

MTD Sales
2,638.36 L

Brand Share %
31.60 %

Information:

MTD : 01-09-2025 To 23-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **31.60 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	845.05	34.01 %
Air-Cond	671.54	29.23 %
Fridge	505.74	30.27 %
Wash-Mac	495.76	31.88 %
W-Purifi	57.86	59.35 %
Home-The	33.80	19.49 %
Oven	14.81	48.31 %
Dishwash	13.80	34.26 %
Total	2,638.36	31.60 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	572.65	34.10 %
CHENNAI-01	350.80	29.50 %
CHENNAI-02	326.15	32.53 %
TRICHY-01	293.95	30.44 %
SOUTH-03	267.09	28.56 %
WEST-02	234.82	33.25 %
WEST-01	184.64	29.28 %
NORTH ARCOT	183.67	37.95 %
SOUTH ARCOT	178.67	30.28 %
KL-SOUTH	45.92	27.35 %
Total	2,638.36	31.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	184.72	39.62 %
Air-Cond	167.71	30.19 %
Wash-Mac	104.51	38.82 %
Fridge	94.56	29.96 %
W-Purifi	11.76	58.30 %
Home-The	4.09	10.48 %
Dishwash	2.67	34.58 %
Oven	2.62	45.88 %
Total	572.65	34.10 %

Branch *	MTD Sales L	Brand Share %
NGR1	29.13	30.33 %
VL1	11.38	27.29 %
TKS1	8.25	21.34 %
ERL2	7.91	24.94 %
APK2	5.52	31.36 %
SNL1	4.48	22.25 %
TVL2	2.47	16.50 %
STU2	2.37	14.61 %
KYR1	2.11	16.35 %
S2SD	1.48	7.31 %
Total	572.65	34.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	107.84	35.44 %
Air-Cond	89.46	23.48 %
Wash-Mac	75.34	32.40 %
Fridge	59.46	27.05 %
W-Purifi	8.79	49.32 %
Home-The	5.53	26.92 %
Oven	2.46	50.79 %
Dishwash	1.92	22.72 %
Total	350.80	29.50 %

Branch *	MTD Sales L	Brand Share %
CH14	25.42	27.56 %
CH08	19.26	25.22 %
CH05	18.57	26.21 %
CH11	15.75	29.12 %
CH19	15.20	23.71 %
CH07	12.38	24.58 %
CH48	11.55	25.13 %
CH30	10.86	25.35 %
AVD1	10.28	25.05 %
CH28	10.28	20.94 %
CH42	10.02	15.61 %
CH22	9.06	25.54 %
CH39	7.94	30.08 %
SKL1	6.44	23.37 %
CH38	6.19	24.14 %
KNR1	5.83	23.88 %
MC10	1.12	30.36 %
CH40	1.10	22.40 %
Total	350.80	29.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	114.39	31.33 %
LED TV	106.41	36.90 %
Wash-Mac	44.64	26.00 %
Fridge	44.12	30.72 %
W-Purifi	7.79	64.00 %
Home-The	4.64	32.60 %
Dishwash	2.76	89.05 %
Oven	1.40	33.78 %
Total	326.15	32.53 %

Branch *	MTD Sales L	Brand Share %
CH03	25.96	26.03 %
CH15	21.44	19.34 %
CH12	19.32	27.61 %
CH24	11.74	23.92 %
CH06	10.46	22.22 %
CH41	9.46	26.91 %
CH44	5.79	19.60 %
GPD1	4.11	18.31 %
CH32	2.18	25.15 %
CH01		0.00 %
Total	326.15	32.53 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	104.52	35.16 %
Air-Cond	77.53	26.14 %
Fridge	58.94	30.25 %
Wash-Mac	43.89	29.52 %
W-Purifi	3.47	55.16 %
Home-The	3.43	21.37 %
Dishwash	1.53	36.78 %
Oven	0.64	38.10 %
Total	293.95	30.44 %

Branch *	MTD Sales L	Brand Share %
KUM1	18.90	31.00 %
PBR2	16.67	30.34 %
TVR2	14.83	30.42 %
TNJ1	13.29	24.17 %
TNJ2	11.76	25.08 %
MVM1	10.84	21.22 %
MDI1	9.10	24.90 %
TYR1	7.48	28.42 %
KIK1	7.12	22.01 %
PDK1	5.87	25.30 %
MSI1	5.06	29.08 %
AYR1	5.04	27.25 %
APM1	2.85	22.07 %
TZSD	2.27	16.97 %
TRY3	1.45	6.85 %
TRY2	1.29	6.67 %
ORU1	0.71	3.94 %
Total	293.95	30.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	73.20	25.99 %
Fridge	73.10	32.34 %
Air-Cond	55.55	27.31 %
Wash-Mac	53.54	28.57 %
W-Purifi	6.91	55.29 %
Oven	1.92	66.60 %
Home-The	1.79	9.95 %
Dishwash	1.08	32.38 %
Total	267.09	28.56 %

