

MTD Sales
3,574.85 L

Brand Share %
27.75 %

Information:

MTD : 01-08-2025 To 25-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.75 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,179.74	30.82 %
Wash-Mac	859.52	32.82 %
Fridge	793.48	28.65 %
Air-Cond	583.84	18.22 %
W-Purifi	66.25	60.81 %
Home-The	40.52	17.82 %
Oven	32.79	59.46 %
Dishwash	18.71	26.83 %
Total	3,574.85	27.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	590.38	28.44 %
CHENNAI-01	507.79	26.81 %
TRICHY-01	439.29	25.90 %
CHENNAI-02	414.45	27.75 %
SOUTH-03	368.35	25.67 %
WEST-02	346.39	28.53 %
WEST-01	312.14	29.87 %
NORTH ARCOT	291.80	33.48 %
SOUTH ARCOT	265.19	26.01 %
KL-SOUTH	39.06	28.47 %
Total	3,574.85	27.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	169.65	28.87 %
Wash-Mac	146.07	35.16 %
Fridge	126.87	28.65 %
Air-Cond	124.61	22.75 %
W-Purifi	11.84	57.53 %
Oven	6.33	64.31 %
Home-The	2.79	6.61 %
Dishwash	2.23	23.08 %
Total	590.38	28.44 %

Branch *	MTD Sales L	Brand Share %
NGR1	33.54	24.04 %
KVT1	26.14	25.01 %
VNR2	24.71	25.11 %
RPM1	20.55	25.45 %
TKS1	19.13	26.41 %
SKD1	15.35	27.59 %
SVK1	15.11	24.73 %
ERL2	14.12	22.88 %
TCN1	13.10	25.03 %
SNL1	9.01	25.70 %
VLY1	7.89	13.59 %
UDN1	6.47	23.79 %
TVL2	5.35	18.85 %
VKM1	4.96	27.18 %
KYR1	4.16	18.95 %
VNR1	3.68	14.07 %
ERL1	2.77	-255.26 %
STU2	2.63	11.43 %
ARM1	1.82	15.08 %
SGT1	0.62	5.07 %
S2SD		0.00 %
WHTV		0.00 %
Total	590.38	28.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	160.76	34.60 %
Air-Cond	116.13	17.56 %
Wash-Mac	114.74	33.00 %
Fridge	87.65	25.02 %
W-Purifi	10.19	56.08 %
Home-The	8.83	30.72 %
Oven	5.54	62.03 %
Dishwash	3.95	28.00 %
Total	507.79	26.81 %

Branch *	MTD Sales L	Brand Share %
CH14	34.75	26.07 %
CH08	32.80	27.62 %
CH05	27.95	20.69 %
CH07	22.11	26.79 %
CH28	20.73	25.75 %
CH11	20.60	21.80 %
CH48	17.03	20.53 %
CH30	15.09	16.78 %
CH42	14.59	16.20 %
CH22	12.91	20.07 %
AVD1	11.81	18.39 %
CH39	8.63	22.42 %
CGL1	6.23	19.91 %
CZWH	2.72	18.29 %
CH40	1.98	11.43 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.55	5.63 %
Total	507.79	26.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	144.61	28.26 %
Fridge	109.49	28.07 %
Wash-Mac	93.85	32.81 %
Air-Cond	77.80	16.71 %
W-Purifi	6.80	61.67 %
Home-The	2.96	13.08 %
Oven	2.19	44.04 %
Dishwash	1.60	40.99 %
Total	439.29	25.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	64.94	25.21 %
MVM1	29.74	23.98 %
MDI1	26.21	25.84 %
PBR2	25.26	23.30 %
TVR2	24.51	25.25 %
TNJ1	22.18	21.19 %
TNJ2	20.53	23.62 %
KIK1	14.11	22.21 %
JKM1	13.55	27.69 %
TRY3	7.98	16.50 %
PBR1	7.73	24.88 %
MSI1	6.59	22.35 %
TRY2	2.95	10.19 %
ORU1	1.38	4.85 %
TZSD		0.00 %
WTRZ	-0.17	11.70 %
Total	439.29	25.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	148.37	35.10 %
Wash-Mac	90.24	31.79 %
Fridge	86.44	32.42 %
Air-Cond	67.25	14.24 %
W-Purifi	9.00	69.46 %
Home-The	6.58	32.29 %
Oven	4.65	56.91 %
Dishwash	1.92	29.02 %
Total	414.45	27.75 %

