

MTD Sales
4,206.69 L

Brand Share %
27.78 %

Information:

MTD : 01-08-2025 To 28-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,408.15	31.20 %
Wash-Mac	1,000.77	33.00 %
Fridge	908.65	28.10 %
Air-Cond	702.44	18.38 %
W-Purifi	79.64	61.33 %
Home-The	49.50	18.10 %
Oven	37.71	58.53 %
Dishwash	19.84	26.12 %
Total	4,206.69	27.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	724.65	28.78 %
CHENNAI-01	586.49	26.71 %
TRICHY-01	511.73	25.91 %
CHENNAI-02	483.04	27.69 %
SOUTH-03	439.26	25.31 %
WEST-02	419.69	29.67 %
WEST-01	353.42	30.23 %
NORTH ARCOT	332.62	33.48 %
SOUTH ARCOT	309.78	25.12 %
KL-SOUTH	46.03	27.80 %
Total	4,206.69	27.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	219.43	30.55 %
Wash-Mac	173.76	35.05 %
Air-Cond	157.77	23.32 %
Fridge	145.62	27.51 %
W-Purifi	14.29	58.95 %
Oven	7.63	64.05 %
Home-The	3.92	7.61 %
Dishwash	2.23	21.13 %
Total	724.65	28.78 %

Branch *	MTD Sales L	Brand Share %
NGR1	46.56	26.27 %
KVT1	34.85	26.95 %
VNR2	27.75	24.05 %
RPM1	24.03	26.02 %
TKS1	23.70	27.73 %
SVK1	16.86	23.26 %
SKD1	16.49	26.88 %
ERL2	15.94	21.29 %
TCN1	15.23	24.31 %
VLY1	11.55	15.66 %
SNL1	11.52	25.47 %
TVL2	8.18	25.52 %
UDN1	8.07	21.77 %
KGL1	6.80	26.51 %
KYR1	5.53	19.59 %
VKM1	5.34	25.49 %
VNR1	4.15	13.65 %
ARM1	3.31	18.55 %
STU2	3.09	10.31 %
ERL1	2.77	-255.26 %
SGT1	0.80	5.69 %
S2SD		0.00 %
WHTV		0.00 %
Total	724.65	28.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	188.88	34.47 %
Air-Cond	131.40	17.14 %
Wash-Mac	129.64	32.69 %
Fridge	102.12	25.47 %
W-Purifi	12.43	57.33 %
Home-The	11.54	31.80 %
Oven	6.53	59.93 %
Dishwash	3.95	26.23 %
Total	586.49	26.71 %

Branch *	MTD Sales L	Brand Share %
CH14	37.54	26.06 %
CH08	35.58	25.91 %
CH05	32.32	21.55 %
CH07	25.03	27.39 %
CH28	24.01	25.96 %
CH42	22.78	18.87 %
CH11	21.85	21.06 %
CH48	19.05	20.69 %
CH30	17.18	16.72 %
CH22	15.13	21.20 %
AVD1	13.12	18.30 %
CGL1	12.12	17.51 %
CH39	9.92	23.75 %
CZWH	3.39	19.08 %
CH40	2.18	11.54 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.55	5.63 %
Total	586.49	26.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	174.28	29.61 %
Fridge	120.43	27.02 %
Wash-Mac	106.82	32.81 %
Air-Cond	94.17	16.65 %
W-Purifi	8.08	60.20 %
Home-The	3.49	13.30 %
Oven	2.45	42.77 %
Dishwash	2.02	46.75 %
Total	511.73	25.91 %

Branch *	MTD Sales L	Brand Share %
TRY1	73.88	25.16 %
KUM1	36.47	27.35 %
MVM1	35.20	25.01 %
TVR2	30.02	26.00 %
MDI1	29.43	26.38 %
PBR2	28.37	22.82 %
TNJ1	24.98	21.54 %
TNJ2	23.08	22.90 %
KIK1	16.68	22.63 %
JKM1	15.78	27.63 %
PBR1	9.70	27.24 %
TRY3	8.16	13.30 %
APM1	7.45	26.73 %
MSI1	7.09	20.07 %
TRY2	3.76	11.54 %
ORU1	2.05	5.72 %
TZSD		0.00 %
WTRZ	-0.17	11.70 %
Total	511.73	25.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	175.23	35.02 %
Wash-Mac	105.37	32.09 %
Fridge	98.67	31.65 %
Air-Cond	78.94	14.41 %
W-Purifi	9.89	65.32 %
Home-The	8.01	32.08 %
Oven	5.02	56.43 %
Dishwash	1.92	27.07 %
Total	483.04	27.69 %

Branch *	MTD Sales L	Brand Share %
CH03	44.41	23.66 %
CH15	35.49	19.88 %
CH21	30.63	26.94 %
CH12	23.51	19.73 %
CH41	18.92	26.26 %
CH06	18.80	23.26 %
MJR1	16.95	20.53 %
CH44	13.92	24.53 %
GPD1	9.24	26.01 %
CH24	7.61	15.06 %
CH32	2.96	19.72 %
MC05		0.00 %
MC08		0.00 %
Total	483.04	27.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	132.34	25.58 %
Fridge	111.10	27.13 %
Wash-Mac	102.91	27.82 %
Air-Cond	73.82	19.66 %
W-Purifi	12.33	57.77 %
Home-The	2.70	8.72 %
Oven	2.55	50.90 %
Dishwash	1.50	25.14 %
Total	439.26	25.31 %

