

MTD Sales
4,299.61 L

Brand Share %
27.65 %

Information:

MTD : 01-08-2025 To 29-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.65 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,442.46	31.17 %
Wash-Mac	1,021.49	32.93 %
Fridge	926.33	27.90 %
Air-Cond	718.35	18.22 %
W-Purifi	82.05	61.27 %
Home-The	50.40	17.97 %
Oven	38.29	58.68 %
Dishwash	20.24	26.19 %
Total	4,299.61	27.65 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	735.31	28.37 %
CHENNAI-01	603.04	26.72 %
TRICHY-01	524.04	25.94 %
CHENNAI-02	492.70	27.76 %
SOUTH-03	449.19	24.99 %
WEST-02	429.13	29.53 %
WEST-01	362.73	30.26 %
NORTH ARCOT	340.72	33.48 %
SOUTH ARCOT	315.22	25.02 %
KL-SOUTH	47.54	26.25 %
Total	4,299.61	27.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	223.17	30.26 %
Wash-Mac	176.36	34.85 %
Air-Cond	159.08	22.52 %
Fridge	147.92	27.32 %
W-Purifi	14.94	58.59 %
Oven	7.68	64.20 %
Home-The	3.92	7.50 %
Dishwash	2.23	21.13 %
Total	735.31	28.37 %

Branch *	MTD Sales L	Brand Share %
TUT1	81.52	27.62 %
NGR1	47.84	26.42 %
KVT1	35.08	26.72 %
VNR2	28.19	23.77 %
RPM1	24.23	25.90 %
TKS1	24.11	27.38 %
SVK1	16.86	22.47 %
SKD1	16.49	26.80 %
ERL2	15.94	20.79 %
TCN1	15.61	24.44 %
SNL1	11.72	25.59 %
VLY1	11.37	15.26 %
UDN1	8.25	21.51 %
TVL2	8.18	24.79 %
KGL1	6.80	26.31 %
APK2	5.94	19.34 %
KYR1	5.53	19.07 %
VKM1	5.44	25.67 %
VNR1	4.15	13.18 %
ARM1	3.31	18.30 %
STU2	3.09	10.17 %
ERL1	2.77	-255.26 %
SGT1	0.80	5.64 %
S2SD		0.00 %
WHTV		0.00 %
Total	735.31	28.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	192.93	34.30 %
Air-Cond	136.28	17.38 %
Wash-Mac	133.41	32.79 %
Fridge	105.05	25.18 %
W-Purifi	12.87	57.59 %
Home-The	11.82	31.66 %
Oven	6.73	60.10 %
Dishwash	3.95	25.21 %
Total	603.04	26.72 %

Branch *	MTD Sales L	Brand Share %
CH14	38.19	25.91 %
CH08	37.20	26.28 %
CH05	33.09	21.32 %
CH28	25.05	26.75 %
CH07	24.87	26.74 %
CH42	22.94	18.74 %
CH11	22.12	20.94 %
CH48	19.01	20.45 %
CH30	17.60	16.83 %
CH22	15.59	21.45 %
CGL1	13.97	19.69 %
AVD1	13.35	18.04 %
KNR1	11.96	26.35 %
CH39	10.39	24.00 %
CZWH	3.39	19.08 %
CH40	2.18	11.61 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.55	5.63 %
Total	603.04	26.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	179.72	29.89 %
Fridge	122.61	26.96 %
Wash-Mac	108.80	32.62 %
Air-Cond	96.56	16.66 %
W-Purifi	8.40	60.80 %
Home-The	3.49	13.16 %
Oven	2.45	42.77 %
Dishwash	2.02	43.63 %
Total	524.04	25.94 %

Branch *	MTD Sales L	Brand Share %
TRY1	75.36	25.07 %
MVM1	35.20	24.62 %
TVR2	31.38	26.52 %
MDI1	30.55	26.66 %
PBR2	29.03	22.94 %
TNJ1	25.86	21.77 %
TNJ2	23.25	22.73 %
KIK1	16.98	22.78 %
PDK1	13.39	27.42 %
PBR1	9.70	27.24 %
TRY3	8.16	13.18 %
APM1	7.62	25.87 %
MSI1	7.09	19.83 %
TRY2	4.36	12.64 %
ORU1	2.27	6.21 %
TZSD		0.00 %
WTRZ	-0.17	11.70 %
Total	524.04	25.94 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	179.01	35.06 %
Wash-Mac	106.87	32.04 %
Fridge	101.25	31.82 %
Air-Cond	80.51	14.50 %
W-Purifi	9.99	65.39 %
Home-The	7.92	31.21 %
Oven	5.22	57.39 %
Dishwash	1.92	27.07 %
Total	492.70	27.76 %

Branch *	MTD Sales L	Brand Share %
CH03	44.54	23.55 %
CH15	35.83	19.75 %
CH21	31.14	27.08 %
CH12	23.51	19.57 %
CH41	20.15	27.36 %
CH06	19.12	23.45 %
MJR1	17.33	20.63 %
CH44	14.84	25.57 %
CH17	12.83	27.29 %
GPD1	9.63	26.40 %
CH24	7.94	15.47 %
CH32	2.96	19.33 %
MC05		0.00 %
MC08		0.00 %
Total	492.70	27.76 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	136.36	25.55 %
Fridge	113.13	26.85 %
Wash-Mac	105.32	27.74 %
Air-Cond	75.00	18.84 %
W-Purifi	12.55	57.36 %
Home-The	2.78	8.83 %
Oven	2.55	50.90 %
Dishwash	1.50	25.14 %
Total	449.19	24.99 %

