

MTD Sales
3,822.03 L

Brand Share %
29.84 %

Information:

MTD : 01-11-2025 To 30-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.84 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,539.87	33.27 %
Wash-Mac	837.73	29.42 %
Fridge	662.13	28.22 %
Air-Cond	555.97	23.35 %
Home-The	84.60	27.13 %
W-Purifi	70.49	57.04 %
Dishwash	41.70	36.98 %
Oven	29.53	51.16 %
Total	3,822.03	29.84 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	613.23	30.65 %
CHENNAI-01	537.58	28.81 %
CHENNAI-02	464.70	29.00 %
SOUTH-03	435.06	28.04 %
TRICHY-01	415.45	28.11 %
NORTH ARCOT	379.50	39.01 %
WEST-02	372.52	30.55 %
SOUTH ARCOT	291.42	29.73 %
WEST-01	287.24	27.84 %
KL-SOUTH	25.33	23.96 %
Total	3,822.03	29.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	231.96	33.54 %
Wash-Mac	135.85	30.32 %
Fridge	107.26	28.16 %
Air-Cond	103.56	28.20 %
W-Purifi	14.95	60.27 %
Dishwash	7.97	34.56 %
Home-The	5.87	10.79 %
Oven	5.81	55.25 %
Total	613.23	30.65 %

Branch *	MTD Sales L	Brand Share %
RPM1	22.00	26.11 %
RND1	16.97	27.17 %
VNR2	16.79	26.27 %
SVK1	16.45	23.82 %
VLY1	12.03	25.89 %
TKS1	11.07	19.85 %
ERL2	9.80	28.32 %
APK2	8.64	26.65 %
PDI1	7.91	29.82 %
KYR1	5.00	21.97 %
VNR1	4.75	15.15 %
SNL1	4.10	10.99 %
STU2	3.86	16.50 %
SGT1	3.01	20.06 %
COL1	2.61	23.02 %
S2SD	0.28	2.25 %
WHTV	-0.38	4.86 %
Total	613.23	30.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	212.27	34.42 %
Wash-Mac	117.12	28.64 %
Fridge	87.78	26.61 %
Air-Cond	79.73	19.22 %
Home-The	14.99	40.17 %
W-Purifi	11.50	53.15 %
Dishwash	9.97	36.11 %
Oven	4.22	47.33 %
Total	537.58	28.81 %

Branch *	MTD Sales L	Brand Share %
CH08	32.80	29.11 %
CH05	32.01	24.26 %
CH14	28.16	29.68 %
CH28	25.38	24.68 %
CH42	24.94	21.53 %
CH07	18.86	21.20 %
AVD1	18.05	25.35 %
CH30	16.59	22.24 %
SKL1	11.74	25.22 %
CH22	10.91	18.53 %
KNR1	5.19	22.09 %
CZWH	4.19	9.83 %
CH26	2.14	17.70 %
MC10	0.34	21.58 %
WHC3		0.00 %
WCHN	-5.06	19.82 %
Total	537.58	28.81 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	221.11	36.83 %
Wash-Mac	80.86	25.84 %
Fridge	69.30	29.13 %
Air-Cond	66.05	17.11 %
Home-The	12.55	38.80 %
W-Purifi	7.75	61.36 %
Oven	3.70	41.86 %
Dishwash	3.37	29.33 %
Total	464.70	29.00 %

Branch *	MTD Sales L	Brand Share %
CH03	48.90	27.67 %
CH12	29.77	25.77 %
CH15	27.56	15.48 %
CH21	23.25	27.90 %
MJR1	19.92	29.58 %
CH17	18.07	21.94 %
CH24	15.93	19.72 %
CH44	12.46	25.10 %
CH06	10.14	21.04 %
CH46	7.79	29.18 %
CH31	5.47	25.55 %
CH32	3.40	25.91 %
GPD1	2.66	10.42 %
Total	464.70	29.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	165.78	30.12 %
Wash-Mac	95.29	26.12 %
Fridge	85.91	28.40 %
Air-Cond	62.15	24.24 %
W-Purifi	10.01	51.73 %
Home-The	9.08	22.50 %
Oven	4.19	66.21 %
Dishwash	2.64	23.07 %
Total	435.06	28.04 %

Branch *	MTD Sales L	Brand Share %
MDU1	43.78	23.45 %
DGL1	26.86	22.20 %
MDU2	22.54	21.55 %
MDU6	19.72	25.32 %
MDU3	15.37	20.89 %
TMM1	14.96	28.64 %
TEN2	10.43	27.72 %
BNR1	6.87	26.31 %
USL1	6.76	26.77 %
TEN1	3.94	9.47 %
BTU1	3.75	22.37 %
ODM1	3.57	22.11 %
ADP1	3.52	15.35 %
CMR1	2.80	18.78 %
NKI1	2.59	14.52 %
DGL2	2.45	9.00 %
MNM1	2.02	11.95 %
MDU5	0.85	3.02 %
PNV1		0.00 %
SZSD		0.00 %
Total	435.06	28.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	167.95	29.96 %
Air-Cond	90.28	27.09 %
Wash-Mac	73.63	26.23 %
Fridge	67.31	26.76 %
Home-The	6.26	22.90 %
W-Purifi	3.80	37.18 %
Dishwash	3.50	37.28 %
Oven	2.72	57.27 %
Total	415.45	28.11 %

