

MTD Sales
4,093.40 L

Brand Share %
27.79 %

Information:

MTD : 01-08-2025 To 27-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.79 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,366.82	31.16 %
Wash-Mac	971.93	32.86 %
Fridge	888.21	28.24 %
Air-Cond	684.77	18.44 %
W-Purifi	77.02	61.20 %
Home-The	47.92	18.12 %
Oven	36.87	58.91 %
Dishwash	19.84	26.44 %
Total	4,093.40	27.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	703.33	28.78 %
CHENNAI-01	573.51	26.74 %
TRICHY-01	497.54	25.90 %
CHENNAI-02	471.56	27.73 %
SOUTH-03	429.71	25.44 %
WEST-02	405.23	29.46 %
WEST-01	344.92	30.21 %
NORTH ARCOT	320.79	33.24 %
SOUTH ARCOT	301.71	25.29 %
KL-SOUTH	45.09	28.80 %
Total	4,093.40	27.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	211.73	30.33 %
Wash-Mac	168.09	34.83 %
Air-Cond	153.16	23.39 %
Fridge	143.09	27.84 %
W-Purifi	13.68	59.50 %
Oven	7.52	65.02 %
Home-The	3.84	7.70 %
Dishwash	2.23	22.02 %
Total	703.33	28.78 %

Branch *	MTD Sales L	Brand Share %
NGR1	45.84	26.35 %
KVT1	33.28	26.81 %
VNR2	26.99	24.47 %
RPM1	23.35	26.10 %
TKS1	22.74	27.64 %
SVK1	16.43	23.54 %
SKD1	16.35	26.79 %
ERL2	15.56	21.50 %
TCN1	15.23	24.86 %
VLY1	11.12	15.33 %
SNL1	10.31	23.86 %
TVL2	8.18	25.62 %
UDN1	8.07	22.18 %
KGL1	6.80	26.89 %
KYR1	5.35	19.24 %
VKM1	5.34	25.82 %
VNR1	4.01	13.56 %
ARM1	3.31	18.77 %
STU2	3.09	10.46 %
ERL1	2.77	-255.26 %
SGT1	0.80	5.74 %
S2SD		0.00 %
WHTV		0.00 %
Total	703.33	28.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	184.79	34.51 %
Air-Cond	128.38	17.19 %
Wash-Mac	127.91	32.90 %
Fridge	99.38	25.33 %
W-Purifi	11.73	56.35 %
Home-The	11.01	31.46 %
Oven	6.37	60.64 %
Dishwash	3.95	26.23 %
Total	573.51	26.74 %

Branch *	MTD Sales L	Brand Share %
CH14	37.27	26.19 %
CH08	34.55	26.04 %
CH05	31.60	21.31 %
CH07	23.78	26.88 %
CH28	23.10	26.19 %
CH42	22.14	18.81 %
CH11	21.69	21.15 %
CH48	18.85	20.81 %
CH30	17.04	16.91 %
CH22	15.04	21.71 %
AVD1	12.62	18.37 %
CGL1	11.23	18.22 %
CH39	9.65	23.51 %
CZWH	3.16	17.98 %
CH40	2.18	11.66 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.55	5.63 %
Total	573.51	26.74 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	168.23	29.55 %
Fridge	118.12	27.16 %
Wash-Mac	103.71	32.78 %
Air-Cond	91.98	16.68 %
W-Purifi	7.81	59.38 %
Home-The	3.40	13.20 %
Oven	2.27	42.12 %
Dishwash	2.02	46.75 %
Total	497.54	25.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	72.73	25.48 %
KUM1	34.86	27.01 %
MVM1	33.07	24.32 %
TVR2	29.49	26.04 %
MDI1	28.97	26.50 %
PBR2	27.13	22.68 %
TNJ1	24.05	21.27 %
TNJ2	22.73	22.70 %
KIK1	16.33	22.68 %
JKM1	14.86	27.34 %
PBR1	9.59	27.64 %
TRY3	8.16	13.90 %
APM1	7.28	26.69 %
MSI1	7.09	20.26 %
TRY2	3.76	11.58 %
ORU1	1.79	5.16 %
TZSD		0.00 %
WTRZ	-0.17	11.70 %
Total	497.54	25.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	169.68	34.89 %
Wash-Mac	102.22	31.78 %
Fridge	96.91	31.91 %
Air-Cond	78.01	14.62 %
W-Purifi	9.89	66.02 %
Home-The	7.92	32.62 %
Oven	5.02	56.43 %
Dishwash	1.92	27.07 %
Total	471.56	27.73 %

Branch *	MTD Sales L	Brand Share %
CH03	44.31	23.82 %
CH15	35.16	19.85 %
CH21	28.93	27.03 %
CH12	22.55	19.32 %
CH06	18.80	23.62 %
CH41	18.74	26.83 %
MJR1	16.95	20.70 %
CH44	13.56	24.33 %
GPD1	9.24	27.01 %
CH24	7.25	14.80 %
CH32	2.96	19.72 %
MC05		0.00 %
MC08		0.00 %
Total	471.56	27.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	130.29	25.80 %
Fridge	108.44	27.29 %
Wash-Mac	100.28	27.78 %
Air-Cond	71.93	19.77 %
W-Purifi	12.09	57.28 %
Home-The	2.70	9.00 %
Oven	2.50	50.40 %
Dishwash	1.50	25.14 %
Total	429.71	25.44 %

