

MTD Sales
3,223.90 L

Brand Share %
31.91 %

Information:

MTD : 01-09-2025 To 26-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **31.91 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,082.23	34.59 %
Air-Cond	843.44	29.79 %
Wash-Mac	580.90	32.06 %
Fridge	577.34	30.15 %
W-Purifi	63.61	59.30 %
Home-The	40.97	18.98 %
Dishwash	17.77	30.78 %
Oven	17.65	49.73 %
Total	3,223.90	31.91 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	680.89	34.37 %
CHENNAI-01	421.57	29.33 %
CHENNAI-02	378.81	32.54 %
TRICHY-01	346.63	30.67 %
SOUTH-03	343.05	29.45 %
WEST-02	300.44	33.90 %
NORTH ARCOT	243.68	38.83 %
WEST-01	234.77	29.53 %
SOUTH ARCOT	225.37	30.57 %
KL-SOUTH	48.70	27.22 %
Total	3,223.90	31.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	222.78	39.25 %
Air-Cond	206.81	31.13 %
Wash-Mac	122.11	39.57 %
Fridge	104.68	29.72 %
W-Purifi	13.74	59.90 %
Home-The	4.51	9.21 %
Dishwash	3.43	32.93 %
Oven	2.83	47.43 %
Total	680.89	34.37 %

Branch *	MTD Sales L	Brand Share %
RPM1	36.39	30.89 %
NGR1	33.47	31.37 %
SVK1	15.76	30.39 %
VLY1	15.27	28.93 %
TKS1	10.24	22.73 %
ERL2	10.15	27.53 %
APK2	6.04	30.70 %
SNL1	5.45	23.07 %
SGT1	3.27	31.69 %
KYR1	3.21	20.67 %
TVL2	2.47	12.41 %
STU2	2.37	13.16 %
S2SD	1.48	6.48 %
Total	680.89	34.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	138.31	34.81 %
Air-Cond	111.07	24.03 %
Wash-Mac	84.94	31.92 %
Fridge	66.87	26.87 %
W-Purifi	9.27	48.05 %
Home-The	6.21	25.20 %
Oven	2.58	45.07 %
Dishwash	2.32	17.25 %
Total	421.57	29.33 %

Branch *	MTD Sales L	Brand Share %
CH14	31.08	28.32 %
CH08	26.49	27.64 %
WHC3	24.09	31.74 %
CH05	21.49	25.44 %
CH11	18.37	30.12 %
CH19	17.21	22.47 %
CH07	13.07	21.54 %
CH48	12.30	22.09 %
AVD1	12.04	23.97 %
CH30	11.71	24.05 %
CH42	11.66	16.21 %
CH28	11.58	20.89 %
CH22	10.36	23.83 %
CH38	8.47	27.72 %
SKL1	7.35	24.93 %
KNR1	6.23	22.93 %
CZWH	2.60	18.47 %
MC10	1.12	27.46 %
CH40	1.10	20.87 %
Total	421.57	29.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	134.56	31.72 %
LED TV	123.64	36.61 %
Wash-Mac	51.03	25.87 %
Fridge	50.46	30.68 %
W-Purifi	8.11	61.84 %
Home-The	6.08	36.13 %
Dishwash	3.16	54.31 %
Oven	1.78	37.98 %
Total	378.81	32.54 %

Branch *	MTD Sales L	Brand Share %
CH03	29.64	24.00 %
CH15	24.04	19.29 %
CH12	19.91	24.92 %
CH06	13.24	24.09 %
MJR1	13.05	31.45 %
CH24	12.34	21.94 %
CH41	11.73	27.68 %
CH44	7.24	21.32 %
GPD1	3.81	15.33 %
CH32	2.91	28.97 %
CH01		0.00 %
Total	378.81	32.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	120.72	34.10 %
Air-Cond	97.58	27.35 %
Fridge	66.81	30.55 %
Wash-Mac	51.23	30.35 %
Home-The	3.79	20.91 %
W-Purifi	3.62	55.21 %
Dishwash	1.93	38.35 %
Oven	0.95	41.27 %
Total	346.63	30.67 %

Branch *	MTD Sales L	Brand Share %
KUM1	22.84	31.51 %
PBR2	19.91	29.70 %
TVR2	17.08	30.57 %
TNJ1	15.23	23.07 %
TNJ2	14.16	24.51 %
MDI1	11.95	27.86 %
MVM1	11.67	20.14 %
KIK1	9.20	23.47 %
TYR1	8.79	28.96 %
PDK1	6.04	24.57 %
MSI1	5.83	26.66 %
AYR1	5.18	25.66 %
TRY3	3.62	13.22 %
APM1	2.85	20.75 %
TZSD	2.27	15.96 %
TRY2	1.71	8.14 %
ORU1	0.71	3.63 %
Total	346.63	30.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	105.10	29.04 %
Fridge	86.45	32.96 %
Air-Cond	76.24	27.33 %
Wash-Mac	61.35	28.39 %
W-Purifi	7.76	55.23 %
Home-The	2.65	11.00 %
Oven	2.03	61.82 %
Dishwash	1.46	35.04 %
Total	343.05	29.45 %

