

MTD Sales
6,384.12 L

Brand Share %
28.94 %

Information:

MTD : 01-10-2025 To 26-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.94 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	2,920.81	32.06 %
Wash-Mac	1,275.28	28.98 %
Fridge	1,162.94	27.46 %
Air-Cond	737.75	21.68 %
Home-The	111.71	20.26 %
W-Purifi	92.35	60.30 %
Dishwash	53.99	39.10 %
Oven	29.30	41.92 %
Total	6,384.12	28.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,202.12	33.05 %
WEST-02	880.59	30.67 %
SOUTH-03	822.24	25.41 %
CHENNAI-01	775.05	30.25 %
TRICHY-01	620.98	24.60 %
CHENNAI-02	567.17	27.01 %
WEST-01	554.46	27.39 %
NORTH ARCOT	529.67	35.66 %
SOUTH ARCOT	396.99	26.72 %
KL-SOUTH	34.87	26.03 %
Total	6,384.12	28.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	491.05	35.44 %
Wash-Mac	250.35	34.83 %
Air-Cond	212.86	30.95 %
Fridge	206.42	29.77 %
W-Purifi	18.00	60.53 %
Home-The	9.19	10.64 %
Dishwash	7.96	33.33 %
Oven	6.28	53.61 %
Total	1,202.12	33.05 %

Branch *	MTD Sales L	Brand Share %
VNR2	40.92	26.98 %
SVK1	34.36	26.87 %
TKS1	30.01	24.56 %
TCN1	23.88	27.99 %
VNR1	15.14	27.85 %
SNL1	14.63	20.80 %
STU2	11.09	23.60 %
SKD1	10.99	24.78 %
KYR1	10.65	24.89 %
TVL2	6.78	18.35 %
SGT1	5.03	20.41 %
S2SD	3.27	16.61 %
WHTV		0.00 %
Total	1,202.12	33.05 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	419.41	32.77 %
Wash-Mac	204.25	30.75 %
Fridge	178.74	29.33 %
Air-Cond	43.58	20.68 %
Home-The	13.99	18.88 %
W-Purifi	10.56	78.20 %
Dishwash	6.54	55.09 %
Oven	3.53	48.98 %
Total	880.59	30.67 %

Branch *	MTD Sales L	Brand Share %
ERD2	54.09	22.21 %
SLM1	53.05	19.59 %
ERD1	43.89	22.98 %
HSR2	41.76	27.69 %
SLM3	38.97	28.53 %
ATU1	29.90	27.37 %
MTR1	23.73	26.60 %
OML1	16.97	18.35 %
CMI1	10.76	25.33 %
PLC1	10.49	19.18 %
DPR1	6.01	16.12 %
WHPD		0.00 %
WZWH	-0.09	-0.82 %
Total	880.59	30.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	363.96	27.90 %
Wash-Mac	167.37	25.26 %
Fridge	164.65	23.64 %
Air-Cond	89.10	20.28 %
W-Purifi	14.18	56.55 %
Home-The	12.41	15.67 %
Dishwash	6.85	34.26 %
Oven	3.71	40.48 %
Total	822.24	25.41 %

Branch *	MTD Sales L	Brand Share %
MDU1	96.39	20.67 %
DGL1	74.92	23.67 %
MDU6	45.33	25.42 %
MDU2	42.16	18.51 %
KKD3	26.26	21.24 %
MDU3	24.99	25.63 %
TMM1	24.42	21.76 %
BNR1	13.35	24.93 %
TEN1	9.27	11.74 %
ODM1	6.91	22.65 %
BTU1	6.63	17.90 %
MNM1	6.05	15.93 %
ADP1	5.88	9.95 %
PNV1	5.55	15.67 %
CMR1	5.43	16.92 %
NKI1	5.17	9.01 %
DGL2	4.43	7.00 %
MDU5	2.41	5.82 %
KKD2	1.59	11.20 %
SZSD	0.85	6.20 %
Total	822.24	25.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	341.22	35.55 %
Wash-Mac	147.60	29.82 %
Fridge	136.35	30.14 %
Air-Cond	106.12	19.64 %
Home-The	21.23	40.23 %
W-Purifi	11.16	50.66 %
Dishwash	7.67	25.52 %
Oven	3.69	38.16 %
Total	775.05	30.25 %

Branch *	MTD Sales L	Brand Share %
CH14	52.22	28.05 %
CH08	47.09	27.65 %
CH05	39.07	24.38 %
CH19	34.05	23.77 %
CH28	33.53	27.38 %
CH42	32.43	25.93 %
AVD1	25.85	23.71 %
MRM1	24.96	27.59 %
CH07	24.93	23.90 %
CH22	18.35	24.23 %
CH30	15.51	18.10 %
CH38	13.60	26.67 %
KNR1	13.43	21.40 %
CZWH	9.59	16.82 %
CH26	4.06	23.24 %
MC09		0.00 %
Total	775.05	30.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	305.56	27.18 %
Fridge	112.77	24.48 %
Wash-Mac	101.83	25.35 %
Air-Cond	75.47	16.67 %
Home-The	9.09	16.95 %
W-Purifi	8.48	59.34 %
Dishwash	5.41	51.91 %
Oven	2.38	35.48 %
Total	620.98	24.60 %

