

MTD Sales
3,432.60 L

Brand Share %
27.08 %

Information:

MTD : 01-07-2025 To 27-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.08 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,045.93	31.07 %
Air-Cond	817.56	21.35 %
Fridge	734.97	27.46 %
Wash-Mac	681.09	28.83 %
W-Purifi	65.86	59.58 %
Home-The	39.92	18.33 %
Oven	25.85	52.31 %
Dishwash	21.41	32.75 %
Total	3,432.60	27.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	625.95	29.35 %
CHENNAI-01	497.70	24.96 %
TRICHY-01	445.82	26.70 %
CHENNAI-02	382.92	25.35 %
SOUTH-03	374.04	24.90 %
WEST-02	340.94	28.94 %
NORTH ARCOT	276.26	34.99 %
SOUTH ARCOT	240.24	25.67 %
WEST-01	222.77	25.83 %
KL-SOUTH	25.95	25.43 %
Total	3,432.60	27.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	187.82	28.98 %
LED TV	172.63	30.24 %
Wash-Mac	123.56	30.20 %
Fridge	110.79	26.39 %
W-Purifi	16.37	66.79 %
Dishwash	5.31	35.14 %
Oven	4.80	56.70 %
Home-The	4.67	12.67 %
Total	625.95	29.35 %

Branch *	MTD Sales L	Brand Share %
TKS1	20.89	25.38 %
VNR2	19.10	21.95 %
SVK1	16.64	26.05 %
VLY1	15.72	23.38 %
RPM1	15.42	20.89 %
ASM1	6.75	26.45 %
VNR1	6.68	17.62 %
SNL1	4.74	12.40 %
ARM1	4.47	26.99 %
STU2	4.28	10.57 %
VKM1	3.94	18.38 %
S2SD	3.36	14.52 %
KSM1	2.96	26.96 %
COL1	2.31	26.18 %
SGT1	1.45	9.97 %
Total	625.95	29.35 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	148.51	18.83 %
LED TV	135.15	31.71 %
Fridge	94.45	23.94 %
Wash-Mac	90.68	28.14 %
W-Purifi	11.35	60.63 %
Home-The	8.51	32.36 %
Dishwash	5.10	50.54 %
Oven	3.96	50.36 %
Total	497.70	24.96 %

Branch *	MTD Sales L	Brand Share %
CH05	39.30	24.97 %
CH08	37.88	26.91 %
CH19	32.27	26.41 %
CH14	31.79	23.95 %
CH07	20.43	24.03 %
CH28	19.38	23.30 %
CH22	13.59	16.37 %
CH42	11.11	12.13 %
CH38	10.61	25.63 %
WHC3	10.51	15.00 %
KNR1	10.24	21.49 %
MRM1	9.94	23.29 %
CH30	8.58	13.70 %
CGL1	7.14	18.17 %
AVD1	6.77	10.53 %
CH29	4.88	21.01 %
CZWH	4.15	11.32 %
MC02		0.00 %
MC09		0.00 %
WCHN	-2.10	27.02 %
Total	497.70	24.96 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	137.03	21.95 %
LED TV	136.83	32.22 %
Fridge	98.54	29.44 %
Wash-Mac	62.27	25.23 %
W-Purifi	4.36	46.38 %
Home-The	2.72	13.21 %
Oven	2.49	59.21 %
Dishwash	1.57	32.71 %
Total	445.82	26.70 %

Branch *	MTD Sales L	Brand Share %
TNJ1	23.13	20.18 %
TNJ2	22.08	24.99 %
PBR2	18.10	17.99 %
MDI1	15.58	25.70 %
KIK1	10.91	19.67 %
TRY2	9.97	24.61 %
TYR1	9.96	26.69 %
PDK1	7.24	21.35 %
TRY3	6.79	17.12 %
AYR1	5.93	21.79 %
APM1	2.96	14.72 %
TZSD	2.02	12.89 %
ORU1	1.80	7.92 %
WTRZ	-0.29	14.44 %
Total	445.82	26.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	130.70	33.17 %
Air-Cond	94.33	17.11 %
Fridge	71.88	27.16 %
Wash-Mac	65.60	26.45 %
W-Purifi	9.00	62.76 %
Home-The	6.67	25.93 %
Dishwash	2.79	38.51 %
Oven	1.95	36.54 %
Total	382.92	25.35 %

Branch *	MTD Sales L	Brand Share %
CH03	39.65	21.59 %
CH15	30.93	18.80 %
CH18	18.76	22.82 %
CH09	17.38	24.49 %
CH20	17.29	25.92 %
CH12	16.43	19.05 %
CH43	16.40	26.77 %
CH06	15.55	20.44 %
MJR1	12.97	20.34 %
CH44	12.33	25.33 %
CH24	11.70	22.70 %
CH41	10.74	18.12 %
CH17	10.64	22.75 %
GPD1	8.14	26.26 %
CH46	6.14	17.51 %
CH32	1.99	17.18 %
MC06	0.75	18.92 %
CH01	0.50	12.92 %
Total	382.92	25.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	113.80	27.65 %
Fridge	87.34	26.40 %
Air-Cond	85.54	20.46 %
Wash-Mac	72.20	25.06 %
W-Purifi	7.61	48.29 %
Oven	3.23	58.53 %
Home-The	3.13	12.00 %
Dishwash	1.17	19.14 %
Total	374.04	24.90 %

