

MTD Sales
3,536.57 L

Brand Share %
27.04 %

Information:

MTD : 01-07-2025 To 28-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.04 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,088.44	31.16 %
Air-Cond	828.51	21.17 %
Fridge	760.91	27.55 %
Wash-Mac	702.05	28.64 %
W-Purifi	67.82	59.80 %
Home-The	40.70	18.08 %
Oven	26.33	52.02 %
Dishwash	21.80	31.84 %
Total	3,536.57	27.04 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	639.50	29.29 %
CHENNAI-01	514.31	25.06 %
TRICHY-01	457.92	26.62 %
CHENNAI-02	395.07	25.47 %
SOUTH-03	384.86	24.91 %
WEST-02	354.28	28.64 %
NORTH ARCOT	286.51	35.05 %
SOUTH ARCOT	246.75	25.43 %
WEST-01	230.55	25.80 %
KL-SOUTH	26.83	25.11 %
Total	3,536.57	27.04 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	188.75	28.78 %
LED TV	178.33	30.45 %
Wash-Mac	126.64	30.02 %
Fridge	114.43	26.41 %
W-Purifi	16.37	66.60 %
Dishwash	5.31	34.25 %
Oven	4.90	56.55 %
Home-The	4.77	12.61 %
Total	639.50	29.29 %

Branch *	MTD Sales L	Brand Share %
TKS1	22.06	25.91 %
VNR2	19.41	22.05 %
SVK1	17.15	26.00 %
VLY1	16.07	23.33 %
RPM1	15.98	20.85 %
VNR1	6.68	17.05 %
SNL1	4.74	11.99 %
ARM1	4.47	25.82 %
STU2	4.28	10.37 %
VKM1	3.94	17.78 %
S2SD	3.36	14.52 %
KSM1	2.96	26.56 %
SGT1	1.45	9.64 %
Total	639.50	29.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	150.20	18.60 %
LED TV	139.28	31.62 %
Fridge	99.74	24.64 %
Wash-Mac	95.00	28.42 %
W-Purifi	12.13	62.21 %
Home-The	8.79	32.67 %
Dishwash	5.10	48.25 %
Oven	4.07	50.48 %
Total	514.31	25.06 %

Branch *	MTD Sales L	Brand Share %
CH05	40.66	25.20 %
CH14	33.43	24.30 %
CH19	33.28	26.38 %
CH07	22.27	25.17 %
CH28	19.91	23.47 %
CH22	14.26	16.73 %
CH38	11.23	26.41 %
CH42	11.11	12.04 %
WHC3	10.51	15.00 %
KNR1	10.49	21.62 %
MRM1	10.37	23.55 %
CH30	8.58	13.55 %
CGL1	7.33	18.14 %
AVD1	7.23	11.00 %
CH29	4.88	20.83 %
CZWH	4.59	10.51 %
MC02		0.00 %
MC09		0.00 %
Total	514.31	25.06 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	141.44	31.83 %
Air-Cond	140.67	22.12 %
Fridge	100.02	28.98 %
Wash-Mac	64.70	25.48 %
W-Purifi	4.11	44.32 %
Home-The	2.72	12.51 %
Oven	2.68	60.90 %
Dishwash	1.57	30.25 %
Total	457.92	26.62 %

Branch *	MTD Sales L	Brand Share %
TRY1	109.74	27.04 %
TNJ1	24.14	20.29 %
TNJ2	22.57	24.84 %
PBR2	19.15	18.40 %
MDI1	16.02	25.55 %
KIK1	11.09	19.53 %
TYR1	10.09	26.44 %
TRY2	9.97	24.41 %
PDK1	7.93	22.49 %
TRY3	7.11	17.28 %
AYR1	5.82	21.14 %
APM1	2.96	14.26 %
TZSD	2.02	12.89 %
ORU1	1.80	7.51 %
WTRZ	-0.29	14.44 %
Total	457.92	26.62 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	136.07	33.37 %
Air-Cond	95.53	17.16 %
Fridge	75.06	27.53 %
Wash-Mac	67.52	25.94 %
W-Purifi	8.99	62.07 %
Home-The	6.77	26.08 %
Dishwash	3.18	41.67 %
Oven	1.95	36.54 %
Total	395.07	25.47 %

