

MTD Sales
2,882.61 L

Brand Share %
31.83 %

Information:

MTD : 01-09-2025 To 24-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **31.83 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	943.68	34.34 %
Air-Cond	743.42	29.54 %
Fridge	536.94	30.47 %
Wash-Mac	531.16	32.10 %
W-Purifi	59.89	59.00 %
Home-The	36.74	19.08 %
Oven	15.39	48.07 %
Dishwash	15.38	32.60 %
Total	2,882.61	31.83 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	624.97	34.37 %
CHENNAI-01	376.15	29.23 %
CHENNAI-02	352.42	32.81 %
TRICHY-01	311.59	30.42 %
SOUTH-03	304.00	29.31 %
WEST-02	271.80	34.28 %
WEST-01	203.99	29.69 %
NORTH ARCOT	203.79	38.60 %
SOUTH ARCOT	187.54	29.53 %
KL-SOUTH	46.35	27.08 %
Total	2,882.61	31.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	205.34	39.59 %
Air-Cond	185.60	30.67 %
Wash-Mac	110.50	38.96 %
Fridge	100.29	30.42 %
W-Purifi	12.98	59.97 %
Home-The	4.09	9.31 %
Dishwash	3.43	34.53 %
Oven	2.73	46.88 %
Total	624.97	34.37 %

Branch *	MTD Sales L	Brand Share %
RPM1	34.27	30.74 %
NGR1	31.56	31.48 %
SVK1	14.42	31.19 %
VLY1	11.93	25.65 %
TKS1	9.38	22.34 %
ERL2	8.96	26.17 %
APK2	5.79	30.81 %
SNL1	5.08	23.40 %
KYR1	2.50	18.13 %
TVL2	2.47	15.51 %
STU2	2.37	13.80 %
S2SD	1.48	7.03 %
Total	624.97	34.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	119.88	34.19 %
Air-Cond	94.84	23.52 %
Wash-Mac	79.59	32.49 %
Fridge	62.63	27.19 %
W-Purifi	8.79	47.47 %
Home-The	6.03	26.22 %
Oven	2.46	49.66 %
Dishwash	1.92	17.67 %
Total	376.15	29.23 %

Branch *	MTD Sales L	Brand Share %
CH14	28.95	28.58 %
CH08	22.03	26.39 %
CH05	18.73	24.74 %
WHC3	17.30	26.71 %
CH11	16.58	29.58 %
CH19	16.17	23.46 %
CH07	12.54	22.56 %
CH48	11.55	23.71 %
CH42	11.35	16.90 %
AVD1	11.20	25.55 %
CH30	11.18	24.50 %
CH28	11.00	21.61 %
CH22	9.65	25.52 %
CH38	7.57	27.17 %
SKL1	6.44	23.28 %
KNR1	6.10	23.95 %
MC10	1.12	30.36 %
CH40	1.10	20.87 %
Total	376.15	29.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	124.82	31.83 %
LED TV	116.20	36.85 %
Wash-Mac	47.75	26.44 %
Fridge	45.87	30.54 %
W-Purifi	7.79	62.39 %
Home-The	5.42	34.42 %
Dishwash	3.16	90.37 %
Oven	1.40	33.78 %
Total	352.42	32.81 %

Branch *	MTD Sales L	Brand Share %
CH03	27.17	25.24 %
CH15	22.15	19.13 %
CH12	19.44	25.63 %
CH24	12.21	23.41 %
CH06	11.87	22.95 %
CH41	10.07	25.57 %
CH44	6.72	21.03 %
GPD1	3.81	16.32 %
CH01		0.00 %
Total	352.42	32.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	111.91	35.34 %
Air-Cond	82.16	25.98 %
Fridge	60.62	29.55 %
Wash-Mac	47.39	30.26 %
Home-The	3.69	21.91 %
W-Purifi	3.47	54.14 %
Dishwash	1.53	36.78 %
Oven	0.84	38.32 %
Total	311.59	30.42 %

Branch *	MTD Sales L	Brand Share %
KUM1	19.83	30.83 %
PBR2	18.07	30.45 %
TVR2	15.83	30.66 %
TNJ1	14.51	24.33 %
TNJ2	12.45	24.81 %
MVM1	11.00	20.58 %
MDI1	10.82	27.41 %
KIK1	7.86	22.65 %
TYR1	7.65	27.78 %
PDK1	6.04	25.85 %
MSI1	5.06	27.54 %
AYR1	5.04	26.44 %
APM1	2.85	21.73 %
TRY3	2.34	9.86 %
TZSD	2.27	16.88 %
TRY2	1.71	8.51 %
ORU1	0.71	3.88 %
Total	311.59	30.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	86.91	28.14 %
Fridge	81.67	33.51 %
Air-Cond	65.83	26.96 %
Wash-Mac	57.62	28.77 %
W-Purifi	6.91	53.27 %
Home-The	2.05	9.85 %
Oven	1.92	63.97 %
Dishwash	1.08	32.38 %
Total	304.00	29.31 %

