

MTD Sales
3,545.98 L

Brand Share %
31.39 %

Information:

MTD : 01-09-2025 To 28-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **31.39 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,231.79	34.32 %
Air-Cond	897.11	28.76 %
Wash-Mac	630.73	31.56 %
Fridge	629.62	29.70 %
W-Purifi	68.37	58.35 %
Home-The	48.93	19.73 %
Oven	20.04	49.77 %
Dishwash	19.38	30.52 %
Total	3,545.98	31.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	744.90	34.03 %
CHENNAI-01	480.63	29.05 %
CHENNAI-02	424.19	31.47 %
SOUTH-03	372.90	28.41 %
TRICHY-01	369.66	30.12 %
WEST-02	330.37	33.67 %
NORTH ARCOT	270.48	38.43 %
WEST-01	258.33	29.56 %
SOUTH ARCOT	240.21	29.56 %
KL-SOUTH	54.31	28.19 %
Total	3,545.98	31.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	253.86	39.20 %
Air-Cond	219.03	30.57 %
Wash-Mac	131.75	38.67 %
Fridge	112.86	29.18 %
W-Purifi	14.56	60.19 %
Home-The	5.38	9.84 %
Dishwash	3.82	32.57 %
Oven	3.64	53.72 %
Total	744.90	34.03 %

Branch *	MTD Sales L	Brand Share %
SVK1	17.75	30.71 %
VL1	16.52	28.59 %
ERL2	11.80	26.82 %
TKS1	10.75	21.81 %
SGT1	6.27	27.23 %
SNL1	6.08	23.18 %
KYR1	4.02	22.76 %
STU2	3.03	14.72 %
TVL2	3.00	13.20 %
S2SD	2.15	8.48 %
Total	744.90	34.03 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	161.06	34.59 %
Air-Cond	125.43	23.51 %
Wash-Mac	91.05	30.69 %
Fridge	79.27	27.67 %
W-Purifi	10.05	46.14 %
Home-The	8.34	28.98 %
Oven	3.12	44.31 %
Dishwash	2.32	15.71 %
Total	480.63	29.05 %

Branch *	MTD Sales L	Brand Share %
CH14	32.82	25.99 %
CH08	31.98	27.89 %
CH05	25.52	26.01 %
WHC3	24.09	30.45 %
CH19	20.47	22.66 %
CH48	18.12	28.41 %
MRM1	15.82	31.33 %
CH42	14.78	18.02 %
CH07	14.53	19.78 %
CH28	13.26	21.03 %
AVD1	13.13	22.81 %
CH30	12.83	23.00 %
CH22	11.95	22.97 %
CH38	10.27	29.64 %
SKL1	8.12	24.26 %
KNR1	6.63	21.94 %
CZWH	2.60	17.79 %
MC10	1.12	27.46 %
CH40	1.10	20.22 %
Total	480.63	29.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	144.64	35.67 %
Air-Cond	140.47	29.58 %
Wash-Mac	59.15	26.32 %
Fridge	57.63	29.69 %
W-Purifi	8.99	63.12 %
Home-The	7.55	35.52 %
Dishwash	3.98	52.21 %
Oven	1.77	32.09 %
Total	424.19	31.47 %

Branch *	MTD Sales L	Brand Share %
CH03	33.69	23.43 %
CH15	26.01	17.47 %
CH12	22.17	24.18 %
CH06	15.71	26.01 %
MJR1	14.72	29.58 %
CH24	13.92	21.29 %
CH41	13.04	28.15 %
CH44	7.97	20.93 %
GPD1	4.63	15.30 %
CH32	3.16	30.10 %
CH01		0.00 %
Total	424.19	31.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	118.33	28.25 %
Fridge	91.53	31.45 %
Air-Cond	81.71	26.17 %
Wash-Mac	65.62	27.58 %
W-Purifi	8.53	54.49 %
Home-The	3.36	12.12 %
Oven	2.35	59.02 %
Dishwash	1.46	28.55 %
Total	372.90	28.41 %

Branch *	MTD Sales L	Brand Share %
MDU1	37.25	23.41 %
MDU2	20.08	24.85 %
ATG1	17.20	28.16 %
DGL1	16.91	20.17 %
MDU6	16.38	26.07 %
DKI1	11.32	30.48 %
TMM1	10.14	23.52 %
TEN2	9.19	31.00 %
MDU3	8.61	23.45 %
MDU4	8.10	27.14 %
KRR1	6.75	29.85 %
TEN1	4.55	15.28 %
PNV1	3.80	19.67 %
KKD2	3.75	20.77 %
DGL2	3.29	12.76 %
NKI1	2.76	10.30 %
ADP1	2.72	12.59 %
SZSD	2.44	10.35 %
BTU1	1.71	13.73 %
MNM1	1.69	9.82 %
MDU5	1.25	8.36 %
Total	372.90	28.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	131.97	33.33 %
Air-Cond	100.94	26.65 %
Fridge	71.10	30.38 %
Wash-Mac	54.76	29.97 %
Home-The	3.96	18.54 %
W-Purifi	3.62	52.12 %
Dishwash	2.34	42.95 %
Oven	0.97	41.70 %
Total	369.66	30.12 %