Branch *	MTD Sales L	Brand Share %
TRY1	84.93	22.96 %
KUM1	38.33	28.03 %
TNJ1	34.78	20.76 %
TRY4	33.17	26.98 %
TNJ2	30.56	21.39 %
PBR2	30.47	20.69 %
MVM1	29.95	21.15 %
MDI1	28.34	28.21 %
TVR2	27.63	22.85 %
TYR1	25.87	26.17 %
JKM1	21.26	26.21 %
KIK1	14.56	23.38 %
AYR1	13.91	22.59 %
PDK1	12.93	20.83 %
MSI1	10.02	18.53 %
TRY2	9.28	15.98 %
TRY3	6.69	7.39 %
APM1	5.47	20.19 %
ORU1	2.41	6.28 %
TZSD		0.00 %
Total	620.98	24.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	274.79	32.71 %
Wash-Mac	100.60	25.10 %
Fridge	100.13	28.77 %
Air-Cond	60.63	14.08 %
Home-The	12.24	27.40 %
W-Purifi	10.11	68.90 %
Dishwash	5.09	41.95 %
Oven	3.56	41.57 %
Total	567.17	27.01 %

Branch *	MTD Sales L	Brand Share %
CH03	49.32	21.43 %
CH15	47.39	21.38 %
CH21	35.67	28.52 %
CH12	33.81	22.12 %
CH06	30.66	28.56 %
CH18	27.61	25.78 %
CH09	25.02	27.41 %
MJR1	24.47	24.77 %
CH20	24.14	23.10 %
CH41	23.57	26.66 %
CH24	18.76	22.21 %
CH17	15.94	25.49 %
CH44	15.40	24.25 %
GPD1	11.55	23.27 %
PON1	9.43	23.50 %
CH32	0.91	10.48 %
Total	567.17	27.01 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	257.75	29.50 %
Wash-Mac	120.79	24.72 %
Fridge	102.86	25.19 %
Air-Cond	47.68	30.15 %
Home-The	10.27	16.58 %
Dishwash	8.34	51.90 %
W-Purifi	4.35	44.56 %
Oven	2.43	31.22 %
Total	554.46	27.39 %

Branch *	MTD Sales L	Brand Share %
CBE2	74.61	20.65 %
TPR2	36.01	27.79 %
PLI1	27.38	27.64 %
KMR1	25.68	22.45 %
CBE4	23.44	25.72 %
SNR1	17.15	27.69 %
MPM1	16.50	24.00 %
TPR1	13.94	16.13 %
UAM1	13.01	18.07 %
UMP1	11.48	25.00 %
CBE1	11.16	20.68 %
CBE3	7.76	28.33 %
SYM2	7.61	12.30 %
PDM1	5.29	12.04 %
TPR3	4.96	7.93 %
WZSD	1.94	17.06 %
WHCB	-0.90	26.75 %
Total	554.46	27.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	273.64	42.26 %
Wash-Mac	95.47	32.81 %
Fridge	80.32	31.27 %
Air-Cond	51.35	23.51 %
Home-The	14.97	30.18 %
W-Purifi	8.75	67.47 %
Dishwash	3.07	62.02 %
Oven	2.10	50.77 %
Total	529.67	35.66 %

Branch *	MTD Sales L	Brand Share %
TRL1	27.80	28.74 %
VEL2	21.97	27.32 %
TRT1	16.41	22.69 %
ABR1	12.06	23.40 %
SLG1	11.64	28.87 %
KPM1	11.24	20.83 %
CYR1	9.75	18.84 %
WJD1	6.52	15.00 %
Total	529.67	35.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	182.55	28.20 %
Wash-Mac	82.54	31.87 %
Fridge	71.83	25.99 %
Air-Cond	41.46	17.52 %
Home-The	8.17	17.77 %
W-Purifi	6.76	71.40 %
Dishwash	2.31	33.04 %
Oven	1.37	35.02 %
Total	396.99	26.72 %

Branch *	MTD Sales L	Brand Share %
KKI2	28.96	26.20 %
CUD1	24.00	19.11 %
SJI2	23.16	18.99 %
NVL2	20.09	21.04 %
VPM2	19.78	22.98 %
CDM1	17.47	16.77 %
STP1	3.15	10.87 %
TVM2	3.12	12.96 %
VPM1	2.97	13.02 %
MKM1	2.59	7.86 %
SJI1		0.00 %
Total	396.99	26.72 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	10.88	23.41 %
Air-Cond	9.49	33.53 %
Fridge	8.88	26.67 %
Wash-Mac	4.47	24.34 %
Dishwash	0.75	43.78 %
Oven	0.25	24.30 %
Home-The	0.15	4.86 %
Total	34.87	26.03 %

Branch *	MTD Sales L	Brand Share %
TVP1	24.94	28.52 %
PAS1	6.87	26.23 %
KLR1	3.29	16.43 %
TVSD		0.00 %
Total	34.87	26.03 %