

MTD Sales
5,915.27 L

Brand Share %
29.00 %

Information:

MTD : 01-10-2025 To 23-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.00 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	2,710.70	32.12 %
Wash-Mac	1,161.65	29.14 %
Fridge	1,075.27	27.44 %
Air-Cond	703.21	21.83 %
Home-The	102.55	20.30 %
W-Purifi	83.45	60.98 %
Dishwash	52.03	40.56 %
Oven	26.42	42.07 %
Total	5,915.27	29.00 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,093.45	32.46 %
WEST-02	824.40	30.97 %
SOUTH-03	777.14	25.69 %
CHENNAI-01	707.24	30.35 %
TRICHY-01	588.42	24.92 %
WEST-01	520.22	27.93 %
CHENNAI-02	514.72	26.95 %
NORTH ARCOT	492.10	35.73 %
SOUTH ARCOT	368.82	26.68 %
KL-SOUTH	28.76	23.90 %
Total	5,915.27	29.00 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	442.99	34.54 %
Wash-Mac	222.53	34.15 %
Air-Cond	200.20	30.81 %
Fridge	190.22	29.48 %
W-Purifi	16.29	60.21 %
Home-The	8.15	10.23 %
Dishwash	7.59	33.66 %
Oven	5.48	53.53 %
Total	1,093.45	32.46 %

Branch *	MTD Sales L	Brand Share %
VNR2	36.25	26.34 %
SVK1	29.73	25.77 %
TKS1	27.54	23.91 %
VLY1	21.84	28.95 %
TCN1	21.79	27.76 %
VNR1	13.67	26.50 %
SNL1	12.90	19.71 %
SKD1	10.21	24.48 %
STU2	10.17	23.73 %
KYR1	8.68	22.60 %
TVL2	6.16	18.71 %
SGT1	4.84	21.05 %
S2SD	3.27	16.92 %
Total	1,093.45	32.46 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	394.16	33.08 %
Wash-Mac	188.73	30.97 %
Fridge	166.58	29.51 %
Air-Cond	41.64	21.08 %
Home-The	13.04	19.26 %
W-Purifi	10.45	81.36 %
Dishwash	6.54	55.09 %
Oven	3.25	50.02 %
Total	824.40	30.97 %

Branch *	MTD Sales L	Brand Share %
ERD2	51.27	22.46 %
SLM1	49.64	19.67 %
ERD1	42.84	23.88 %
HSR2	40.10	28.97 %
ATU1	28.39	27.57 %
MTR1	21.42	25.77 %
OML1	15.48	18.61 %
PLC1	10.36	20.43 %
CMI1	8.62	23.54 %
DPR1	5.45	15.48 %
WZWH	-0.09	-0.93 %
Total	824.40	30.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	343.11	28.07 %
Wash-Mac	158.90	25.83 %
Fridge	155.47	24.00 %
Air-Cond	86.03	20.57 %
W-Purifi	12.52	57.48 %
Home-The	11.10	15.55 %
Dishwash	6.85	35.96 %
Oven	3.17	36.79 %
Total	777.14	25.69 %

Branch *	MTD Sales L	Brand Share %
MDU1	90.59	20.97 %
DGL1	69.76	23.67 %
MDU6	43.88	25.55 %
MDU2	39.45	18.47 %
KKD3	24.09	20.77 %
MDU3	23.10	25.94 %
TMM1	21.77	21.39 %
BNR1	12.80	25.25 %
TEN1	8.96	12.09 %
ODM1	6.80	23.16 %
BTU1	5.98	17.45 %
ADP1	5.63	10.14 %
MNM1	5.51	15.85 %
PNV1	5.18	15.86 %
CMR1	4.87	16.12 %
NKI1	4.79	9.06 %
DGL2	4.43	7.61 %
MDU5	2.22	5.75 %
KKD2	1.59	11.20 %
SZSD	0.85	6.34 %
Total	777.14	25.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	311.37	35.84 %
Wash-Mac	130.11	29.82 %
Fridge	124.53	30.27 %
Air-Cond	101.76	19.86 %
Home-The	19.35	40.48 %
W-Purifi	9.31	48.74 %
Dishwash	7.67	30.22 %
Oven	3.14	35.54 %
Total	707.24	30.35 %

Branch *	MTD Sales L	Brand Share %
CH14	49.08	28.40 %
CH08	42.87	27.64 %
CH05	36.68	25.03 %
CH19	31.02	23.17 %
CH28	30.23	27.07 %
CH42	30.10	26.08 %
CH07	23.73	24.85 %
AVD1	23.67	23.41 %
MRM1	22.34	27.02 %
CH22	16.63	24.08 %
CH30	13.64	17.56 %
KNR1	13.09	23.37 %
CH38	12.93	28.42 %
CZWH	8.03	15.91 %
CH26	2.37	16.68 %
MC09		0.00 %
WCHN		0.00 %
Total	707.24	30.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	290.51	27.47 %
Fridge	106.81	24.72 %
Wash-Mac	93.95	25.87 %
Air-Cond	73.62	17.12 %
Home-The	8.63	17.30 %
W-Purifi	7.34	59.87 %
Dishwash	5.41	54.08 %
Oven	2.15	33.19 %
Total	588.42	24.92 %