Branch *	MTD Sales L	Brand Share %
MDU1	29.07	24.05 %
MDU2	16.54	27.55 %
DGL1	14.37	20.38 %
MDU6	13.63	27.60 %
ATG1	13.15	26.70 %
DKI1	10.11	31.10 %
TMM1	8.67	25.76 %
TEN2	7.28	31.57 %
MDU3	7.26	25.21 %
MDU4	6.14	28.12 %
KRR1	5.48	30.25 %
KKD2	3.18	18.78 %
TEN1	2.83	12.66 %
PNV1	2.81	18.22 %
DGL2	2.62	12.83 %
ADP1	2.26	12.39 %
CMR1	2.19	28.51 %
MDU5	1.59	13.24 %
MNM1	1.51	9.39 %
BTU1	1.42	14.27 %
SZSD	1.37	6.94 %
NKI1	0.50	5.49 %
Total	304.00	29.31 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	92.22	34.52 %
Wash-Mac	63.87	33.25 %
Fridge	55.15	31.64 %
Air-Cond	46.48	37.35 %
W-Purifi	6.22	86.35 %
Home-The	5.80	24.82 %
Oven	1.68	64.39 %
Dishwash	0.39	23.80 %
Total	271.80	34.28 %

Branch *	MTD Sales L	Brand Share %
HSR2	14.87	28.30 %
SLM1	13.14	22.35 %
ERD1	8.82	22.29 %
ERD2	7.76	15.16 %
MTR1	6.62	31.02 %
EPI1	4.15	26.46 %
PLC1	2.44	19.84 %
WZWH	2.01	9.04 %
DPR1	1.67	12.43 %
CMI1	1.44	17.17 %
Total	271.80	34.28 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	73.27	30.37 %
Wash-Mac	45.62	28.45 %
Fridge	45.13	29.49 %
Air-Cond	29.79	31.06 %
W-Purifi	3.12	46.86 %
Oven	2.57	57.26 %
Dishwash	2.35	38.97 %
Home-The	2.14	11.07 %
Total	203.99	29.69 %

Branch *	MTD Sales L	Brand Share %
CBE2	32.49	27.48 %
CBE4	10.94	31.48 %
TPR1	9.68	31.01 %
PLI1	8.39	28.94 %
SNR1	7.94	27.22 %
KMR1	7.56	18.31 %
UAM1	7.26	19.60 %
TPR2	5.88	31.53 %
UMP1	5.43	23.45 %
KMD1	5.37	26.82 %
TPR3	5.18	28.13 %
DPM2	5.17	28.79 %
CBE5	3.87	20.44 %
CBE3	3.58	29.06 %
CBE1	3.29	16.97 %
PDM1	1.72	13.60 %
SYM2	1.64	9.23 %
WZSD	0.93	6.27 %
Total	203.99	29.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.94	42.29 %
Air-Cond	46.95	37.00 %
Wash-Mac	37.98	37.26 %
Fridge	35.59	33.08 %
W-Purifi	7.25	77.28 %
Home-The	5.49	37.61 %
Oven	1.20	47.35 %
Dishwash	0.39	19.01 %
Total	203.79	38.60 %

Branch *	MTD Sales L	Brand Share %
KPM2	16.04	30.11 %
TRL1	7.66	15.36 %
TRT1	4.10	27.87 %
WJD1	2.80	17.93 %
CYR1	2.40	18.69 %
PLR1	1.17	19.30 %
NASD		0.00 %
Total	203.79	38.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	57.49	28.25 %
Air-Cond	57.48	31.22 %
Fridge	35.48	29.70 %
Wash-Mac	31.60	29.87 %
W-Purifi	3.35	69.71 %
Home-The	1.43	11.43 %
Dishwash	0.40	10.93 %
Oven	0.31	25.75 %
Total	187.54	29.53 %

Branch *	MTD Sales L	Brand Share %
POY1	19.72	26.22 %
POY2	17.05	30.86 %
CUD1	12.93	21.92 %
VPM2	11.14	27.29 %
SJI1	10.15	30.16 %
CDM1	5.98	15.78 %
PRT1	5.79	22.64 %
TDM1	5.58	31.22 %
TVM1	4.06	27.27 %
VPM1	2.92	21.61 %
TVM2	2.90	22.91 %
MKM1	2.64	18.63 %
WHNV		0.00 %
Total	187.54	29.53 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	14.51	29.81 %
LED TV	11.52	18.29 %
Air-Cond	9.47	38.78 %
Wash-Mac	9.23	32.72 %
Dishwash	0.72	36.66 %
Home-The	0.60	24.85 %
Oven	0.29	26.72 %
Total	46.35	27.08 %

Branch *	MTD Sales L	Brand Share %
PAS1	2.83	6.96 %
Total	46.35	27.08 %