

MTD Sales
2,452.79 L

Brand Share %
31.32 %

Information:

MTD : 01-09-2025 To 22-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **31.32 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	783.28	33.74 %
Air-Cond	603.28	28.56 %
Fridge	484.00	30.32 %
Wash-Mac	468.80	31.65 %
W-Purifi	55.61	59.47 %
Home-The	31.29	19.35 %
Oven	13.93	48.03 %
Dishwash	12.61	35.28 %
Total	2,452.79	31.32 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	532.86	34.00 %
CHENNAI-01	321.49	28.87 %
CHENNAI-02	292.22	31.44 %
TRICHY-01	279.63	30.82 %
SOUTH-03	252.04	28.52 %
WEST-02	219.86	33.27 %
NORTH ARCOT	170.87	37.31 %
WEST-01	170.23	28.44 %
SOUTH ARCOT	168.96	30.83 %
KL-SOUTH	44.63	27.19 %
Total	2,452.79	31.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	175.66	39.96 %
Air-Cond	149.53	29.67 %
Wash-Mac	99.16	38.53 %
Fridge	87.87	29.65 %
W-Purifi	11.60	59.41 %
Home-The	3.92	10.48 %
Dishwash	2.67	36.77 %
Oven	2.44	44.06 %
Total	532.86	34.00 %

Branch *	MTD Sales L	Brand Share %
NGR1	25.54	29.69 %
SVK1	12.12	29.94 %
VLY1	10.63	26.50 %
TKS1	7.97	21.32 %
ERL2	7.64	25.84 %
VKM1	5.34	27.08 %
SKD1	5.25	29.94 %
SNL1	4.48	22.89 %
TVL2	2.47	17.58 %
COL1	2.46	30.02 %
STU2	2.37	14.61 %
SGT1	2.16	25.46 %
KYR1	2.11	17.91 %
S2SD	1.48	7.47 %
Total	532.86	34.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	97.20	34.44 %
Air-Cond	80.12	22.83 %
Wash-Mac	69.89	31.52 %
Fridge	57.38	27.12 %
W-Purifi	8.35	48.69 %
Home-The	4.47	25.01 %
Oven	2.16	51.25 %
Dishwash	1.92	24.09 %
Total	321.49	28.87 %

Branch *	MTD Sales L	Brand Share %
CH14	22.44	25.68 %
CH08	18.26	25.66 %
CH05	16.93	26.12 %
CH19	14.76	25.41 %
CH11	13.50	27.26 %
CH07	11.82	24.92 %
CH48	11.30	24.89 %
CH30	9.91	24.12 %
CH42	9.57	15.86 %
CH28	9.42	19.89 %
AVD1	9.23	24.15 %
CH22	8.05	24.15 %
CH39	7.33	29.78 %
SKL1	6.44	24.39 %
KNR1	5.38	23.54 %
CH38	3.37	15.36 %
MC10	1.12	30.36 %
CH40	1.10	22.40 %
Total	321.49	28.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	98.50	37.04 %
Air-Cond	92.53	27.98 %
Wash-Mac	43.50	26.63 %
Fridge	41.92	30.40 %
W-Purifi	7.57	65.31 %
Home-The	4.54	33.53 %
Dishwash	2.35	87.39 %
Oven	1.31	35.28 %
Total	292.22	31.44 %

Branch *	MTD Sales L	Brand Share %
CH03	23.96	25.79 %
CH12	18.39	28.23 %
CH18	17.77	30.52 %
CH15	16.01	15.76 %
CH24	11.13	23.36 %
MJR1	10.48	30.11 %
CH06	10.46	23.90 %
CH41	5.75	19.33 %
CH44	4.54	16.32 %
GPD1	3.49	16.73 %
CH32	1.56	19.44 %
CH01		0.00 %
Total	292.22	31.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	99.71	36.27 %
Air-Cond	73.20	26.15 %
Fridge	56.60	30.65 %
Wash-Mac	41.25	29.14 %
W-Purifi	3.36	55.86 %
Home-The	3.33	22.09 %
Dishwash	1.53	41.62 %
Oven	0.64	40.54 %
Total	279.63	30.82 %

