

MTD Sales
3,407.04 L

Brand Share %
27.92 %

Information:

MTD : 01-08-2025 To 24-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.92 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,129.92	30.92 %
Wash-Mac	818.37	33.04 %
Fridge	756.77	28.87 %
Air-Cond	550.73	18.30 %
W-Purifi	63.90	61.84 %
Home-The	37.49	17.28 %
Oven	31.55	59.78 %
Dishwash	18.31	27.53 %
Total	3,407.04	27.92 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	564.47	28.69 %
CHENNAI-01	478.54	26.89 %
TRICHY-01	420.49	26.08 %
CHENNAI-02	388.11	27.74 %
SOUTH-03	359.51	25.82 %
WEST-02	330.97	28.68 %
WEST-01	300.39	30.05 %
NORTH ARCOT	274.43	33.85 %
SOUTH ARCOT	256.09	26.44 %
KL-SOUTH	34.04	28.58 %
Total	3,407.04	27.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	166.79	29.13 %
Wash-Mac	138.01	35.30 %
Fridge	120.11	29.10 %
Air-Cond	117.73	22.91 %
W-Purifi	11.04	57.85 %
Oven	6.05	65.86 %
Home-The	2.52	6.27 %
Dishwash	2.23	25.19 %
Total	564.47	28.69 %

Branch *	MTD Sales L	Brand Share %
NGR1	26.40	23.89 %
KVT1	24.48	25.52 %
VNR2	22.70	24.29 %
RPM1	19.21	25.39 %
TKS1	18.75	27.11 %
SKD1	15.35	27.59 %
SVK1	15.11	24.92 %
ERL2	14.12	22.88 %
TCN1	13.10	25.03 %
SNL1	8.38	25.15 %
VLY1	7.51	13.79 %
UDN1	6.47	23.79 %
TVL2	5.35	19.61 %
VKM1	4.96	27.18 %
KYR1	4.16	18.95 %
VNR1	3.68	15.06 %
ERL1	2.77	-255.26 %
STU2	2.63	11.43 %
ARM1	1.82	15.08 %
SGT1	0.62	5.13 %
S2SD		0.00 %
WHTV		0.00 %
Total	564.47	28.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	148.60	34.24 %
Wash-Mac	109.88	33.55 %
Air-Cond	109.82	17.73 %
Fridge	82.61	24.89 %
W-Purifi	9.70	58.64 %
Home-The	8.45	30.51 %
Oven	5.54	63.28 %
Dishwash	3.95	28.98 %
Total	478.54	26.89 %

Branch *	MTD Sales L	Brand Share %
CH14	32.23	25.88 %
CH05	25.57	19.77 %
CH07	21.97	26.85 %
CH28	20.51	27.19 %
CH11	20.18	24.01 %
CH48	16.62	22.09 %
CH42	14.59	16.25 %
CH30	13.22	15.50 %
CH22	12.64	20.28 %
AVD1	10.93	18.36 %
KNR1	8.81	27.23 %
CH39	8.05	21.90 %
CGL1	6.06	19.56 %
CZWH	2.72	21.29 %
CH40	1.70	10.24 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.55	5.63 %
Total	478.54	26.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	137.75	28.03 %
Fridge	105.29	28.14 %
Wash-Mac	90.88	33.46 %
Air-Cond	73.48	16.93 %
W-Purifi	6.64	64.06 %
Home-The	2.67	12.13 %
Oven	2.19	46.92 %
Dishwash	1.60	40.99 %
Total	420.49	26.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	61.40	25.58 %
MVM1	27.86	23.97 %
MDI1	24.79	25.79 %
PBR2	23.75	24.64 %
TVR2	22.61	24.84 %
TNJ1	20.87	20.99 %
TNJ2	20.08	24.17 %
KIK1	13.59	22.54 %
JKM1	12.86	27.51 %
PBR1	7.59	24.74 %
APM1	6.62	27.86 %
MSI1	6.59	23.05 %
TRY3	6.03	13.47 %
TRY2	2.95	10.19 %
ORU1	1.38	4.85 %
TZSD		0.00 %
WTRZ	-0.17	11.70 %
Total	420.49	26.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	139.56	35.07 %
Fridge	82.92	32.90 %
Wash-Mac	82.41	31.33 %
Air-Cond	61.96	14.07 %
W-Purifi	8.68	71.94 %
Home-The	6.00	30.97 %
Oven	4.65	57.28 %
Dishwash	1.92	31.27 %
Total	388.11	27.74 %

Branch *	MTD Sales L	Brand Share %
CH03	38.32	23.96 %
CH15	32.54	20.38 %
CH20	19.40	27.46 %
CH12	16.27	18.89 %
CH06	15.82	24.11 %
MJR1	15.61	24.18 %
CH41	15.28	26.27 %
CH44	11.21	23.99 %
PON1	8.84	27.17 %
CH24	6.06	14.89 %
CH32	2.96	19.91 %
MC06	0.87	26.06 %
MC05		0.00 %
MC08		0.00 %
Total	388.11	27.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	112.26	26.62 %
Fridge	90.37	27.57 %
Wash-Mac	84.30	27.91 %
Air-Cond	56.95	19.74 %
W-Purifi	9.76	56.07 %
Home-The	2.52	9.61 %
Oven	2.18	50.12 %
Dishwash	1.18	25.93 %
Total	359.51	25.82 %