Branch *	MTD Sales L	Brand Share %
MDU1	44.45	19.89 %
DGL1	24.14	18.47 %
MDU2	21.83	18.52 %
TMM1	14.26	26.94 %
MDU4	11.86	27.07 %
USL1	11.64	27.66 %
SVG1	11.31	27.38 %
KKD2	10.32	18.88 %
MDU3	9.28	22.04 %
KRR1	7.58	22.05 %
PNV1	5.52	25.77 %
TEN1	5.22	12.62 %
MNM1	4.34	23.00 %
DGL2	3.46	9.27 %
KPT1	2.80	19.63 %
MDU5	2.46	10.17 %
ADP1	2.37	8.66 %
ODM1	2.06	13.02 %
BTU1	1.93	8.99 %
CMR1	1.20	8.02 %
NKI1	0.91	3.70 %
SZSD		0.00 %
Total	429.71	25.44 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	154.87	32.72 %
Wash-Mac	107.51	32.47 %
Fridge	93.38	28.55 %
Air-Cond	32.04	16.41 %
W-Purifi	6.51	72.04 %
Home-The	4.99	19.66 %
Oven	3.18	57.56 %
Dishwash	2.75	31.95 %
Total	405.23	29.46 %

Branch *	MTD Sales L	Brand Share %
SLM1	23.77	20.97 %
ERD1	23.13	22.71 %
HSR2	20.28	24.19 %
MTR1	15.54	26.22 %
ERD2	13.22	16.02 %
SLM2	13.05	24.15 %
OML1	11.56	27.15 %
TCG1	5.99	22.25 %
PLC1	5.32	22.56 %
DPR1	2.00	8.23 %
CMI1	1.57	10.81 %
WHPD		0.00 %
WZWH		0.00 %
Total	405.23	29.46 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	128.22	31.98 %
Wash-Mac	91.17	30.48 %
Fridge	77.63	29.48 %
Air-Cond	32.04	26.88 %
Oven	4.59	58.87 %
Home-The	4.54	17.13 %
W-Purifi	3.59	40.86 %
Dishwash	3.15	19.78 %
Total	344.92	30.21 %

Branch *	MTD Sales L	Brand Share %
UAM1	8.93	17.39 %
MPM1	8.84	24.11 %
TPR1	8.04	17.85 %
TPR3	4.44	15.06 %
CBE3	4.39	24.98 %
CBE1	4.03	8.32 %
PDM1	3.03	12.63 %
ANR1	2.69	24.64 %
SYM2	2.19	9.11 %
WHCB		0.00 %
WZSD		0.00 %
Total	344.92	30.21 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	114.84	37.57 %
Wash-Mac	75.22	40.10 %
Fridge	67.17	31.39 %
Air-Cond	44.77	20.47 %
W-Purifi	8.01	85.25 %
Home-The	7.10	30.01 %
Oven	2.90	75.22 %
Dishwash	0.78	35.42 %
Total	320.79	33.24 %

Branch *	MTD Sales L	Brand Share %
TRL1	15.01	19.57 %
KPM1	10.34	23.14 %
TRT1	8.62	27.26 %
ANI1	6.86	27.40 %
ABR1	6.74	20.26 %
PLR1	4.21	22.23 %
CYR1	3.28	13.85 %
WJD1	3.26	14.92 %
SLG1	3.26	15.61 %
WHVL		0.00 %
Total	320.79	33.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	90.76	24.91 %
Wash-Mac	87.19	36.27 %
Fridge	70.82	28.01 %
Air-Cond	44.79	14.80 %
W-Purifi	3.11	71.75 %
Home-The	2.13	10.11 %
Oven	1.73	65.29 %
Dishwash	1.18	26.16 %
Total	301.71	25.29 %

Branch *	MTD Sales L	Brand Share %
POY1	38.12	25.94 %
POY2	28.49	24.60 %
CUD1	22.94	21.62 %
VPM2	20.67	23.07 %
NVL2	18.48	21.08 %
CDM1	12.68	15.78 %
SJI1	9.08	19.29 %
PRT1	6.21	16.66 %
TVM2	6.02	27.18 %
VPM1	4.16	21.84 %
TVM1	2.74	10.47 %
MKM1	2.08	8.80 %
WHNV	0.12	23.93 %
WHUT	-0.27	16.73 %
Total	301.71	25.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	13.41	28.14 %
Fridge	13.28	28.76 %
Wash-Mac	8.63	29.81 %
Air-Cond	7.70	28.72 %
Oven	0.80	54.91 %
W-Purifi	0.60	48.29 %
Dishwash	0.37	29.41 %
Home-The	0.29	9.72 %
Total	45.09	28.80 %

Branch *	MTD Sales L	Brand Share %
PAS1	5.88	17.38 %
Total	45.09	28.80 %