

MTD Sales
3,110.48 L

Brand Share %
32.14 %

Information:

MTD : 01-09-2025 To 25-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **32.14 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,031.23	34.85 %
Air-Cond	820.01	30.06 %
Wash-Mac	565.12	32.34 %
Fridge	561.45	30.37 %
W-Purifi	61.44	59.04 %
Home-The	38.53	18.74 %
Oven	16.50	48.90 %
Dishwash	16.19	30.54 %
Total	3,110.48	32.14 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	661.18	34.45 %
CHENNAI-01	411.01	29.74 %
CHENNAI-02	371.50	32.70 %
TRICHY-01	338.63	31.06 %
SOUTH-03	331.33	29.63 %
WEST-02	290.74	34.13 %
WEST-01	220.61	29.90 %
SOUTH ARCOT	219.92	31.11 %
NORTH ARCOT	218.02	38.76 %
KL-SOUTH	47.55	27.23 %
Total	3,110.48	32.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	217.67	39.68 %
Air-Cond	199.76	31.02 %
Wash-Mac	117.91	39.42 %
Fridge	102.03	29.83 %
W-Purifi	13.30	60.03 %
Home-The	4.34	9.21 %
Dishwash	3.43	32.93 %
Oven	2.73	46.88 %
Total	661.18	34.45 %

Branch *	MTD Sales L	Brand Share %
RPM1	36.39	31.36 %
NGR1	33.00	31.91 %
SVK1	15.66	31.54 %
VLY1	12.87	25.99 %
TKS1	9.55	21.78 %
ERL2	9.42	26.49 %
APK2	6.04	30.77 %
SNL1	5.45	23.83 %
KYR1	3.21	21.13 %
TVL2	2.47	13.18 %
STU2	2.37	13.54 %
S2SD	1.48	6.96 %
Total	661.18	34.45 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	132.96	35.20 %
Air-Cond	109.05	24.65 %
Wash-Mac	83.79	32.46 %
Fridge	65.64	27.00 %
W-Purifi	8.96	47.20 %
Home-The	6.12	25.35 %
Oven	2.58	47.02 %
Dishwash	1.92	15.83 %
Total	411.01	29.74 %

Branch *	MTD Sales L	Brand Share %
CH14	30.75	28.92 %
CH08	25.05	27.29 %
CH05	21.28	26.35 %
CH11	17.56	29.58 %
CH19	16.84	22.67 %
CH07	12.70	21.59 %
AVD1	12.04	25.51 %
CH48	11.87	22.53 %
CH42	11.66	16.65 %
CH28	11.58	21.39 %
CH30	11.18	23.92 %
CH22	10.36	24.81 %
CH38	8.47	27.88 %
SKL1	7.10	24.67 %
KNR1	6.10	23.22 %
CZWH	2.60	22.91 %
MC10	1.12	30.36 %
CH40	1.10	20.87 %
Total	411.01	29.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	130.45	31.50 %
LED TV	122.40	37.03 %
Wash-Mac	50.59	26.26 %
Fridge	49.57	30.94 %
W-Purifi	8.11	61.84 %
Home-The	5.69	35.29 %
Dishwash	3.16	64.96 %
Oven	1.54	35.00 %
Total	371.50	32.70 %

Branch *	MTD Sales L	Brand Share %
CH03	28.65	24.10 %
CH15	23.71	19.25 %
CH12	19.91	25.39 %
MJR1	12.90	31.49 %
CH06	12.38	23.41 %
CH24	12.21	22.52 %
CH41	11.25	27.07 %
CH44	7.24	21.63 %
GPD1	3.81	15.33 %
CH32	2.77	28.14 %
CH01		0.00 %
Total	371.50	32.70 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	116.87	34.81 %
Air-Cond	96.59	27.87 %
Fridge	64.80	30.42 %
Wash-Mac	50.34	30.79 %
Home-The	3.79	21.39 %
W-Purifi	3.47	54.14 %
Dishwash	1.93	38.35 %
Oven	0.84	38.32 %
Total	338.63	31.06 %

Branch *	MTD Sales L	Brand Share %
KUM1	21.77	31.94 %
PBR2	19.72	30.47 %
TVR2	17.08	31.11 %
TNJ1	14.61	23.93 %
TNJ2	13.62	25.20 %
MVM1	11.41	20.22 %
MDI1	11.32	26.95 %
KIK1	9.06	23.82 %
TYR1	8.54	28.60 %
PDK1	6.04	24.57 %
MSI1	5.37	26.80 %
AYR1	5.18	26.36 %
TRY3	3.11	11.77 %
APM1	2.85	21.26 %
TZSD	2.27	16.01 %
TRY2	1.71	8.47 %
ORU1	0.71	3.77 %
Total	338.63	31.06 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	99.25	29.11 %
Fridge	84.42	33.18 %
Air-Cond	74.59	27.70 %
Wash-Mac	60.53	28.77 %
W-Purifi	7.13	54.05 %
Home-The	2.41	10.40 %
Oven	1.92	63.97 %
Dishwash	1.08	28.40 %
Total	331.33	29.63 %