Branch *	MTD Sales L	Brand Share %
MDU1	27.50	23.52 %
MDU2	15.77	27.28 %
DGL1	13.38	19.66 %
MDU6	13.14	27.20 %
ATG1	11.67	25.79 %
DKI1	9.91	31.32 %
TMM1	8.39	26.36 %
MDU3	6.62	25.39 %
MDU4	5.73	27.36 %
TEN1	2.83	13.43 %
PNV1	2.81	18.81 %
KKD2	2.69	16.93 %
DGL2	2.34	12.43 %
ADP1	2.09	11.95 %
CMR1	1.87	27.50 %
MDU5	1.59	14.09 %
MNM1	1.51	9.45 %
SZSD	1.37	6.98 %
BTU1	0.92	9.61 %
NKI1	0.26	2.89 %
Total	267.09	28.56 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	75.93	32.54 %
Wash-Mac	56.18	32.41 %
Fridge	52.20	32.20 %
Air-Cond	36.90	35.14 %
W-Purifi	6.06	86.05 %
Home-The	5.53	25.67 %
Oven	1.62	63.65 %
Dishwash	0.39	33.65 %
Total	234.82	33.25 %

Branch *	MTD Sales L	Brand Share %
HSR2	13.76	29.04 %
SLM1	12.11	21.50 %
NKL2	9.07	30.72 %
ERD1	7.97	22.42 %
ERD2	7.28	14.91 %
MTR1	5.96	29.65 %
OML1	5.57	29.35 %
EPI1	3.87	27.43 %
PLC1	2.44	21.17 %
WZWH	2.01	9.32 %
DPR1	1.54	11.60 %
CMI1	1.44	17.90 %
Total	234.82	33.25 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	64.23	29.71 %
Wash-Mac	42.54	28.09 %
Fridge	41.31	28.73 %
Air-Cond	27.59	31.94 %
W-Purifi	3.12	46.86 %
Oven	2.35	56.79 %
Dishwash	1.95	34.56 %
Home-The	1.56	9.50 %
Total	184.64	29.28 %

Branch *	MTD Sales L	Brand Share %
CBE2	29.94	27.89 %
PLI1	7.83	27.92 %
SNR1	7.24	27.07 %
KMR1	7.03	17.87 %
UAM1	6.04	19.10 %
TPR2	5.55	30.76 %
UMP1	5.31	26.27 %
TPR3	5.18	28.58 %
DPM2	4.43	27.96 %
KMD1	4.40	26.93 %
CBE5	3.87	20.44 %
MPM1	3.74	26.94 %
CBE3	3.36	28.75 %
CBE1	2.61	14.13 %
PDM1	1.72	15.32 %
SYM2	1.64	9.40 %
WZSD	0.93	6.67 %
Total	184.64	29.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	62.70	41.64 %
Air-Cond	38.81	34.84 %
Wash-Mac	35.31	37.68 %
Fridge	33.36	32.63 %
W-Purifi	6.70	75.86 %
Home-The	5.20	38.08 %
Oven	1.20	48.44 %
Dishwash	0.39	35.45 %
Total	183.67	37.95 %

Branch *	MTD Sales L	Brand Share %
KPM2	14.70	28.78 %
TRL1	6.11	13.96 %
TRT1	3.85	31.04 %
WJD1	2.80	17.93 %
CYR1	2.40	20.06 %
PLR1	0.93	16.25 %
NASD		0.00 %
Total	183.67	37.95 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	54.44	32.06 %
LED TV	54.10	29.20 %
Fridge	34.16	29.80 %
Wash-Mac	30.58	30.85 %
W-Purifi	3.24	69.00 %
Home-The	1.43	12.25 %
Dishwash	0.40	10.93 %
Oven	0.31	27.00 %
Total	178.67	30.28 %

Branch *	MTD Sales L	Brand Share %
POY1	17.83	25.95 %
POY2	16.47	31.08 %
CUD1	12.44	23.10 %
VPM2	10.10	26.86 %
SJI1	9.85	30.85 %
PRT1	5.79	24.71 %
CDM1	5.61	15.88 %
TDM1	5.58	31.22 %
TVM1	3.28	24.32 %
TVM2	2.90	24.58 %
VPM1	2.79	22.62 %
MKM1	2.37	17.74 %
WHNV		0.00 %
Total	178.67	30.28 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	14.51	30.05 %
LED TV	11.40	18.41 %
Wash-Mac	9.23	33.30 %
Air-Cond	9.16	39.28 %
Dishwash	0.72	36.66 %
Home-The	0.60	26.05 %
Oven	0.29	26.72 %
Total	45.92	27.35 %

Branch *	MTD Sales L	Brand Share %
PAS1	2.83	7.04 %
Total	45.92	27.35 %