Branch *	MTD Sales L	Brand Share %
PBR2	15.44	30.73 %
TNJ1	13.16	24.92 %
TNJ2	11.32	25.25 %
MVM1	10.23	22.52 %
MDI1	8.48	24.42 %
TYR1	6.99	27.35 %
KIK1	6.88	21.61 %
PDK1	5.70	26.20 %
AYR1	5.04	28.98 %
MSI1	4.54	28.77 %
APM1	2.54	22.83 %
TZSD	2.27	16.97 %
TRY3	1.45	7.29 %
TRY2	1.29	6.99 %
ORU1	0.71	3.94 %
Total	279.63	30.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	71.61	32.85 %
LED TV	68.21	25.74 %
Wash-Mac	51.20	28.65 %
Air-Cond	50.45	26.77 %
W-Purifi	6.68	56.27 %
Oven	1.83	65.48 %
Home-The	1.79	10.86 %
Dishwash	0.29	11.32 %
Total	252.04	28.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	25.73	23.48 %
MDU2	15.47	27.89 %
MDU6	13.02	27.80 %
DGL1	12.28	19.53 %
ATG1	11.31	26.13 %
TMM1	8.13	27.00 %
MDU3	6.00	24.50 %
MDU4	5.17	26.54 %
KRR1	3.90	27.13 %
PNV1	2.81	19.29 %
KKD2	2.69	17.07 %
TEN1	2.44	12.92 %
ADP1	2.09	12.63 %
DGL2	2.00	12.30 %
CMR1	1.58	24.65 %
MNM1	1.51	9.58 %
SZSD	1.37	6.98 %
MDU5	1.25	12.37 %
BTU1	0.92	10.43 %
NKI1	0.26	2.92 %
Total	252.04	28.52 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	67.61	31.35 %
Wash-Mac	52.99	31.85 %
Fridge	51.15	33.10 %
Air-Cond	35.02	37.23 %
W-Purifi	6.06	86.05 %
Home-The	5.10	25.57 %
Oven	1.53	62.27 %
Dishwash	0.39	57.40 %
Total	219.86	33.27 %

Branch *	MTD Sales L	Brand Share %
HSR2	13.76	29.04 %
SLM1	10.59	20.99 %
NKL2	8.83	30.27 %
ERD1	7.01	21.74 %
OML1	5.57	30.72 %
MTR1	4.93	29.29 %
ERD2	4.88	12.10 %
EPI1	3.87	29.16 %
WZWH	2.01	9.32 %
PLC1	1.85	18.31 %
DPR1	1.54	12.18 %
CMI1	1.07	14.20 %
Total	219.86	33.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	57.24	40.53 %
Air-Cond	35.25	34.07 %
Wash-Mac	33.30	37.54 %
Fridge	32.72	32.71 %
W-Purifi	6.06	73.98 %
Home-The	4.71	36.69 %
Oven	1.20	48.44 %
Dishwash	0.39	35.45 %
Total	170.87	37.31 %

Branch *	MTD Sales L	Brand Share %
KPM2	13.86	28.83 %
ABR1	6.86	31.11 %
TRL1	5.91	13.61 %
WJD1	2.52	16.77 %
CYR1	2.12	19.46 %
PLR1	0.93	17.48 %
NASD		0.00 %
Total	170.87	37.31 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.52	28.57 %
Wash-Mac	39.13	27.18 %
Fridge	38.60	28.17 %
Air-Cond	25.24	31.14 %
W-Purifi	3.01	45.96 %
Oven	2.23	55.51 %
Dishwash	1.95	34.56 %
Home-The	1.56	10.05 %
Total	170.23	28.44 %

Branch *	MTD Sales L	Brand Share %
CBE2	27.03	26.68 %
PLI1	7.34	27.47 %
KMR1	6.40	17.04 %
SNR1	6.19	24.89 %
UAM1	5.80	18.55 %
TPR2	5.35	31.17 %
UMP1	4.76	25.70 %
TPR3	4.31	25.93 %
KMD1	4.16	25.54 %
DPM2	4.08	28.85 %
GBM1	3.89	30.15 %
MPM1	3.74	27.36 %
CBE5	3.67	19.63 %
CBE3	3.12	28.28 %
CBE1	2.05	12.31 %
PDM1	1.55	14.21 %
SYM2	1.11	7.11 %
WZSD	0.93	6.67 %
Total	170.23	28.44 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	53.51	33.97 %
LED TV	49.22	28.83 %
Fridge	32.03	29.50 %
Wash-Mac	29.14	31.49 %
W-Purifi	2.91	66.65 %
Home-The	1.43	13.20 %
Dishwash	0.40	18.05 %
Oven	0.31	27.00 %
Total	168.96	30.83 %

Branch *	MTD Sales L	Brand Share %
POY1	16.76	25.79 %
CUD1	11.89	24.17 %
VPM2	9.12	26.16 %
CDM1	5.61	17.03 %
PRT1	4.85	22.47 %
TVM2	2.78	26.44 %
TVM1	2.64	21.79 %
VPM1	2.62	22.94 %
MKM1	1.61	12.76 %
WHNV		0.00 %
Total	168.96	30.83 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	14.12	29.69 %
LED TV	11.40	18.62 %
Wash-Mac	9.23	34.35 %
Air-Cond	8.43	38.20 %
Dishwash	0.72	36.66 %
Home-The	0.43	20.30 %
Oven	0.29	26.72 %
Total	44.63	27.19 %

Branch *	MTD Sales L	Brand Share %
PAS1	2.83	7.14 %
Total	44.63	27.19 %