Branch *	MTD Sales L	Brand Share %
MDU1	32.02	24.36 %
MDU2	17.88	27.45 %
ATG1	15.25	27.20 %
DGL1	14.96	19.90 %
MDU6	14.59	27.37 %
DKI1	10.34	30.97 %
TMM1	8.67	24.98 %
MDU3	7.67	25.11 %
MDU4	6.14	26.07 %
TEN1	3.74	15.20 %
KKD2	3.62	20.53 %
PNV1	3.43	19.85 %
DGL2	3.16	13.77 %
ADP1	2.26	12.19 %
CMR1	2.19	27.71 %
BTU1	1.53	14.27 %
MNM1	1.51	9.23 %
SZSD	1.37	6.82 %
MDU5	1.25	10.41 %
NKI1	0.50	5.42 %
Total	331.33	29.63 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	99.63	34.21 %
Wash-Mac	69.00	33.93 %
Fridge	58.71	31.82 %
Air-Cond	48.68	35.67 %
W-Purifi	6.49	85.78 %
Home-The	5.99	24.77 %
Oven	1.85	66.58 %
Dishwash	0.39	23.80 %
Total	290.74	34.13 %

Branch *	MTD Sales L	Brand Share %
HSR2	15.52	27.81 %
SLM1	13.31	20.87 %
ERD1	10.58	23.68 %
SLM2	8.52	30.88 %
ERD2	8.34	15.13 %
EPI1	4.65	27.31 %
PLC1	2.44	19.16 %
WZWH	2.01	8.40 %
DPR1	1.98	13.99 %
CMI1	1.82	18.00 %
Total	290.74	34.13 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	79.91	31.20 %
Wash-Mac	48.70	28.58 %
Fridge	47.54	29.03 %
Air-Cond	33.63	30.84 %
W-Purifi	3.12	45.96 %
Oven	2.81	59.41 %
Dishwash	2.76	42.83 %
Home-The	2.14	10.48 %
Total	220.61	29.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	32.49	26.43 %
CBE4	12.07	31.51 %
PLI1	9.76	31.37 %
TPR1	9.68	29.04 %
KMR1	8.72	19.98 %
SNR1	8.55	28.25 %
MPM1	7.46	29.13 %
UAM1	7.26	19.03 %
UMP1	6.74	25.88 %
DPM2	6.31	31.60 %
KMD1	5.54	26.70 %
TPR3	5.18	27.90 %
CBE3	4.07	29.12 %
CBE5	4.05	20.68 %
CBE1	3.62	18.10 %
PDM1	2.50	18.01 %
SYM2	1.64	8.30 %
WZSD	0.93	5.80 %
Total	220.61	29.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	75.94	31.77 %
Air-Cond	65.58	32.52 %
Fridge	37.66	29.76 %
Wash-Mac	34.66	30.27 %
W-Purifi	3.50	70.64 %
Home-The	1.86	12.62 %
Dishwash	0.40	9.66 %
Oven	0.31	23.89 %
Total	219.92	31.11 %

Branch *	MTD Sales L	Brand Share %
POY1	20.08	25.64 %
POY2	18.42	31.74 %
CUD1	13.07	20.67 %
VPM2	11.89	27.19 %
SJI1	11.22	30.64 %
CDM1	6.69	16.57 %
PRT1	6.57	24.66 %
TVM1	4.68	29.71 %
TVM2	3.03	23.68 %
VPM1	2.92	20.90 %
MKM1	2.64	18.63 %
WHNV		0.00 %
Total	219.92	31.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	74.58	42.73 %
Air-Cond	51.90	37.34 %
Wash-Mac	40.18	37.46 %
Fridge	36.57	32.86 %
W-Purifi	7.36	77.54 %
Home-The	5.59	36.01 %
Oven	1.44	51.99 %
Dishwash	0.39	15.40 %
Total	218.02	38.76 %

Branch *	MTD Sales L	Brand Share %
KPM2	17.20	30.48 %
ABR1	8.97	31.34 %
TRL1	7.79	14.92 %
TRT1	4.10	26.06 %
WJD1	3.18	19.55 %
CYR1	2.40	18.10 %
PLR1	1.17	18.98 %
NASD		0.00 %
Total	218.02	38.76 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	14.51	29.32 %
LED TV	12.02	18.61 %
Air-Cond	9.79	39.15 %
Wash-Mac	9.41	33.09 %
Dishwash	0.72	36.66 %
Home-The	0.60	24.85 %
Oven	0.50	38.35 %
Total	47.55	27.23 %

Branch *	MTD Sales L	Brand Share %
TVP1	34.05	32.11 %
PAS1	3.25	7.87 %
Total	47.55	27.23 %