Branch *	MTD Sales L	Brand Share %
MDU1	34.47	24.81 %
MDU2	18.54	27.07 %
ATG1	15.78	27.70 %
MDU6	15.17	26.94 %
DGL1	15.13	19.67 %
DKI1	10.46	30.23 %
TMM1	9.53	25.56 %
MDU3	7.80	24.82 %
KRR1	6.75	31.57 %
MDU4	6.14	23.94 %
TEN1	4.17	16.28 %
KKD2	3.62	20.53 %
PNV1	3.61	20.19 %
DGL2	3.16	13.41 %
ADP1	2.58	13.50 %
CMR1	2.19	27.00 %
BTU1	1.53	13.84 %
MNM1	1.51	9.23 %
SZSD	1.37	6.47 %
MDU5	1.25	10.02 %
NKI1	0.50	5.32 %
Total	343.05	29.45 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	103.94	33.98 %
Wash-Mac	70.83	33.71 %
Fridge	60.72	31.85 %
Air-Cond	49.54	35.20 %
W-Purifi	6.61	86.02 %
Home-The	6.45	24.37 %
Oven	1.96	67.85 %
Dishwash	0.39	20.06 %
Total	300.44	33.90 %

Branch *	MTD Sales L	Brand Share %
HSR2	15.52	27.29 %
SLM1	14.02	20.84 %
ERD1	11.96	25.23 %
SLM2	9.28	31.11 %
ERD2	8.98	14.82 %
OML1	7.84	31.55 %
EPI1	4.65	27.12 %
PLC1	2.44	19.04 %
DPR1	2.24	15.04 %
WZWH	2.01	8.28 %
CMI1	1.82	18.00 %
Total	300.44	33.90 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	89.96	43.47 %
Air-Cond	56.21	36.68 %
Wash-Mac	43.52	37.60 %
Fridge	37.99	31.87 %
W-Purifi	7.63	77.85 %
Home-The	6.53	37.68 %
Oven	1.44	51.99 %
Dishwash	0.39	15.40 %
Total	243.68	38.83 %

Branch *	MTD Sales L	Brand Share %
KPM2	17.20	29.57 %
VEL2	11.99	31.67 %
AKM1	9.83	31.85 %
ABR1	9.11	30.34 %
TRL1	8.12	15.24 %
TRT1	4.10	26.06 %
WJD1	3.48	19.84 %
CYR1	2.40	18.10 %
NASD		0.00 %
Total	243.68	38.83 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	87.74	31.22 %
Wash-Mac	50.66	27.94 %
Fridge	48.91	28.13 %
Air-Cond	35.20	30.18 %
Dishwash	3.55	43.30 %
W-Purifi	3.25	44.21 %
Oven	3.17	61.15 %
Home-The	2.30	10.74 %
Total	234.77	29.53 %

Branch *	MTD Sales L	Brand Share %
CBE2	33.43	24.84 %
TPR2	12.32	30.59 %
TPR1	9.93	24.53 %
PLI1	9.89	29.40 %
KMR1	8.72	19.32 %
SNR1	8.55	27.93 %
MPM1	8.20	30.31 %
UAM1	7.51	18.88 %
UMP1	7.33	27.22 %
KMD1	6.31	28.63 %
DPM2	6.31	29.80 %
TPR3	5.58	28.41 %
CBE3	4.32	30.36 %
CBE1	4.01	18.46 %
PDM1	2.75	19.29 %
SYM2	1.64	7.77 %
WZSD	0.93	5.80 %
Total	234.77	29.53 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	77.73	31.05 %
Air-Cond	66.44	31.98 %
Fridge	39.38	29.36 %
Wash-Mac	35.52	29.94 %
W-Purifi	3.62	71.30 %
Home-The	1.86	11.88 %
Oven	0.42	29.85 %
Dishwash	0.40	9.66 %
Total	225.37	30.57 %

Branch *	MTD Sales L	Brand Share %
POY1	20.32	25.03 %
POY2	18.42	31.74 %
CUD1	13.67	21.00 %
VPM2	12.32	27.16 %
SJI1	11.75	31.33 %
CDM1	6.90	16.66 %
PRT1	6.57	24.66 %
TVM1	4.68	26.96 %
TVM2	3.03	21.26 %
VPM1	2.92	20.90 %
MKM1	2.64	18.20 %
WHNV		0.00 %
Total	225.37	30.57 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	15.07	29.87 %
LED TV	12.30	18.57 %
Air-Cond	9.79	37.66 %
Wash-Mac	9.72	33.36 %
Dishwash	0.72	36.66 %
Home-The	0.60	24.85 %
Oven	0.50	38.35 %
Total	48.70	27.22 %

Branch *	MTD Sales L	Brand Share %
PAS1	3.47	8.02 %
Total	48.70	27.22 %