

MTD Sales
114.13 L

Brand Share %
30.52 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **30.52 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	46.90	35.64 %
Wash-Mac	24.68	28.88 %
Fridge	23.39	30.80 %
Air-Cond	13.09	21.27 %
W-Purifi	2.09	38.05 %
Home-The	1.91	27.29 %
Dishwash	1.11	26.16 %
Oven	0.97	36.12 %
Total	114.13	30.52 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.57	39.45 %
SOUTH-03	17.69	37.66 %
TRICHY-01	15.61	33.71 %
CHENNAI-01	14.14	23.71 %
CHENNAI-02	10.40	26.88 %
NORTH ARCOT	9.56	36.15 %
WEST-01	9.36	26.71 %
WEST-02	6.98	21.85 %
SOUTH ARCOT	6.04	22.23 %
KL-SOUTH	0.80	39.36 %
Total	114.13	30.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	10.21	46.85 %
Wash-Mac	5.23	32.89 %
Air-Cond	4.47	41.30 %
Fridge	2.93	31.09 %
Dishwash	0.37	43.44 %
W-Purifi	0.28	48.03 %
Home-The	0.09	34.48 %
Total	23.57	39.45 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.13	22.67 %
SVK1	0.66	25.01 %
RPM1	0.57	25.99 %
TKS1	0.35	14.90 %
TUT2	0.33	14.84 %
TCN1	0.18	22.66 %
TKS2	0.13	7.42 %
VNR1	0.13	9.23 %
S2SD	0.02	-3.35 %
COL1		0.00 %
ERL2		0.00 %
KYR1		0.00 %
MMT1		0.00 %
SNL1		0.00 %
STU2		0.00 %
Total	23.57	39.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	7.71	42.97 %
Wash-Mac	3.68	37.50 %
Fridge	3.50	34.43 %
Air-Cond	2.09	33.86 %
Oven	0.35	100.00 %
W-Purifi	0.28	37.67 %
Home-The	0.09	6.82 %
Total	17.69	37.66 %

Branch *	MTD Sales L	Brand Share %
MDU2	0.56	21.04 %
DGL1	0.54	24.63 %
USL1	0.17	18.17 %
MDU3	0.13	13.54 %
ADP1	0.13	16.87 %
KRR1	0.12	7.68 %
MPA1	0.10	8.78 %
BNR1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MDU5		0.00 %
NK11		0.00 %
NTM1		0.00 %
ODM1		0.00 %
TEN1		0.00 %
Total	17.69	37.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	8.66	44.93 %
Wash-Mac	2.29	26.88 %
Fridge	2.12	31.01 %
Air-Cond	1.62	17.08 %
Home-The	0.46	46.11 %
W-Purifi	0.24	51.76 %
Oven	0.21	100.00 %
Total	15.61	33.71 %

Branch *	MTD Sales L	Brand Share %
PBR2	0.62	23.76 %
KUM1	0.51	22.76 %
TNJ2	0.46	25.69 %
TNJ1	0.42	12.67 %
PDK1	0.27	29.02 %
TRY2	0.27	23.60 %
TRY3	0.18	9.46 %
KRN1	0.13	26.86 %
TVR2	0.13	5.74 %
MVM1	0.13	7.26 %
JKM1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
TYR1		0.00 %
WTRZ		0.00 %
Total	15.61	33.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	5.36	30.41 %
Wash-Mac	4.20	31.03 %
Fridge	3.74	26.65 %
Home-The	0.63	46.87 %
Oven	0.20	36.72 %
Air-Cond	0.01	0.09 %
Total	14.14	23.71 %