Branch *	MTD Sales L	Brand Share %
MDU1	41.73	20.23 %
DGL1	22.88	19.19 %
MDU2	15.53	14.41 %
TMM1	14.29	22.42 %
KKD2	8.15	19.22 %
MDU4	8.13	24.58 %
MDU3	7.15	16.33 %
MDU5	4.69	13.02 %
SZSD	3.99	15.54 %
ODM1	3.66	25.87 %
TEN1	3.09	11.44 %
MNM1	2.21	12.67 %
BTU1	2.08	16.50 %
DGL2	1.53	4.31 %
CMR1	1.31	14.52 %
ADP1	0.91	5.26 %
KPT1	0.72	4.62 %
NKI1	0.55	4.04 %
MDWH		0.00 %
Total	374.04	24.90 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	117.68	30.54 %
Wash-Mac	92.16	31.33 %
Fridge	89.44	28.66 %
Air-Cond	29.11	20.35 %
W-Purifi	6.61	76.25 %
Home-The	2.74	10.62 %
Oven	2.42	44.90 %
Dishwash	0.78	20.99 %
Total	340.94	28.94 %

Branch *	MTD Sales L	Brand Share %
SLM1	20.05	21.07 %
HSR2	16.55	23.03 %
ERD2	15.67	21.54 %
ERD1	13.95	23.46 %
MTR1	6.75	20.04 %
WZWH	4.79	18.85 %
TCG1	4.59	22.50 %
PLC1	2.12	8.45 %
DPR1	1.27	5.52 %
CMI1	0.73	5.84 %
WHKP		0.00 %
Total	340.94	28.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	92.19	40.80 %
Wash-Mac	59.30	41.48 %
Fridge	55.60	32.33 %
Air-Cond	55.18	25.24 %
W-Purifi	6.36	72.25 %
Home-The	5.68	33.53 %
Oven	1.61	59.99 %
Dishwash	0.34	19.98 %
Total	276.26	34.99 %

Branch *	MTD Sales L	Brand Share %
TRL1	13.98	25.20 %
VEL2	12.39	25.81 %
ABR1	8.03	26.75 %
TRT1	7.07	26.62 %
WJD1	6.58	23.23 %
CYR1	3.45	18.58 %
PLR1	2.65	16.57 %
NASD		0.00 %
WHVL		0.00 %
Total	276.26	34.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	62.77	28.02 %
Air-Cond	61.46	18.52 %
Fridge	59.06	29.11 %
Wash-Mac	50.58	32.98 %
Home-The	2.21	15.80 %
Oven	2.13	71.38 %
W-Purifi	1.64	60.59 %
Dishwash	0.39	9.62 %
Total	240.24	25.67 %

Branch *	MTD Sales L	Brand Share %
POY1	31.23	25.89 %
POY2	20.29	23.33 %
CUD1	19.83	23.45 %
KLM1	14.83	26.75 %
CDM1	12.70	23.86 %
VPM2	11.50	22.16 %
NVL2	10.13	15.36 %
KML1	8.74	25.68 %
SJI1	5.97	19.44 %
PRT1	5.17	17.32 %
TVM2	4.34	23.16 %
VPM1	3.16	18.94 %
TVM1	3.09	22.54 %
MKM1	3.08	12.85 %
WHNV		0.00 %
WHUT		0.00 %
Total	240.24	25.67 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	79.26	28.43 %
Wash-Mac	60.81	25.50 %
Fridge	58.66	27.18 %
Air-Cond	13.03	15.82 %
Home-The	3.01	12.76 %
Oven	2.81	45.80 %
Dishwash	2.80	25.72 %
W-Purifi	2.39	38.53 %
Total	222.77	25.83 %

Branch *	MTD Sales L	Brand Share %
CBE2	30.72	20.16 %
PLI1	13.25	26.58 %
TPR2	9.56	20.53 %
UAM1	9.48	25.11 %
SNR1	8.48	23.28 %
CBE6	8.11	26.04 %
KMR1	6.65	22.09 %
UMP1	6.17	19.88 %
TPR1	6.09	19.12 %
SYM2	3.13	17.26 %
TPR3	3.02	13.59 %
WZSD	2.73	16.52 %
CBE1	1.81	5.61 %
PDM1	1.79	11.07 %
WHCB		0.00 %
Total	222.77	25.83 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	9.21	31.86 %
Air-Cond	5.56	24.09 %
LED TV	4.90	19.60 %
Wash-Mac	3.93	20.42 %
Dishwash	1.15	71.70 %
Home-The	0.58	30.37 %
Oven	0.43	53.67 %
W-Purifi	0.17	11.87 %
Total	25.95	25.43 %

Branch *	MTD Sales L	Brand Share %
PAS1	3.71	17.80 %
WTVF		0.00 %
Total	25.95	25.43 %