

MTD Sales
4,433.82 L

Brand Share %
27.58 %

Information:

MTD : 01-08-2025 To 30-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.58 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,485.95	31.16 %
Wash-Mac	1,047.64	32.90 %
Fridge	954.60	27.90 %
Air-Cond	746.73	18.09 %
W-Purifi	86.41	61.35 %
Home-The	51.94	17.99 %
Oven	39.52	58.84 %
Dishwash	21.03	26.44 %
Total	4,433.82	27.58 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	759.45	28.33 %
CHENNAI-01	625.87	26.71 %
TRICHY-01	535.59	25.86 %
CHENNAI-02	502.08	27.58 %
SOUTH-03	466.51	25.06 %
WEST-02	438.79	29.39 %
WEST-01	371.78	30.36 %
NORTH ARCOT	360.87	33.21 %
SOUTH ARCOT	323.24	24.77 %
KL-SOUTH	49.64	25.98 %
Total	4,433.82	27.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	231.45	30.29 %
Wash-Mac	179.46	34.57 %
Air-Cond	165.53	22.55 %
Fridge	152.60	27.26 %
W-Purifi	15.70	59.14 %
Oven	8.07	64.61 %
Home-The	4.02	7.49 %
Dishwash	2.62	23.96 %
Total	759.45	28.33 %

Branch *	MTD Sales L	Brand Share %
TUT1	83.69	27.54 %
NGR1	48.86	26.60 %
KVT1	35.41	26.50 %
VNR2	28.15	23.33 %
RPM1	24.83	26.13 %
SVK1	17.19	22.17 %
SKD1	17.11	27.36 %
TCN1	16.10	24.67 %
ERL2	16.07	20.81 %
SNL1	11.93	25.35 %
VLY1	11.77	15.20 %
UDN1	8.68	21.74 %
TVL2	8.18	24.35 %
APK2	7.74	20.90 %
KYR1	5.53	18.82 %
VNR1	4.15	12.89 %
ARM1	3.31	17.88 %
STU2	3.09	10.01 %
ERL1	2.77	-255.26 %
SGT1	0.97	6.75 %
S2SD		0.00 %
WHTV		0.00 %
Total	759.45	28.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	198.77	34.44 %
Air-Cond	144.08	17.39 %
Wash-Mac	136.97	32.74 %
Fridge	108.90	25.36 %
W-Purifi	13.93	59.10 %
Home-The	12.45	32.26 %
Oven	6.81	59.63 %
Dishwash	3.95	24.44 %
Total	625.87	26.71 %

Branch *	MTD Sales L	Brand Share %
CH14	39.40	24.26 %
CH08	37.98	25.82 %
CH05	34.33	21.49 %
CH28	26.00	26.85 %
CH07	25.73	26.40 %
CH11	24.15	21.76 %
CH42	23.77	18.41 %
CH48	20.82	21.20 %
CH30	18.67	17.40 %
CH22	16.03	21.57 %
CGL1	14.92	20.12 %
AVD1	13.35	17.69 %
KNR1	12.44	26.71 %
CH39	10.92	24.55 %
CZWH	3.39	19.08 %
CH40	2.18	11.03 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.55	5.63 %
Total	625.87	26.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	184.04	29.90 %
Fridge	125.67	27.03 %
Wash-Mac	110.10	32.53 %
Air-Cond	99.06	16.50 %
W-Purifi	8.76	61.10 %
Home-The	3.49	13.03 %
Oven	2.45	42.77 %
Dishwash	2.02	43.63 %
Total	535.59	25.86 %

Branch *	MTD Sales L	Brand Share %
TRY1	75.84	24.62 %
KUM1	37.94	27.24 %
MVM1	35.87	24.46 %
TVR2	32.44	26.48 %
MDI1	30.94	26.45 %
PBR2	30.87	23.82 %
TNJ1	26.30	21.65 %
TNJ2	24.14	22.80 %
KIK1	16.98	22.57 %
PKD1	13.49	27.04 %
TRY3	8.27	12.99 %
MSI1	7.23	19.72 %
TRY2	4.54	12.98 %
ORU1	2.51	6.82 %
TZSD		0.00 %
WTRZ	-0.17	11.70 %
Total	535.59	25.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	179.76	34.54 %
Wash-Mac	110.28	32.32 %
Fridge	104.00	31.91 %
Air-Cond	82.01	14.29 %
W-Purifi	10.65	66.54 %
Home-The	8.01	31.03 %
Oven	5.45	57.20 %
Dishwash	1.92	23.77 %
Total	502.08	27.58 %

Branch *	MTD Sales L	Brand Share %
CH03	45.98	23.37 %
CH15	36.11	19.51 %
CH21	31.14	26.61 %
CH20	25.16	27.33 %
CH12	24.11	19.53 %
CH41	20.28	26.71 %
CH06	19.65	23.65 %
MJR1	17.67	20.62 %
CH44	14.84	25.16 %
CH17	13.08	27.19 %
GPD1	9.63	26.04 %
CH24	8.35	15.72 %
CH32	2.96	19.33 %
MC05		0.00 %
MC08		0.00 %
Total	502.08	27.58 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	143.65	25.93 %
Fridge	116.31	26.66 %
Wash-Mac	107.85	27.64 %
Air-Cond	78.70	18.99 %
W-Purifi	13.18	56.63 %
Home-The	2.78	8.56 %
Oven	2.55	50.33 %
Dishwash	1.50	25.14 %
Total	466.51	25.06 %

