

MTD Sales
6,735.16 L

Brand Share %
28.79 %

Information:

MTD : 01-10-2025 To 30-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.79 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	3,071.71	31.81 %
Wash-Mac	1,353.13	28.82 %
Fridge	1,226.34	27.37 %
Air-Cond	774.43	21.59 %
Home-The	118.41	20.35 %
W-Purifi	100.69	60.10 %
Dishwash	58.62	39.22 %
Oven	31.82	42.36 %
Total	6,735.16	28.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,250.17	32.56 %
WEST-02	919.63	30.52 %
SOUTH-03	853.87	25.08 %
CHENNAI-01	817.11	30.04 %
TRICHY-01	680.40	25.29 %
CHENNAI-02	605.68	27.03 %
WEST-01	585.96	27.23 %
NORTH ARCOT	556.89	35.39 %
SOUTH ARCOT	428.78	26.62 %
KL-SOUTH	36.67	24.99 %
Total	6,735.16	28.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	507.82	34.62 %
Wash-Mac	260.66	34.40 %
Air-Cond	220.57	30.61 %
Fridge	216.09	29.50 %
W-Purifi	20.06	60.79 %
Home-The	9.93	10.89 %
Dishwash	8.40	32.58 %
Oven	6.66	53.72 %
Total	1,250.17	32.56 %

Branch *	MTD Sales L	Brand Share %
VNR2	43.93	26.82 %
SVK1	36.94	26.31 %
TKS1	30.77	24.25 %
TCN1	24.48	26.83 %
VNR1	15.86	27.05 %
SNL1	14.97	20.76 %
STU2	11.69	21.71 %
SKD1	11.55	24.18 %
KYR1	11.27	24.45 %
TVL2	8.48	21.14 %
SGT1	5.03	19.77 %
S2SD	3.27	15.38 %
WHTV	-0.14	9.37 %
Total	1,250.17	32.56 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	436.52	32.67 %
Wash-Mac	212.47	30.34 %
Fridge	188.45	29.45 %
Air-Cond	44.68	20.02 %
Home-The	14.51	18.97 %
W-Purifi	11.80	77.78 %
Dishwash	7.67	55.10 %
Oven	3.53	46.73 %
Total	919.63	30.52 %

Branch *	MTD Sales L	Brand Share %
ERD2	55.53	21.71 %
SLM1	54.48	19.41 %
ERD1	46.37	22.80 %
HSR2	44.38	28.08 %
SLM3	39.64	27.81 %
ATU1	32.14	28.43 %
MTR1	24.52	26.42 %
OML1	18.35	18.99 %
CMI1	10.76	24.72 %
PLC1	10.62	18.49 %
DPR1	6.73	16.83 %
WZWH	-0.09	-0.81 %
Total	919.63	30.52 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	376.49	27.48 %
Wash-Mac	173.74	24.84 %
Fridge	168.73	23.14 %
Air-Cond	95.52	20.54 %
W-Purifi	14.63	55.40 %
Home-The	13.13	15.63 %
Dishwash	7.62	35.89 %
Oven	4.01	41.70 %
Total	853.87	25.08 %

Branch *	MTD Sales L	Brand Share %
MDU1	99.25	20.52 %
DGL1	76.02	22.46 %
MDU6	45.61	24.79 %
MDU2	43.63	18.17 %
MDU3	27.54	26.05 %
TMM1	27.23	22.43 %
KKD3	26.71	20.54 %
BNR1	13.66	25.00 %
TEN1	10.01	11.85 %
ODM1	7.38	23.14 %
BTU1	6.88	18.01 %
MNM1	6.38	15.99 %
ADP1	6.03	9.85 %
PNV1	5.72	14.94 %
CMR1	5.43	16.57 %
NKI1	5.34	8.90 %
DGL2	5.21	7.72 %
MDU5	2.41	5.42 %
KKD2	1.59	10.99 %
SZSD	0.85	6.14 %
WHMD	-0.87	26.60 %
Total	853.87	25.08 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	358.27	35.08 %
Wash-Mac	160.65	30.29 %
Fridge	142.82	29.83 %
Air-Cond	107.80	19.04 %
Home-The	22.48	40.18 %
W-Purifi	13.15	51.94 %
Dishwash	8.07	25.90 %
Oven	3.88	36.50 %
Total	817.11	30.04 %

Branch *	MTD Sales L	Brand Share %
CH14	55.32	27.67 %
CH08	51.41	27.57 %
CH05	42.58	24.55 %
CH19	35.50	23.41 %
CH28	35.33	27.30 %
CH42	33.19	24.64 %
AVD1	27.77	23.87 %
MRM1	27.03	28.64 %
CH07	26.07	23.54 %
CH22	20.41	25.49 %
CH30	16.00	17.73 %
CH38	14.38	26.23 %
KNR1	13.57	20.33 %
CZWH	9.59	14.40 %
CH26	4.06	22.35 %
MC09		0.00 %
Total	817.11	30.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	332.40	27.88 %
Fridge	122.25	24.98 %
Wash-Mac	114.65	26.14 %
Air-Cond	83.22	17.40 %
Home-The	9.58	16.91 %
W-Purifi	9.14	59.15 %
Dishwash	6.57	52.25 %
Oven	2.59	36.13 %
Total	680.40	25.29 %