Branch *	MTD Sales L	Brand Share %
CH03	40.27	23.98 %
CH15	33.14	20.28 %
CH21	23.38	27.28 %
CH20	20.26	27.30 %
CH12	20.01	20.20 %
CH06	18.01	24.01 %
CH41	16.80	26.82 %
MJR1	15.78	23.87 %
CH44	12.36	24.69 %
PON1	9.75	26.98 %
CH24	6.70	15.01 %
CH32	2.96	19.91 %
MC05		0.00 %
MC08		0.00 %
Total	414.45	27.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	113.68	26.35 %
Fridge	93.41	27.45 %
Wash-Mac	86.41	27.79 %
Air-Cond	58.85	19.69 %
W-Purifi	10.00	56.45 %
Home-The	2.52	9.59 %
Oven	2.30	51.48 %
Dishwash	1.18	24.40 %
Total	368.35	25.67 %

Branch *	MTD Sales L	Brand Share %
MDU1	41.24	20.05 %
DGL1	21.47	18.45 %
MDU2	19.30	18.97 %
TMM1	11.49	27.75 %
MDU4	10.52	26.17 %
KKD2	9.12	20.85 %
MDU3	8.85	24.88 %
KRR1	7.21	24.22 %
PNV1	4.94	26.28 %
TEN1	4.60	11.74 %
MNM1	3.49	23.39 %
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	368.35	25.67 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	130.92	31.61 %
Wash-Mac	91.63	31.24 %
Fridge	80.78	28.23 %
Air-Cond	28.55	16.05 %
W-Purifi	5.06	67.21 %
Home-The	4.25	19.23 %
Dishwash	2.75	33.09 %
Oven	2.45	51.65 %
Total	346.39	28.53 %

Branch *	MTD Sales L	Brand Share %
SLM1	20.48	20.17 %
ERD1	20.42	21.69 %
HSR2	18.50	24.46 %
MTR1	12.61	25.02 %
ERD2	11.84	15.71 %
SLM2	11.76	23.18 %
OML1	9.32	24.88 %
TCG1	4.26	18.48 %
PLC1	3.45	18.77 %
DPR1	1.69	7.98 %
CMI1	1.39	11.45 %
WHPD		0.00 %
WZWH		0.00 %
Total	346.39	28.53 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	117.64	32.24 %
Wash-Mac	83.64	29.96 %
Fridge	71.19	29.45 %
Air-Cond	24.76	23.41 %
Home-The	4.46	18.83 %
Oven	4.32	63.00 %
Dishwash	3.15	20.81 %
W-Purifi	2.99	38.68 %
Total	312.14	29.87 %

Branch *	MTD Sales L	Brand Share %
MPM1	7.71	22.70 %
UAM1	7.55	16.97 %
TPR1	7.07	17.13 %
CBE3	4.39	25.26 %
CBE1	3.73	7.97 %
TPR3	3.71	15.35 %
ANR1	2.55	24.70 %
PDM1	2.36	11.40 %
SYM2	2.08	10.25 %
WHCB		0.00 %
WZSD		0.00 %
Total	312.14	29.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	102.84	37.50 %
Wash-Mac	68.84	40.55 %
Fridge	62.87	32.27 %
Air-Cond	40.31	20.34 %
W-Purifi	7.10	84.85 %
Home-The	6.26	30.62 %
Oven	2.81	79.75 %
Dishwash	0.78	35.42 %
Total	291.80	33.48 %

Branch *	MTD Sales L	Brand Share %
TRL1	12.42	18.11 %
KPM1	10.04	25.74 %
TRT1	7.27	25.48 %
ABR1	6.74	21.13 %
PLR1	4.21	23.31 %
CYR1	3.28	15.24 %
WJD1	3.13	14.78 %
SLG1	2.90	15.46 %
WHVL		0.00 %
Total	291.80	33.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	79.50	25.32 %
Wash-Mac	76.51	36.90 %
Fridge	63.19	29.13 %
Air-Cond	39.44	15.56 %
W-Purifi	2.67	70.86 %
Home-The	1.58	8.71 %
Oven	1.51	66.00 %
Dishwash	0.79	21.07 %
Total	265.19	26.01 %

Branch *	MTD Sales L	Brand Share %
POY1	32.50	26.50 %
POY2	26.63	25.15 %
CUD1	21.70	22.94 %
VPM2	18.54	22.84 %
NVL2	15.81	21.03 %
CDM1	11.51	16.02 %
SJI1	7.77	21.49 %
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	265.19	26.01 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.77	27.88 %
Fridge	11.59	29.11 %
Wash-Mac	7.59	29.65 %
Air-Cond	6.15	26.69 %
Oven	0.69	51.15 %
W-Purifi	0.60	54.67 %
Dishwash	0.37	29.41 %
Home-The	0.29	10.43 %
Total	39.06	28.47 %

Branch *	MTD Sales L	Brand Share %
PAS1	4.82	15.69 %
Total	39.06	28.47 %