Branch *	MTD Sales L	Brand Share %
CH08	1.06	23.87 %
CH28	0.86	19.83 %
CH05	0.71	15.21 %
CH14	0.59	22.82 %
CH48	0.52	22.49 %
CH45	0.42	21.20 %
CH11	0.39	24.86 %
CH35	0.37	21.33 %
GUD1	0.14	7.59 %
CH38	0.13	9.80 %
CH26		0.00 %
CH30		0.00 %
CH39		0.00 %
CZWH		0.00 %
MC10		0.00 %
MRM1		0.00 %
TKM1		0.00 %
CH19	-0.75	-29.56 %
Total	14.14	23.71 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	4.56	33.68 %
Wash-Mac	2.42	28.66 %
Fridge	2.24	36.63 %
Air-Cond	0.53	5.70 %
Home-The	0.38	60.70 %
W-Purifi	0.28	100.00 %
Total	10.40	26.88 %

Branch *	MTD Sales L	Brand Share %
CH24	0.64	15.68 %
CH21	0.49	-125.47 %
CH06	0.46	19.42 %
CH03	0.41	22.79 %
CH12	0.41	19.26 %
CH34	0.32	8.00 %
CH15	0.14	3.11 %
CH17		0.00 %
CH20		0.00 %
CH36		0.00 %
CH44		0.00 %
CH46		0.00 %
MJR1		0.00 %
Total	10.40	26.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.45	34.19 %
Fridge	2.80	47.51 %
Wash-Mac	1.73	30.60 %
Air-Cond	0.99	30.21 %
W-Purifi	0.38	55.44 %
Oven	0.11	43.30 %
Home-The	0.09	15.46 %
Total	9.56	36.15 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.90	29.63 %
CYR1	0.18	13.32 %
UGI1	0.13	18.25 %
ABR1	0.11	11.09 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
GDM1		0.00 %
VEL1		0.00 %
WJD1		0.00 %
PTU1		-0.52 %
SBR1	-0.26	-22.58 %
Total	9.56	36.15 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	2.39	23.59 %
Fridge	2.33	29.22 %
Wash-Mac	2.18	21.65 %
Air-Cond	1.35	36.41 %
Dishwash	0.75	59.77 %
W-Purifi	0.17	46.58 %
Oven	0.10	17.25 %
Home-The	0.09	9.37 %
Total	9.36	26.71 %

Branch *	MTD Sales L	Brand Share %
UAM1	0.68	18.50 %
KMR1	0.62	18.92 %
DPM2	0.47	29.70 %
MPM1	0.45	30.15 %
CBE1	0.36	20.35 %
KMD1	0.13	9.85 %
CBE5	0.10	28.41 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
GBM1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR3		0.00 %
Total	9.36	26.71 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	2.13	25.02 %
LED TV	1.69	13.41 %
Wash-Mac	1.58	22.85 %
Air-Cond	1.16	42.57 %
W-Purifi	0.34	63.82 %
Home-The	0.08	15.61 %
Total	6.98	21.85 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.53	28.58 %
HSR1	0.37	7.91 %
APN1	0.14	25.19 %
TCG1	0.13	9.67 %
MTR1	0.13	7.25 %
ATU1	0.13	10.12 %
CMI1		0.00 %
DPR1		0.00 %
ERD1		0.00 %
HSR2		0.00 %
KRI1		0.00 %
OML1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SLM1		0.00 %
SLM3		0.00 %
VKL1		0.00 %
WHKP		0.00 %
Total	6.98	21.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.75	33.64 %
Fridge	1.37	21.21 %
Wash-Mac	1.19	19.51 %
Air-Cond	0.60	11.25 %
W-Purifi	0.13	15.51 %
Total	6.04	22.23 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.38	17.98 %
KKI2	0.13	5.91 %
CDM1		0.00 %
CUD1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
WHUT		0.00 %
NVL2	-0.13	-99.18 %
Total	6.04	22.23 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.27	100.00 %
Fridge	0.22	43.98 %
Wash-Mac	0.18	36.42 %
LED TV	0.13	27.29 %
Total	0.80	39.36 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.31	27.34 %
Total	0.80	39.36 %