Branch *	MTD Sales L	Brand Share %
TRY1	93.71	23.94 %
KUM1	42.28	28.51 %
TNJ1	37.86	21.35 %
MVM1	35.22	22.93 %
TRY4	35.20	27.37 %
PBR2	34.26	21.15 %
TNJ2	33.30	22.14 %
MDI1	30.59	28.59 %
TVR2	30.40	23.37 %
TYR1	27.42	26.81 %
JKM1	23.44	27.33 %
KIK1	18.21	25.61 %
AYR1	15.22	23.96 %
PDK1	13.53	20.80 %
TRY2	10.81	17.27 %
MSI1	10.60	18.30 %
TRY3	7.12	7.45 %
APM1	6.50	22.25 %
ORU1	2.80	6.87 %
TZSD		0.00 %
Total	680.40	25.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	293.44	32.64 %
Wash-Mac	107.87	25.04 %
Fridge	107.40	28.97 %
Air-Cond	63.96	14.09 %
Home-The	12.70	26.76 %
W-Purifi	10.67	68.14 %
Dishwash	5.83	41.61 %
Oven	3.80	40.96 %
Total	605.68	27.03 %

Branch *	MTD Sales L	Brand Share %
CH03	53.43	21.93 %
CH15	49.39	20.89 %
CH12	35.71	22.13 %
CH06	33.06	28.65 %
CH18	29.67	25.45 %
CH09	27.74	28.40 %
MJR1	26.94	26.26 %
CH20	26.49	23.55 %
CH41	24.33	26.05 %
CH24	19.79	21.75 %
CH17	16.57	24.38 %
CH44	16.52	23.54 %
GPD1	12.10	23.08 %
PON1	10.82	25.41 %
CH32	0.91	10.36 %
Total	605.68	27.03 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	271.45	29.36 %
Wash-Mac	128.21	24.42 %
Fridge	107.79	24.90 %
Air-Cond	51.56	30.53 %
Home-The	10.79	16.70 %
Dishwash	8.34	50.45 %
W-Purifi	5.10	44.93 %
Oven	2.73	33.05 %
Total	585.96	27.23 %

Branch *	MTD Sales L	Brand Share %
CBE2	77.50	20.13 %
TPR2	38.29	27.50 %
PLI1	28.10	26.88 %
KMR1	27.12	22.10 %
CBE4	24.58	26.01 %
MPM1	16.50	22.74 %
TPR1	14.64	15.75 %
CBE1	14.21	23.56 %
UAM1	14.09	18.56 %
UMP1	11.99	24.63 %
CBE3	8.14	27.75 %
SYM2	7.62	12.03 %
PDM1	6.05	12.63 %
TPR3	5.27	8.19 %
WZSD	1.94	17.06 %
Total	585.96	27.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	286.41	41.43 %
Wash-Mac	102.87	33.11 %
Fridge	84.58	31.08 %
Air-Cond	52.00	23.24 %
Home-The	16.25	31.02 %
W-Purifi	9.13	66.94 %
Dishwash	3.07	62.02 %
Oven	2.58	53.72 %
Total	556.89	35.39 %

Branch *	MTD Sales L	Brand Share %
KPM2	56.21	28.63 %
VEL2	23.66	27.83 %
TRT1	17.56	23.22 %
ABR1	12.76	23.21 %
KPM1	12.52	21.74 %
SLG1	11.64	28.57 %
CYR1	9.51	18.07 %
WJD1	6.95	14.18 %
Total	556.89	35.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	197.69	28.11 %
Wash-Mac	87.54	31.09 %
Fridge	78.40	26.20 %
Air-Cond	45.37	17.73 %
Home-The	8.89	17.98 %
W-Purifi	7.01	72.25 %
Dishwash	2.31	30.26 %
Oven	1.56	38.30 %
Total	428.78	26.62 %

Branch *	MTD Sales L	Brand Share %
KKI2	30.78	26.42 %
CUD1	25.35	18.01 %
SJI2	24.42	19.19 %
NVL2	21.88	21.04 %
VPM2	20.63	22.35 %
CDM1	18.99	17.08 %
VPM1	3.26	13.16 %
STP1	3.15	10.34 %
TVM2	3.12	11.39 %
MKM1	2.97	8.31 %
SJI1		0.00 %
Total	428.78	26.62 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.23	21.66 %
Fridge	9.84	27.27 %
Air-Cond	9.75	31.86 %
Wash-Mac	4.47	22.59 %
Dishwash	0.75	43.78 %
Oven	0.49	35.85 %
Home-The	0.15	4.28 %
Total	36.67	24.99 %

Branch *	MTD Sales L	Brand Share %
TVP1	25.77	27.28 %
PAS1	7.51	25.80 %
KLR1	3.63	15.84 %
TVSD		0.00 %
Total	36.67	24.99 %