Branch *	MTD Sales L	Brand Share %
MDU1	45.68	19.99 %
DGL1	24.63	18.59 %
MDU2	22.00	18.12 %
TMM1	14.80	26.62 %
MDU4	12.04	26.88 %
USL1	11.64	27.02 %
SVG1	11.31	26.18 %
KKD2	10.32	18.28 %
MDU3	9.42	21.78 %
KRR1	8.02	23.01 %
PNV1	5.52	25.03 %
TEN1	5.49	12.95 %
MNM1	4.34	21.96 %
DGL2	3.46	8.95 %
KPT1	2.80	19.10 %
ADP1	2.50	8.99 %
MDU5	2.46	9.64 %
BTU1	2.21	9.98 %
ODM1	2.06	12.33 %
CMR1	1.45	9.32 %
NKI1	1.24	4.83 %
SZSD		0.00 %
Total	439.26	25.31 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	159.95	32.83 %
Wash-Mac	113.31	33.11 %
Fridge	96.05	28.58 %
Air-Cond	32.04	16.11 %
W-Purifi	6.99	72.18 %
Home-The	5.34	20.47 %
Oven	3.25	56.93 %
Dishwash	2.75	31.95 %
Total	419.69	29.67 %

Branch *	MTD Sales L	Brand Share %
SLM1	24.30	21.01 %
ERD1	23.41	22.54 %
HSR2	21.53	24.75 %
ERD2	13.22	15.76 %
SLM2	13.16	24.09 %
OML1	11.91	27.18 %
TCG1	6.61	23.90 %
PLC1	5.46	21.95 %
DPR1	2.00	7.90 %
CMI1	1.57	10.57 %
WHPD		0.00 %
WZWH		0.00 %
Total	419.69	29.67 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	131.86	32.02 %
Wash-Mac	93.84	30.75 %
Fridge	79.17	29.33 %
Air-Cond	32.59	27.02 %
Oven	4.67	58.02 %
Home-The	4.54	16.21 %
W-Purifi	3.59	39.73 %
Dishwash	3.15	19.18 %
Total	353.42	30.23 %

Branch *	MTD Sales L	Brand Share %
UAM1	9.75	18.10 %
TPR1	9.58	20.39 %
MPM1	8.84	23.21 %
TPR3	4.73	15.33 %
CBE3	4.39	24.98 %
CBE1	4.03	8.21 %
PDM1	3.03	12.63 %
ANR1	2.69	24.33 %
SYM2	2.19	9.07 %
WHCB		0.00 %
WZSD		0.00 %
Total	353.42	30.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	118.99	37.72 %
Wash-Mac	77.52	40.16 %
Fridge	69.80	31.75 %
Air-Cond	46.77	20.82 %
W-Purifi	8.32	85.71 %
Home-The	7.46	30.42 %
Oven	2.99	74.08 %
Dishwash	0.78	35.42 %
Total	332.62	33.48 %

Branch *	MTD Sales L	Brand Share %
AKM1	15.60	26.92 %
TRL1	15.01	19.32 %
ARC2	13.55	27.72 %
KPM1	10.67	23.70 %
TRT1	8.80	27.34 %
ABR1	7.05	20.75 %
PLR1	4.21	21.50 %
SLG1	3.45	16.01 %
WJD1	3.40	15.39 %
CYR1	3.28	13.66 %
WHVL		0.00 %
Total	332.62	33.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	92.93	24.83 %
Wash-Mac	88.96	36.14 %
Fridge	72.41	27.64 %
Air-Cond	47.24	14.88 %
W-Purifi	3.11	71.75 %
Home-The	2.21	10.10 %
Oven	1.73	65.29 %
Dishwash	1.18	26.16 %
Total	309.78	25.12 %

Branch *	MTD Sales L	Brand Share %
POY1	38.89	25.95 %
POY2	31.45	25.08 %
CUD1	23.75	21.57 %
VPM2	20.80	22.63 %
NVL2	18.73	21.03 %
CDM1	13.61	16.41 %
SJI1	9.26	19.25 %
PRT1	6.65	17.16 %
TVM2	6.02	25.64 %
VPM1	4.34	21.44 %
TVM1	2.74	10.34 %
MKM1	2.08	8.59 %
WHNV	0.12	23.93 %
WHUT	-0.27	16.73 %
Total	309.78	25.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	14.25	27.29 %
Fridge	13.28	27.44 %
Wash-Mac	8.63	28.48 %
Air-Cond	7.70	27.94 %
Oven	0.90	57.73 %
W-Purifi	0.60	48.29 %
Dishwash	0.37	29.41 %
Home-The	0.29	9.59 %
Total	46.03	27.80 %

Branch *	MTD Sales L	Brand Share %
PAS1	5.88	16.23 %
Total	46.03	27.80 %