Branch *	MTD Sales L	Brand Share %
TRY1	81.13	23.60 %
KUM1	34.77	27.52 %
TNJ1	32.52	21.18 %
TRY4	30.99	27.41 %
TNJ2	30.13	22.12 %
PBR2	29.64	21.43 %
MVM1	27.52	20.97 %
TVR2	26.54	23.52 %
MDI1	25.96	27.71 %
TYR1	23.90	25.77 %
JKM1	19.58	25.67 %
KIK1	13.78	24.23 %
AYR1	12.53	22.40 %
PDK1	11.97	20.77 %
MSI1	9.38	19.05 %
TRY2	8.80	16.61 %
TRY3	6.69	7.60 %
APM1	5.00	20.13 %
ORU1	2.45	6.66 %
TZSD		0.00 %
Total	588.42	24.92 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	242.10	30.17 %
Wash-Mac	112.00	25.21 %
Fridge	95.90	25.35 %
Air-Cond	46.08	30.88 %
Home-The	10.02	17.39 %
Dishwash	7.98	50.80 %
W-Purifi	3.84	45.33 %
Oven	2.30	34.11 %
Total	520.22	27.93 %

Branch *	MTD Sales L	Brand Share %
CBE2	69.27	21.25 %
TPR2	32.74	28.44 %
PLI1	25.90	27.92 %
KMR1	23.97	23.13 %
CBE4	22.39	27.48 %
SNR1	16.43	28.03 %
MPM1	15.34	23.92 %
UAM1	12.56	19.13 %
TPR1	11.50	14.92 %
UMP1	11.24	26.14 %
CBE1	10.26	20.28 %
SYM2	6.36	11.38 %
CBE3	6.33	26.60 %
PDM1	4.65	12.03 %
ANR1	3.91	25.25 %
TPR3	3.60	6.20 %
WZSD	1.94	17.98 %
Total	520.22	27.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	251.00	32.89 %
Wash-Mac	91.40	25.95 %
Fridge	87.67	27.74 %
Air-Cond	56.99	14.04 %
Home-The	11.17	27.15 %
W-Purifi	9.01	69.92 %
Dishwash	4.23	39.08 %
Oven	3.26	43.36 %
Total	514.72	26.95 %

Branch *	MTD Sales L	Brand Share %
CH03	45.68	21.70 %
CH15	44.02	21.78 %
CH21	32.78	28.23 %
CH12	31.03	22.15 %
CH06	27.88	27.95 %
CH18	25.61	26.78 %
MJR1	21.73	24.66 %
CH20	21.52	22.15 %
CH09	20.40	24.77 %
CH41	19.81	26.00 %
CH24	16.75	21.79 %
CH44	14.81	24.85 %
CH17	13.63	25.64 %
GPD1	11.17	24.63 %
PON1	8.90	24.41 %
CH32	0.91	11.19 %
Total	514.72	26.95 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	254.39	42.32 %
Wash-Mac	87.31	33.19 %
Fridge	75.53	31.64 %
Air-Cond	48.19	23.18 %
Home-The	13.85	30.31 %
W-Purifi	8.03	65.58 %
Dishwash	2.69	58.87 %
Oven	2.10	53.11 %
Total	492.10	35.73 %

Branch *	MTD Sales L	Brand Share %
TRL1	24.60	28.24 %
VEL2	19.84	26.74 %
TRT1	14.16	21.45 %
ABR1	11.42	23.90 %
KPM1	10.65	20.97 %
CYR1	8.40	17.36 %
WJD1	6.27	15.74 %
Total	492.10	35.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	171.54	28.21 %
Wash-Mac	73.71	31.25 %
Fridge	66.91	26.16 %
Air-Cond	39.22	17.61 %
Home-The	7.09	17.20 %
W-Purifi	6.65	74.54 %
Dishwash	2.33	35.18 %
Oven	1.37	43.43 %
Total	368.82	26.68 %

Branch *	MTD Sales L	Brand Share %
KKI2	26.21	26.56 %
CUD1	22.62	19.52 %
SJI2	21.01	17.95 %
NVL2	18.29	20.85 %
VPM2	17.48	22.18 %
CDM1	16.67	16.73 %
STP1	3.54	12.58 %
TVM2	3.12	13.26 %
VPM1	2.79	13.10 %
MKM1	2.59	8.28 %
SJI1		0.00 %
Total	368.82	26.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	9.51	22.43 %
Air-Cond	9.49	34.93 %
Fridge	5.63	19.63 %
Wash-Mac	3.02	19.69 %
Dishwash	0.75	43.78 %
Oven	0.20	26.46 %
Home-The	0.15	5.12 %
Total	28.76	23.90 %

Branch *	MTD Sales L	Brand Share %
TVP1	20.41	26.21 %
PAS1	6.17	24.99 %
KLR1	2.41	13.79 %
TVSD		0.00 %
Total	28.76	23.90 %