Branch *	MTD Sales L	Brand Share %
MDU1	38.60	20.27 %
DGL1	19.83	19.20 %
MDU2	17.89	18.14 %
TMM1	11.49	27.75 %
MDU4	10.08	26.52 %
KKD2	9.12	20.85 %
MDU3	8.85	24.88 %
KRR1	7.21	24.37 %
PNV1	4.94	26.28 %
MNM1	3.49	23.39 %
TEN1	3.27	9.65 %
DGL2	2.75	8.96 %
KPT1	2.01	17.36 %
ADP1	1.98	8.43 %
ODM1	1.93	14.53 %
BTU1	1.48	8.93 %
MDU5	1.43	7.23 %
CMR1	0.93	6.83 %
NKI1	0.58	2.86 %
SZSD		0.00 %
Total	359.51	25.82 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	124.04	31.62 %
Wash-Mac	88.07	31.26 %
Fridge	78.10	28.67 %
Air-Cond	27.17	16.22 %
W-Purifi	4.94	68.39 %
Home-The	4.07	19.78 %
Dishwash	2.35	29.70 %
Oven	2.24	51.70 %
Total	330.97	28.68 %

Branch *	MTD Sales L	Brand Share %
SLM1	19.76	20.45 %
HSR2	17.13	24.09 %
ERD1	16.97	21.70 %
MTR1	12.61	25.02 %
SLM2	11.13	23.09 %
ERD2	10.58	15.29 %
OML1	9.32	25.08 %
TCG1	4.26	18.48 %
PLC1	3.45	18.95 %
DPR1	1.69	8.27 %
CMI1	1.39	11.79 %
WHPD		0.00 %
WZWH		0.00 %
Total	330.97	28.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	113.50	32.36 %
Wash-Mac	81.64	30.54 %
Fridge	68.18	29.80 %
Air-Cond	23.38	23.03 %
Oven	3.94	60.83 %
Home-The	3.61	16.35 %
Dishwash	3.15	20.81 %
W-Purifi	2.99	38.68 %
Total	300.39	30.05 %

Branch *	MTD Sales L	Brand Share %
MPM1	7.71	23.71 %
UAM1	7.43	17.59 %
TPR1	6.39	16.54 %
CBE3	4.39	26.30 %
TPR3	3.71	15.77 %
CBE1	3.60	7.73 %
PDM1	2.36	11.65 %
ANR1	2.20	22.87 %
SYM2	2.08	10.42 %
WHCB		0.00 %
WZSD		0.00 %
Total	300.39	30.05 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	98.98	38.40 %
Wash-Mac	63.35	40.95 %
Fridge	58.54	32.19 %
Air-Cond	37.30	20.27 %
W-Purifi	6.88	85.43 %
Home-The	5.78	30.33 %
Oven	2.81	79.75 %
Dishwash	0.78	45.19 %
Total	274.43	33.85 %

Branch *	MTD Sales L	Brand Share %
TRL1	11.57	18.97 %
ARC2	11.56	27.78 %
KPM1	9.31	25.89 %
TRT1	7.06	25.44 %
ABR1	6.47	21.01 %
PLR1	4.21	25.60 %
CYR1	3.28	16.25 %
WJD1	2.86	14.55 %
SLG1	2.76	16.93 %
WHVL		0.00 %
Total	274.43	33.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	77.97	26.02 %
Wash-Mac	73.48	37.49 %
Fridge	60.43	29.31 %
Air-Cond	37.89	15.76 %
W-Purifi	2.67	70.86 %
Home-The	1.58	9.21 %
Oven	1.28	62.21 %
Dishwash	0.79	23.00 %
Total	256.09	26.44 %

Branch *	MTD Sales L	Brand Share %
POY1	32.50	26.74 %
POY2	26.63	25.15 %
CUD1	19.83	22.93 %
VPM2	15.77	23.74 %
NVL2	12.94	23.74 %
CDM1	10.44	15.60 %
SJI1	7.25	20.93 %
TVM2	5.05	26.42 %
PRT1	4.72	16.61 %
VPM1	3.35	23.96 %
TVM1	2.12	12.07 %
MKM1	2.08	9.41 %
WHNV	0.12	23.93 %
WHUT	-0.27	16.73 %
Total	256.09	26.44 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	10.46	28.73 %
Fridge	10.22	30.25 %
Wash-Mac	6.36	28.76 %
Air-Cond	5.05	24.72 %
Oven	0.69	51.15 %
W-Purifi	0.60	54.67 %
Dishwash	0.37	29.41 %
Home-The	0.29	10.85 %
Total	34.04	28.58 %

Branch *	MTD Sales L	Brand Share %
PAS1	4.45	17.46 %
Total	34.04	28.58 %