Branch *	MTD Sales L	Brand Share %
MDU1	46.63	18.52 %
DGL1	24.63	18.27 %
MDU2	22.69	18.30 %
TMM1	15.07	26.36 %
MDU4	12.04	26.78 %
SVG1	11.31	25.96 %
KKD2	10.32	18.22 %
MDU3	9.42	21.37 %
KRR1	8.02	22.67 %
TEN1	5.87	13.36 %
PNV1	5.63	25.02 %
MNM1	4.34	21.72 %
DGL2	3.46	8.88 %
KPT1	2.93	19.07 %
BTU1	2.71	11.87 %
ADP1	2.50	8.79 %
MDU5	2.46	9.11 %
ODM1	2.06	11.72 %
CMR1	1.45	9.24 %
NKI1	1.24	4.80 %
SZSD		0.00 %
Total	449.19	24.99 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	164.34	32.90 %
Wash-Mac	116.38	33.09 %
Fridge	96.66	27.89 %
Air-Cond	32.47	15.91 %
W-Purifi	7.47	73.49 %
Home-The	5.70	21.31 %
Oven	3.34	57.57 %
Dishwash	2.75	31.95 %
Total	429.13	29.53 %

Branch *	MTD Sales L	Brand Share %
SLM1	24.55	20.57 %
ERD1	23.65	22.51 %
HSR2	21.72	24.77 %
ERD2	13.70	15.86 %
SLM2	13.52	24.33 %
OML1	11.91	26.82 %
TCG1	6.61	23.87 %
PLC1	5.55	21.38 %
DPR1	2.13	8.23 %
CMI1	1.57	10.57 %
WHPD		0.00 %
WZWH		0.00 %
Total	429.13	29.53 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	135.22	32.01 %
Wash-Mac	96.15	30.82 %
Fridge	81.22	29.17 %
Air-Cond	34.17	27.90 %
Home-The	4.63	15.67 %
Oven	4.60	56.61 %
W-Purifi	3.59	39.11 %
Dishwash	3.15	19.18 %
Total	362.73	30.26 %

Branch *	MTD Sales L	Brand Share %
UAM1	10.61	19.13 %
MPM1	9.59	24.44 %
TPR1	9.58	20.30 %
TPR3	4.93	15.61 %
CBE3	4.39	24.63 %
CBE1	4.03	8.13 %
PDM1	3.32	13.40 %
ANR1	2.69	24.23 %
SYM2	2.19	8.63 %
CBE5	1.04	24.05 %
WHCB		0.00 %
WZSD		0.00 %
Total	362.73	30.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	122.31	37.92 %
Wash-Mac	78.82	40.30 %
Fridge	71.24	31.62 %
Air-Cond	48.42	20.81 %
W-Purifi	8.53	85.28 %
Home-The	7.64	30.11 %
Oven	2.99	74.08 %
Dishwash	0.78	35.42 %
Total	340.72	33.48 %

Branch *	MTD Sales L	Brand Share %
AKM1	15.60	26.44 %
TRL1	15.01	19.06 %
KPM1	10.93	23.86 %
ABR1	7.05	20.75 %
PLR1	4.54	22.07 %
SLG1	4.11	17.98 %
WJD1	3.61	16.15 %
CYR1	3.28	13.49 %
WHVL		0.00 %
Total	340.72	33.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	94.65	24.65 %
Wash-Mac	90.26	35.94 %
Fridge	73.40	27.55 %
Air-Cond	48.16	14.88 %
W-Purifi	3.11	70.26 %
Home-The	2.21	9.90 %
Oven	1.84	66.72 %
Dishwash	1.57	32.07 %
Total	315.22	25.02 %

Branch *	MTD Sales L	Brand Share %
POY1	40.52	26.61 %
POY2	32.63	25.52 %
CUD1	23.75	21.31 %
VPM2	21.16	22.63 %
NVL2	18.73	20.32 %
KLM1	17.37	27.24 %
CDM1	13.72	16.24 %
SJI1	9.40	19.39 %
PRT1	6.65	16.69 %
TVM2	6.02	25.64 %
VPM1	4.34	20.93 %
TVM1	2.74	10.01 %
MKM1	2.33	9.31 %
WHNV	0.12	23.93 %
WHUT	-0.27	16.73 %
Total	315.22	25.02 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	14.73	27.41 %
Fridge	13.84	27.25 %
Wash-Mac	9.10	28.29 %
Air-Cond	7.70	20.91 %
Oven	0.90	57.73 %
W-Purifi	0.60	45.51 %
Dishwash	0.37	29.41 %
Home-The	0.29	8.49 %
Total	47.54	26.25 %

Branch *	MTD Sales L	Brand Share %
KLR1	9.41	22.43 %
PAS1	5.88	15.64 %
Total	47.54	26.25 %