Branch *	MTD Sales L	Brand Share %
CH03	40.94	21.71 %
CH15	31.18	18.14 %
CH18	19.29	22.82 %
CH20	17.88	26.34 %
CH09	17.73	24.74 %
CH12	16.43	18.74 %
CH06	15.74	20.41 %
MJR1	13.43	20.84 %
CH44	12.33	24.96 %
CH24	11.84	22.74 %
CH17	11.00	23.04 %
CH41	10.74	17.81 %
CH46	6.39	18.12 %
CH32	1.99	17.18 %
MC06	0.75	19.81 %
CH01	0.50	12.92 %
Total	395.07	25.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	117.18	27.62 %
Fridge	92.20	26.83 %
Air-Cond	86.14	20.31 %
Wash-Mac	74.09	24.87 %
W-Purifi	7.73	48.47 %
Oven	3.23	56.58 %
Home-The	3.13	11.62 %
Dishwash	1.17	17.36 %
Total	384.86	24.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	42.12	19.81 %
DGL1	23.48	19.05 %
MDU2	15.53	14.17 %
TMM1	15.17	22.85 %
KKD2	8.94	19.82 %
MDU4	8.84	25.78 %
MDU3	8.75	18.91 %
MDU5	5.08	13.38 %
SZSD	3.99	15.54 %
ODM1	3.66	25.87 %
TEN1	3.35	12.09 %
MNM1	2.34	13.32 %
BTU1	2.08	16.32 %
DGL2	1.67	4.60 %
CMR1	1.31	14.19 %
ADP1	0.91	5.04 %
KPT1	0.85	5.06 %
NKI1	0.72	5.04 %
MDWH		0.00 %
Total	384.86	24.91 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	124.55	30.76 %
Wash-Mac	94.38	30.79 %
Fridge	92.22	28.48 %
Air-Cond	29.78	19.01 %
W-Purifi	7.22	76.39 %
Home-The	2.83	10.62 %
Oven	2.52	45.42 %
Dishwash	0.78	20.99 %
Total	354.28	28.64 %

Branch *	MTD Sales L	Brand Share %
SLM1	20.31	20.77 %
HSR2	17.45	22.96 %
ERD2	16.18	21.42 %
ERD1	14.28	20.72 %
MTR1	7.59	21.71 %
EPI1	6.55	27.02 %
TCG1	4.94	22.98 %
WZWH	4.79	18.85 %
PLC1	2.25	8.72 %
DPR1	1.27	5.49 %
CMI1	0.73	5.56 %
WHKP		0.00 %
Total	354.28	28.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	96.85	41.32 %
Wash-Mac	61.51	41.21 %
Fridge	56.87	31.99 %
Air-Cond	56.83	25.30 %
W-Purifi	6.82	73.62 %
Home-The	5.68	32.13 %
Oven	1.61	57.17 %
Dishwash	0.34	19.98 %
Total	286.51	35.05 %

Branch *	MTD Sales L	Brand Share %
TRL1	15.15	26.37 %
VEL2	12.72	25.45 %
ABR1	8.03	25.92 %
TRT1	7.25	26.50 %
WJD1	6.58	22.30 %
CYR1	3.78	19.38 %
SLG1	3.27	26.69 %
PLR1	2.65	16.07 %
NASD		0.00 %
WHVL		0.00 %
Total	286.51	35.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	65.65	27.89 %
Air-Cond	61.78	18.08 %
Fridge	60.20	28.83 %
Wash-Mac	52.73	33.05 %
Home-The	2.21	14.86 %
Oven	2.13	65.12 %
W-Purifi	1.64	60.59 %
Dishwash	0.39	9.62 %
Total	246.75	25.43 %

Branch *	MTD Sales L	Brand Share %
POY1	31.23	25.05 %
POY2	21.64	24.22 %
CUD1	20.47	23.51 %
KLM1	15.32	27.03 %
CDM1	12.83	21.82 %
VPM2	11.50	21.50 %
NVL2	10.25	15.22 %
KML1	8.74	25.35 %
SJI1	5.97	18.96 %
PRT1	5.17	16.43 %
TVM2	4.34	21.69 %
VPM1	3.16	18.81 %
TVM1	3.09	22.35 %
MKM1	3.08	12.66 %
WHNV		0.00 %
WHUT		0.00 %
Total	246.75	25.43 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	83.57	28.85 %
Wash-Mac	61.55	24.83 %
Fridge	60.94	27.39 %
Air-Cond	13.03	15.44 %
Home-The	3.21	13.11 %
Oven	2.81	45.80 %
Dishwash	2.80	23.91 %
W-Purifi	2.64	38.99 %
Total	230.55	25.80 %

Branch *	MTD Sales L	Brand Share %
CBE2	32.65	20.61 %
PLI1	14.31	27.04 %
UAM1	9.84	25.19 %
TPR2	9.56	20.12 %
SNR1	8.67	23.21 %
CBE6	8.11	25.20 %
KMR1	6.85	22.20 %
UMP1	6.17	19.30 %
TPR1	6.09	18.30 %
TPR3	3.95	16.65 %
SYM2	3.13	16.42 %
WZSD	2.73	16.52 %
CBE1	1.81	5.53 %
PDM1	1.79	10.74 %
WHCB		0.00 %
Total	230.55	25.80 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	9.21	30.86 %
Air-Cond	5.82	23.13 %
LED TV	5.52	20.69 %
Wash-Mac	3.93	20.26 %
Dishwash	1.15	71.70 %
Home-The	0.58	28.70 %
Oven	0.43	63.67 %
W-Purifi	0.17	11.87 %
Total	26.83	25.11 %

Branch *	MTD Sales L	Brand Share %
PAS1	3.71	16.14 %
WTVF		0.00 %
Total	26.83	25.11 %