12.13	26.14 %
TEN1	8.18	11.70 %
ODM1	6.56	22.72 %
BTU1	5.74	17.53 %
ADP1	5.63	10.74 %
MNM1	5.39	16.19 %
CMR1	4.87	16.37 %
PNV1	4.81	16.38 %
NKI1	4.79	9.58 %
DGL2	3.53	6.70 %
MDU5	2.22	6.18 %
KKD2	1.59	11.20 %
SZSD	0.85	7.03 %
Total	738.75	25.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	297.82	36.32 %
Wash-Mac	123.90	30.21 %
Fridge	119.50	30.39 %
Air-Cond	99.04	19.99 %
Home-The	18.63	40.72 %
W-Purifi	8.98	48.21 %
Dishwash	7.31	30.21 %
Oven	2.95	35.46 %
Total	678.15	30.61 %

Branch *	MTD Sales L	Brand Share %
CH14	46.96	28.93 %
CH08	40.80	27.59 %
CH05	34.73	25.11 %
CH42	29.82	26.84 %
CH19	28.71	22.98 %
CH28	28.58	27.02 %
CH07	23.56	25.47 %
AVD1	22.75	23.14 %
MRM1	21.78	28.77 %
CH22	16.15	24.43 %
CH30	13.50	18.02 %
CH38	12.76	28.96 %
KNR1	12.63	23.53 %
CZWH	7.81	16.22 %
CH26	1.96	14.89 %
MC09		0.00 %
WCHN		0.00 %
Total	678.15	30.61 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	270.11	27.20 %
Fridge	100.30	24.59 %
Wash-Mac	86.83	26.27 %
Air-Cond	71.50	17.36 %
Home-The	7.68	16.61 %
W-Purifi	6.46	58.03 %
Dishwash	5.41	54.08 %
Oven	2.06	34.87 %
Total	550.34	24.83 %

Branch *	MTD Sales L	Brand Share %
TRY1	78.47	23.82 %
KUM1	32.99	28.06 %
TRY4	30.22	27.78 %
TNJ1	29.88	20.76 %
PBR2	27.44	21.23 %
TNJ2	26.80	21.55 %
MVM1	25.87	20.92 %
TVR2	24.90	23.23 %
MDI1	23.83	27.44 %
TYR1	21.28	25.39 %
JKM1	18.05	25.35 %
AYR1	12.14	23.14 %
KIK1	12.05	24.00 %
PDK1	11.21	20.20 %
MSI1	9.19	19.66 %
TRY2	8.67	16.73 %
TRY3	6.48	7.69 %
APM1	4.52	18.95 %
ORU1	2.17	6.33 %
TZSD		0.00 %
Total	550.34	24.83 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	222.37	29.66 %
Wash-Mac	104.02	25.57 %
Fridge	86.78	24.94 %
Air-Cond	44.87	31.21 %
Home-The	9.56	17.46 %
Dishwash	7.23	48.32 %
W-Purifi	3.33	45.56 %
Oven	2.30	36.35 %
Total	480.46	27.75 %

Branch *	MTD Sales L	Brand Share %
CBE2	64.65	20.88 %
TPR2	28.05	27.65 %
PLI1	24.72	28.38 %
CBE4	22.28	28.89 %
KMR1	21.07	21.44 %
MPM1	14.58	23.91 %
SNR1	14.06	26.49 %
UAM1	12.02	19.35 %
UMP1	10.70	26.15 %
TPR1	10.45	15.15 %
CBE1	8.70	19.19 %
CBE3	5.46	26.71 %
SYM2	5.36	10.40 %
PDM1	4.03	11.70 %
ANR1	3.50	25.05 %
TPR3	3.35	6.28 %
WZSD	1.94	17.98 %
Total	480.46	27.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	226.99	32.09 %
Wash-Mac	85.93	26.27 %
Fridge	82.55	27.56 %
Air-Cond	55.14	14.20 %
Home-The	10.25	26.52 %
W-Purifi	8.52	71.21 %
Dishwash	4.23	46.31 %
Oven	3.03	43.44 %
Total	476.63	26.64 %

Branch *	MTD Sales L	Brand Share %
CH03	43.30	22.00 %
CH15	31.52	17.65 %
CH21	31.47	28.13 %
CH12	29.30	21.73 %
CH06	26.66	28.13 %
CH18	23.20	26.31 %
MJR1	19.66	23.92 %
CH41	19.47	27.09 %
CH20	19.22	21.24 %
CH09	18.45	24.36 %
CH24	16.30	22.33 %
CH44	13.94	24.71 %
CH17	13.23	26.36 %
GPD1	10.33	24.61 %
PON1	8.12	24.35 %
CH32	0.53	6.91 %
Total	476.63	26.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	240.62	42.26 %
Wash-Mac	81.61	33.94 %
Fridge	68.33	30.59 %
Air-Cond	46.49	23.17 %
Home-The	12.87	30.01 %
W-Purifi	7.70	67.02 %
Dishwash	2.69	58.87 %
Oven	2.00	55.70 %
Total	462.32	35.66 %

Branch *	MTD Sales L	Brand Share %
KPM2	47.61	29.00 %
TRL1	23.95	28.67 %
VEL2	19.06	27.16 %
TRT1	13.62	21.24 %
ABR1	10.93	24.38 %
KPM1	9.97	20.30 %
ANI1	9.55	29.02 %
CYR1	8.06	17.85 %
WJD1	5.80	15.40 %
Total	462.32	35.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	159.94	27.90 %
Wash-Mac	69.28	31.64 %
Fridge	63.04	26.35 %
Air-Cond	36.48	17.57 %
Home-The	6.33	16.36 %
W-Purifi	6.14	74.26 %
Dishwash	1.96	36.81 %
Oven	1.37	50.97 %
Total	344.53	26.62 %

Branch *	MTD Sales L	Brand Share %
KKI2	24.08	26.28 %
CUD1	21.90	20.18 %
SJI2	20.44	18.24 %
NVL2	17.02	20.91 %
VPM2	16.44	22.00 %
CDM1	15.57	16.58 %
STP1	3.54	13.39 %
VPM1	2.79	13.35 %
MKM1	2.59	8.85 %
TVM2	2.49	11.48 %
SJI1		0.00 %
Total	344.53	26.62 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	9.22	34.27 %
LED TV	8.28	21.57 %
Fridge	5.63	20.90 %
Wash-Mac	2.48	17.24 %
Dishwash	0.75	59.86 %
Oven	0.20	26.46 %
Home-The	0.15	5.19 %
Total	26.71	23.70 %

Branch *	MTD Sales L	Brand Share %
TVP1	19.18	26.36 %
PAS1	5.71	25.14 %
KLR1	2.06	12.16 %
TVSD		0.00 %
Total	26.71	23.70 %