

MTD Sales
6,636.16 L

Brand Share %
28.80 %

Information:

MTD : 01-10-2025 To 29-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.80 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	3,031.25	31.87 %
Wash-Mac	1,329.40	28.77 %
Fridge	1,209.30	27.36 %
Air-Cond	763.04	21.59 %
Home-The	116.40	20.24 %
W-Purifi	98.92	60.36 %
Dishwash	56.72	38.91 %
Oven	31.12	42.40 %
Total	6,636.16	28.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,236.50	32.65 %
WEST-02	904.81	30.50 %
SOUTH-03	848.75	25.18 %
CHENNAI-01	805.28	30.05 %
TRICHY-01	663.81	25.09 %
CHENNAI-02	593.27	26.92 %
WEST-01	577.10	27.17 %
NORTH ARCOT	549.91	35.53 %
SOUTH ARCOT	419.79	26.65 %
KL-SOUTH	36.94	25.45 %
Total	6,636.16	28.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	504.36	34.88 %
Wash-Mac	257.73	34.50 %
Air-Cond	218.19	30.63 %
Fridge	211.82	29.39 %
W-Purifi	19.84	60.64 %
Home-The	9.79	10.83 %
Dishwash	8.40	32.58 %
Oven	6.38	53.46 %
Total	1,236.50	32.65 %

Branch *	MTD Sales L	Brand Share %
VNR2	42.57	26.59 %
SVK1	35.67	26.18 %
TKS1	30.64	24.40 %
TCN1	24.48	27.21 %
VNR1	15.86	27.26 %
SNL1	14.97	21.20 %
STU2	11.69	23.56 %
KYR1	11.27	24.80 %
SKD1	11.15	24.10 %
TVL2	7.68	19.72 %
SGT1	5.03	20.00 %
S2SD	3.27	15.38 %
WHTV	-0.14	9.37 %
Total	1,236.50	32.65 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	430.41	32.63 %
Wash-Mac	208.29	30.33 %
Fridge	185.53	29.45 %
Air-Cond	44.09	20.14 %
Home-The	14.22	18.76 %
W-Purifi	11.45	77.26 %
Dishwash	7.29	55.65 %
Oven	3.53	47.02 %
Total	904.81	30.50 %

Branch *	MTD Sales L	Brand Share %
ERD2	54.92	21.75 %
SLM1	54.48	19.58 %
ERD1	44.49	22.54 %
HSR2	43.47	27.93 %
SLM3	39.53	28.30 %
ATU1	31.49	28.02 %
MTR1	24.31	26.61 %
OML1	18.35	19.10 %
CMI1	10.76	25.05 %
PLC1	10.62	18.49 %
DPR1	6.73	17.01 %
WZWH	-0.09	-0.81 %
Total	904.81	30.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	374.33	27.62 %
Wash-Mac	172.82	24.94 %
Fridge	168.12	23.25 %
Air-Cond	94.19	20.48 %
W-Purifi	14.63	56.36 %
Home-The	13.05	15.62 %
Dishwash	7.62	36.69 %
Oven	4.01	41.70 %
Total	848.75	25.18 %

Branch *	MTD Sales L	Brand Share %
MDU1	99.09	20.57 %
DGL1	75.85	22.78 %
MDU6	45.40	24.85 %
MDU2	43.63	18.34 %
KKD3	26.71	20.70 %
TMM1	26.70	22.47 %
MDU3	26.56	25.46 %
BNR1	13.66	25.06 %
TEN1	10.01	12.01 %
ODM1	7.03	22.36 %
BTU1	6.88	18.24 %
MNM1	6.38	15.99 %
ADP1	6.03	9.86 %
PNV1	5.72	15.05 %
CMR1	5.43	16.79 %
NKI1	5.34	8.90 %
DGL2	4.70	7.13 %
MDU5	2.41	5.59 %
KKD2	1.59	10.99 %
SZSD	0.85	6.14 %
WHMD	-0.87	26.60 %
Total	848.75	25.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	351.93	35.09 %
Wash-Mac	157.30	30.04 %
Fridge	142.95	30.05 %
Air-Cond	106.98	19.19 %
Home-The	21.81	39.62 %
W-Purifi	12.35	51.54 %
Dishwash	8.07	26.23 %
Oven	3.88	37.32 %
Total	805.28	30.05 %