Branch *	MTD Sales L	Brand Share %
MDU1	51.03	18.59 %
DGL1	24.93	18.31 %
MDU2	22.93	18.24 %
TMM1	15.21	26.12 %
SVG1	12.06	25.82 %
MDU4	12.04	26.78 %
KKD2	11.50	19.46 %
MDU3	9.42	21.04 %
KRR1	8.20	22.42 %
TEN1	5.87	13.09 %
PNV1	5.63	23.81 %
MNM1	4.34	20.89 %
DGL2	3.72	9.28 %
KPT1	2.93	18.70 %
BTU1	2.90	12.27 %
ADP1	2.50	8.71 %
MDU5	2.46	8.97 %
ODM1	2.06	11.60 %
NKI1	1.90	6.94 %
CMR1	1.45	8.73 %
SZSD		0.00 %
Total	466.51	25.06 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	168.32	32.82 %
Wash-Mac	118.45	32.84 %
Fridge	99.41	27.80 %
Air-Cond	32.80	15.69 %
W-Purifi	7.90	74.55 %
Home-The	5.70	20.41 %
Oven	3.47	58.56 %
Dishwash	2.75	31.95 %
Total	438.79	29.39 %

Branch *	MTD Sales L	Brand Share %
ERD1	25.61	22.27 %
SLM1	25.16	20.54 %
HSR2	22.08	24.62 %
MTR1	17.03	27.05 %
SLM2	13.74	24.25 %
ERD2	13.70	15.52 %
OML1	12.05	27.03 %
TCG1	6.61	23.42 %
PLC1	5.81	21.62 %
DPR1	2.13	8.11 %
CMI1	1.57	10.25 %
WHPD		0.00 %
WZWH		0.00 %
Total	438.79	29.39 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	138.04	32.00 %
Wash-Mac	98.11	30.99 %
Fridge	83.28	29.13 %
Air-Cond	35.68	28.32 %
Home-The	4.81	15.83 %
Oven	4.74	56.72 %
W-Purifi	3.59	38.80 %
Dishwash	3.54	21.10 %
Total	371.78	30.36 %

Branch *	MTD Sales L	Brand Share %
UAM1	10.99	19.56 %
MPM1	10.80	26.34 %
TPR1	9.83	20.57 %
TPR3	5.14	15.96 %
CBE3	4.86	25.67 %
CBE1	4.03	8.05 %
PDM1	3.46	13.88 %
SYM2	2.32	8.93 %
CBE5	1.51	25.29 %
WHCB		0.00 %
WZSD		0.00 %
Total	371.78	30.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	130.48	38.00 %
Wash-Mac	84.59	40.65 %
Fridge	74.24	31.64 %
Air-Cond	50.83	19.82 %
W-Purifi	8.86	79.26 %
Home-The	7.98	30.12 %
Oven	3.10	73.98 %
Dishwash	0.78	35.42 %
Total	360.87	33.21 %

Branch *	MTD Sales L	Brand Share %
AKM1	16.34	26.86 %
TRL1	15.33	19.24 %
ABR1	13.24	21.39 %
KPM1	11.27	23.98 %
WJD1	9.49	26.77 %
TRT1	9.32	27.51 %
PLR1	5.15	23.31 %
SLG1	4.61	19.43 %
CYR1	3.53	14.23 %
WHVL		0.00 %
Total	360.87	33.21 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	96.48	24.66 %
Wash-Mac	92.59	35.94 %
Fridge	74.77	27.39 %
Air-Cond	50.36	14.48 %
W-Purifi	3.22	69.14 %
Home-The	2.41	10.40 %
Oven	1.84	66.72 %
Dishwash	1.57	32.07 %
Total	323.24	24.77 %

Branch *	MTD Sales L	Brand Share %
POY1	42.66	26.49 %
POY2	33.83	25.88 %
CUD1	24.03	20.41 %
VPM2	21.16	22.12 %
NVL2	19.24	20.12 %
KLM1	17.95	27.02 %
CDM1	14.32	16.56 %
SJI1	9.57	19.60 %
PRT1	6.65	16.14 %
TVM2	6.02	25.35 %
VPM1	4.34	20.46 %
TVM1	2.74	9.74 %
MKM1	2.33	9.07 %
WHNV	0.12	23.93 %
WHUT	-0.27	16.73 %
Total	323.24	24.77 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	15.42	28.67 %
LED TV	14.96	25.87 %
Wash-Mac	9.26	27.22 %
Air-Cond	7.70	20.47 %
Oven	1.04	61.16 %
W-Purifi	0.60	42.88 %
Dishwash	0.37	29.41 %
Home-The	0.29	8.38 %
Total	49.64	25.98 %

Branch *	MTD Sales L	Brand Share %
KLR1	10.13	22.68 %
PAS1	6.08	15.28 %
Total	49.64	25.98 %