Branch *	MTD Sales L	Brand Share %
PBR2	28.63	25.67 %
KUM1	27.98	28.94 %
TNJ1	21.67	23.57 %
TVR2	21.35	26.64 %
MVM1	20.15	23.40 %
MDI1	16.15	28.41 %
TNJ2	15.00	21.48 %
TRY4	11.58	24.81 %
PDK1	9.38	25.46 %
AYR1	9.23	26.79 %
JKM1	9.03	25.50 %
TRY3	6.79	13.59 %
KIK1	6.74	17.57 %
MSI1	5.99	21.89 %
APM1	2.85	16.44 %
ORU1	0.96	6.06 %
TZSD		0.00 %
WTRZ	-1.48	25.14 %
Total	415.45	28.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	171.09	45.41 %
Wash-Mac	81.89	38.32 %
Fridge	59.97	33.35 %
Air-Cond	43.39	28.56 %
Home-The	13.45	41.02 %
W-Purifi	5.64	69.26 %
Oven	2.20	51.72 %
Dishwash	1.88	34.14 %
Total	379.50	39.01 %

Branch *	MTD Sales L	Brand Share %
VEL2	23.49	28.61 %
ABR1	11.13	28.25 %
KPM1	7.87	24.10 %
CYR1	4.51	19.23 %
ANI1	3.99	19.59 %
WJD1	3.44	11.97 %
WHVL	-0.32	19.59 %
Total	379.50	39.01 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	140.10	31.04 %
Wash-Mac	104.58	33.33 %
Fridge	71.70	28.60 %
Air-Cond	34.32	22.92 %
Home-The	8.85	26.69 %
W-Purifi	8.37	83.44 %
Dishwash	2.70	39.95 %
Oven	1.91	51.13 %
Total	372.52	30.55 %

Branch *	MTD Sales L	Brand Share %
SLM1	23.06	21.09 %
ERD2	21.94	22.65 %
ERD1	19.95	26.43 %
HSR2	18.57	25.63 %
MTR1	8.34	25.59 %
TRM1	8.02	26.37 %
EDP1	5.99	28.17 %
PLC1	5.70	20.28 %
DPR1	2.90	10.49 %
OML1	1.40	4.52 %
WZWH		0.00 %
WHPD	-1.05	19.99 %
Total	372.52	30.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	118.00	30.62 %
Wash-Mac	67.93	35.32 %
Fridge	47.80	28.32 %
Air-Cond	40.67	20.80 %
Home-The	7.29	30.45 %
W-Purifi	4.74	65.56 %
Dishwash	3.35	70.98 %
Oven	1.62	64.33 %
Total	291.42	29.73 %

Branch *	MTD Sales L	Brand Share %
POY2	26.52	28.62 %
CUD1	23.84	25.50 %
KLM1	16.40	29.77 %
VPM2	16.14	26.85 %
SJI2	9.71	18.43 %
CDM1	6.06	10.34 %
STP1	4.54	28.80 %
VPM1	3.53	28.06 %
TVM2	2.34	10.39 %
MKM1	1.20	7.66 %
Total	291.42	29.73 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	108.26	30.01 %
Wash-Mac	73.53	25.38 %
Fridge	58.48	26.72 %
Air-Cond	28.49	26.66 %
Dishwash	5.95	47.94 %
Home-The	5.87	21.00 %
W-Purifi	3.74	45.74 %
Oven	2.92	41.02 %
Total	287.24	27.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	40.80	22.64 %
KMR1	15.50	26.91 %
CBE4	15.18	26.64 %
PLI1	13.04	26.10 %
SNR1	12.71	28.66 %
TPR1	11.46	21.37 %
MPM1	8.32	26.64 %
TPR3	7.85	28.46 %
UAM1	6.58	17.19 %
AVI1	6.50	22.40 %
CBE1	4.69	11.89 %
CBE3	4.56	26.00 %
SYM2	4.29	18.09 %
PDM1	1.99	9.93 %
WZSD		0.00 %
Total	287.24	27.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	7.32	38.11 %
Wash-Mac	7.05	31.80 %
Fridge	6.62	26.13 %
LED TV	3.35	9.76 %
Home-The	0.38	17.00 %
Dishwash	0.37	100.00 %
Oven	0.24	31.91 %
Total	25.33	23.96 %

Branch *	MTD Sales L	Brand Share %
TVP1	19.69	28.62 %
KLR1	3.50	21.90 %
PAS1	3.22	15.19 %
TVSD		0.00 %
Total	25.33	23.96 %