Branch *	MTD Sales L	Brand Share %
CH14	54.54	27.73 %
CH08	50.31	27.34 %
CH05	42.11	24.77 %
CH19	34.83	23.56 %
CH28	34.63	27.12 %
CH42	33.19	25.25 %
AVD1	26.95	23.60 %
MRM1	26.94	28.51 %
CH07	25.66	23.73 %
CH22	19.07	24.57 %
CH30	16.00	18.03 %
CH38	14.38	26.40 %
KNR1	13.57	20.38 %
CZWH	9.59	14.60 %
CH26	4.06	22.35 %
MC09		0.00 %
WCHN	-4.06	28.02 %
Total	805.28	30.05 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	325.49	27.67 %
Fridge	119.55	24.88 %
Wash-Mac	111.86	25.97 %
Air-Cond	80.27	17.09 %
Home-The	9.44	16.91 %
W-Purifi	8.94	59.24 %
Dishwash	5.79	51.25 %
Oven	2.47	35.83 %
Total	663.81	25.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	92.41	23.87 %
KUM1	40.76	28.46 %
TNJ1	36.89	21.03 %
TRY4	34.89	27.30 %
MVM1	34.52	22.88 %
PBR2	32.67	20.74 %
TNJ2	31.76	21.51 %
TVR2	29.53	23.12 %
MDI1	29.49	28.34 %
TYR1	27.01	26.52 %
JKM1	22.44	26.75 %
KIK1	17.84	25.88 %
AYR1	14.84	23.71 %
PDK1	13.53	21.02 %
TRY2	10.68	17.38 %
MSI1	10.43	18.20 %
TRY3	7.12	7.55 %
APM1	6.26	21.76 %
ORU1	2.62	6.53 %
TZSD		0.00 %
Total	663.81	25.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	288.99	32.70 %
Wash-Mac	105.49	24.87 %
Fridge	104.48	28.72 %
Air-Cond	62.45	13.96 %
Home-The	12.61	26.95 %
W-Purifi	10.48	68.34 %
Dishwash	5.09	38.35 %
Oven	3.68	41.08 %
Total	593.27	26.92 %

Branch *	MTD Sales L	Brand Share %
CH03	51.19	21.49 %
CH15	49.00	21.02 %
CH21	37.63	28.72 %
CH12	35.04	22.01 %
CH18	29.06	25.37 %
CH20	26.37	23.66 %
CH09	26.04	27.28 %
MJR1	25.11	24.93 %
CH41	24.07	26.26 %
CH24	19.28	21.76 %
CH17	16.57	24.63 %
CH44	16.25	23.49 %
GPD1	11.73	22.82 %
PON1	10.55	25.05 %
CH32	0.91	10.36 %
Total	593.27	26.92 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	268.18	29.34 %
Wash-Mac	125.37	24.26 %
Fridge	106.57	24.92 %
Air-Cond	50.27	30.36 %
Home-The	10.62	16.53 %
Dishwash	8.34	50.45 %
W-Purifi	5.21	46.73 %
Oven	2.54	32.06 %
Total	577.10	27.17 %

Branch *	MTD Sales L	Brand Share %
CBE2	77.30	20.33 %
TPR2	37.16	27.36 %
PLI1	28.01	26.90 %
KMR1	26.73	22.22 %
CBE4	24.16	25.74 %
SNR1	17.85	27.86 %
MPM1	16.50	22.99 %
TPR1	14.42	15.81 %
UAM1	14.09	18.72 %
CBE1	13.49	23.07 %
UMP1	11.99	24.85 %
CBE3	8.14	27.75 %
SYM2	7.61	12.04 %
PDM1	6.05	12.69 %
TPR3	5.27	8.22 %
WZSD	1.94	17.06 %
Total	577.10	27.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	282.22	41.71 %
Wash-Mac	100.78	32.99 %
Fridge	84.01	31.21 %
Air-Cond	52.00	23.41 %
Home-The	16.25	31.64 %
W-Purifi	9.00	67.30 %
Dishwash	3.07	62.02 %
Oven	2.58	53.72 %
Total	549.91	35.53 %

Branch *	MTD Sales L	Brand Share %
TRL1	29.50	28.77 %
VEL2	22.57	27.14 %
TRT1	17.19	22.96 %
ABR1	12.76	23.82 %
KPM1	12.52	21.97 %
SLG1	11.64	28.66 %
CYR1	9.51	18.20 %
WJD1	6.52	14.21 %
Total	549.91	35.53 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	193.86	28.23 %
Wash-Mac	85.31	31.08 %
Fridge	76.41	26.05 %
Air-Cond	44.87	17.90 %
Home-The	8.45	17.42 %
W-Purifi	7.01	72.25 %
Dishwash	2.31	30.26 %
Oven	1.56	39.08 %
Total	419.79	26.65 %

Branch *	MTD Sales L	Brand Share %
KKI2	29.43	25.79 %
CUD1	24.91	18.29 %
SJI2	24.16	19.19 %
NVL2	21.72	21.29 %
VPM2	20.37	22.67 %
CDM1	18.85	17.24 %
VPM1	3.26	13.29 %
STP1	3.15	10.59 %
TVM2	3.12	11.66 %
MKM1	2.97	8.40 %
SJI1		0.00 %
Total	419.79	26.65 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.48	22.42 %
Fridge	9.86	27.45 %
Air-Cond	9.75	32.48 %
Wash-Mac	4.47	22.77 %
Dishwash	0.75	43.78 %
Oven	0.49	35.85 %
Home-The	0.15	4.28 %
Total	36.94	25.45 %

Branch *	MTD Sales L	Brand Share %
TVP1	25.89	27.67 %
PAS1	7.66	26.73 %
KLR1	3.63	16.02 %
TVSD		0.00 %
Total	36.94	25.45 %