Branch *	MTD Sales L	Brand Share %
PBR2	20.57	28.95 %
TVR2	17.59	29.59 %
TNJ1	16.97	22.91 %
TNJ2	15.10	23.55 %
MDI1	12.98	27.71 %
MVM1	12.83	20.12 %
KIK1	9.40	22.75 %
TYR1	8.97	27.81 %
PDK1	6.28	22.15 %
MSI1	6.16	24.74 %
AYR1	5.64	26.08 %
TRY3	4.61	14.97 %
APM1	3.68	22.89 %
TZSD	3.44	20.94 %
TRY2	2.36	10.29 %
ORU1	0.71	3.49 %
Total	369.66	30.12 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	116.29	33.44 %
Wash-Mac	77.07	33.86 %
Fridge	65.96	31.30 %
Air-Cond	53.86	35.35 %
W-Purifi	7.42	86.26 %
Home-The	7.41	25.30 %
Oven	1.96	66.77 %
Dishwash	0.39	20.06 %
Total	330.37	33.67 %

Branch *	MTD Sales L	Brand Share %
HSR2	17.16	25.60 %
SLM1	14.99	19.87 %
ERD1	12.85	23.37 %
ERD2	11.05	15.96 %
SLM2	9.89	30.06 %
OML1	8.02	30.47 %
EPI1	5.65	29.04 %
WZWH	3.44	13.18 %
PLC1	2.97	21.07 %
DPR1	2.75	16.64 %
CMI1	2.37	20.74 %
Total	330.37	33.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	104.14	43.11 %
Air-Cond	58.52	34.72 %
Wash-Mac	47.07	37.75 %
Fridge	42.77	32.44 %
Home-The	8.01	38.91 %
W-Purifi	7.91	71.89 %
Oven	1.67	55.67 %
Dishwash	0.39	15.40 %
Total	270.48	38.43 %

Branch *	MTD Sales L	Brand Share %
KPM2	20.13	30.18 %
VEL2	13.56	31.10 %
AKM1	10.08	30.54 %
ABR1	9.11	28.60 %
TRL1	8.95	15.59 %
TRT1	4.84	26.60 %
WJD1	4.25	18.12 %
CYR1	2.73	18.20 %
NASD		0.00 %
Total	270.48	38.43 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	102.64	32.10 %
Wash-Mac	54.68	27.53 %
Fridge	50.76	27.28 %
Air-Cond	37.66	30.29 %
Dishwash	3.55	43.30 %
Oven	3.32	58.56 %
W-Purifi	3.25	42.96 %
Home-The	2.47	10.47 %
Total	258.33	29.56 %

Branch *	MTD Sales L	Brand Share %
CBE2	34.23	23.97 %
TPR2	14.29	29.27 %
PLI1	10.98	29.02 %
TPR1	9.93	23.12 %
SNR1	9.28	27.91 %
MPM1	8.92	29.01 %
KMR1	8.72	18.65 %
UMP1	8.09	28.50 %
UAM1	8.02	19.07 %
DPM2	7.18	30.57 %
KMD1	7.10	29.31 %
TPR3	6.00	26.52 %
CBE1	4.26	18.29 %
WZSD	4.15	21.62 %
PDM1	2.93	17.99 %
SYM2	2.18	9.51 %
Total	258.33	29.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	83.24	30.40 %
Air-Cond	68.86	30.23 %
Fridge	42.09	28.64 %
Wash-Mac	38.98	29.04 %
W-Purifi	4.03	69.97 %
Home-The	1.86	10.21 %
Oven	0.75	43.20 %
Dishwash	0.40	9.66 %
Total	240.21	29.56 %

Branch *	MTD Sales L	Brand Share %
POY1	22.67	24.32 %
POY2	20.75	30.94 %
CUD1	13.80	19.39 %
VPM2	13.23	27.46 %
SJI1	12.08	30.84 %
CDM1	7.15	15.59 %
PRT1	6.95	24.95 %
TVM1	5.12	26.94 %
MKM1	3.18	20.14 %
TVM2	3.03	20.40 %
VPM1	2.92	19.71 %
WHNV		0.00 %
Total	240.21	29.56 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	15.67	30.28 %
LED TV	15.61	21.35 %
Air-Cond	10.63	35.49 %
Wash-Mac	10.58	34.59 %
Dishwash	0.72	36.66 %
Home-The	0.60	23.21 %
Oven	0.50	38.35 %
Total	54.31	28.19 %

Branch *	MTD Sales L	Brand Share %
PAS1	4.39	9.79 %
Total	54.31	28.19 %