

MTD Sales
67.68 L

Brand Share %
24.65 %

Information:

MTD : 01-12-2025 To 01-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **24.65 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	28.19	27.29 %
Wash-Mac	18.26	21.34 %
Fridge	13.67	25.65 %
Air-Cond	2.03	11.38 %
Dishwash	1.89	37.13 %
W-Purifi	1.59	48.34 %
Home-The	1.22	27.80 %
Oven	0.83	47.54 %
Total	67.68	24.65 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.92	26.08 %
SOUTH-03	11.06	22.95 %
TRICHY-01	8.08	23.80 %
CHENNAI-01	7.14	23.95 %
NORTH ARCOT	6.76	42.73 %
WEST-01	6.06	18.52 %
WEST-02	5.83	18.26 %
CHENNAI-02	5.38	36.38 %
SOUTH ARCOT	4.73	23.84 %
KL-SOUTH	0.72	40.25 %
Total	67.68	24.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	4.35	27.00 %
Wash-Mac	4.17	25.34 %
Air-Cond	1.49	51.22 %
Fridge	1.32	17.99 %
W-Purifi	0.36	54.98 %
Oven	0.12	55.90 %
Home-The	0.10	9.43 %
Total	11.92	26.08 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.45	18.03 %
VNR2	0.30	13.36 %
TCN1	0.20	10.18 %
SNL1	0.18	11.39 %
TYI1	0.16	13.49 %
VKM1	0.14	19.70 %
UDN1	0.13	12.41 %
SVK1	0.13	7.00 %
TUT2	0.12	10.40 %
PDI1	0.11	11.67 %
ASM1		0.00 %
KGL1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
VLY1		0.00 %
NGR1		0.00 %
SKD1	-0.27	-5194.96 %
Total	11.92	26.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	4.45	23.00 %
Wash-Mac	3.56	23.08 %
Fridge	2.16	23.65 %
Home-The	0.41	39.16 %
W-Purifi	0.24	34.35 %
Oven	0.24	100.00 %
Total	11.06	22.95 %

Branch *	MTD Sales L	Brand Share %
MDU2	0.88	17.88 %
MLR1	0.31	18.07 %
MDU1	0.31	8.85 %
PVI1	0.21	20.44 %
MDU5	0.19	19.50 %
TEN2	0.17	10.46 %
MDU3	0.17	10.43 %
KKD3	0.16	8.37 %
DGL1	0.16	4.67 %
ATG1	0.12	8.82 %
ADP1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
MDU4		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
TDI1		0.00 %
TEN1		0.00 %
Total	11.06	22.95 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	3.11	46.38 %
LED TV	2.80	21.01 %
Wash-Mac	1.31	16.48 %
Air-Cond	0.54	11.41 %
Home-The	0.31	40.28 %
Total	8.08	23.80 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.58	23.18 %
PBR2	0.44	15.07 %
KIK1	0.44	21.57 %
TVR2	0.43	21.43 %
TRY4	0.17	7.51 %
TNJ2	0.17	17.93 %
TYR1	0.17	16.51 %
JKM1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
TNJ1		0.00 %
TRY3		0.00 %
Total	8.08	23.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	4.27	39.03 %
Fridge	1.01	16.37 %
W-Purifi	0.61	100.00 %
Wash-Mac	0.55	6.86 %
Dishwash	0.38	100.00 %
Home-The	0.23	47.92 %
Oven	0.10	46.16 %
Total	7.14	23.95 %

Branch *	MTD Sales L	Brand Share %
CH16	0.88	24.55 %
CH28	0.50	23.90 %
CH07	0.28	11.38 %
CH19	0.25	15.75 %
CH48	0.18	10.48 %
MRM1	0.14	15.60 %
CGL1		0.00 %
CH08		0.00 %
CH11		0.00 %
CH14		0.00 %
CH26		0.00 %
CH30		0.00 %
CH35		0.00 %
CH39		0.00 %
KNR1		0.00 %
SKL1		0.00 %
Total	7.14	23.95 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.63	52.80 %
Wash-Mac	1.52	31.46 %
Fridge	0.30	39.28 %
W-Purifi	0.13	27.46 %
Oven	0.09	100.00 %
Home-The	0.09	67.85 %
Total	6.76	42.73 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.09	24.32 %
ABR1		0.00 %
AKM1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
GDM1	-0.12	-27.46 %
Total	6.76	42.73 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.28	17.03 %
Fridge	2.02	22.41 %
LED TV	1.01	11.73 %
Dishwash	0.75	60.56 %
W-Purifi	0.01	7.41 %
Total	6.06	18.52 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.66	19.85 %
CBE2	0.52	11.85 %
SYM2	0.22	23.76 %
PPI1	0.18	22.07 %
SNR1	0.18	18.95 %
TPR2	0.18	19.52 %
CBE4	0.13	7.83 %
KMD1	0.13	9.69 %
TPR1	0.06	8.17 %
CBE1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CBE6		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	6.06	18.52 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	2.16	19.12 %
Wash-Mac	1.72	15.99 %
Fridge	1.65	20.58 %
W-Purifi	0.12	100.00 %
Oven	0.10	28.47 %
Home-The	0.08	16.35 %
Total	5.83	18.26 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.40	10.69 %
NKL2	0.37	17.01 %
SLM3	0.26	17.20 %
ATU1	0.21	16.03 %
ERD1	0.21	11.83 %
BMD1	0.14	23.62 %
PDR1	0.13	20.86 %
SLM2	0.13	13.64 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SLM1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
VKL1	-0.12	-92.67 %
Total	5.83	18.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	1.74	31.84 %
Fridge	1.70	53.30 %
Wash-Mac	1.45	36.39 %
Dishwash	0.40	100.00 %
Oven	0.09	22.84 %
Total	5.38	36.38 %

Branch *	MTD Sales L	Brand Share %
CH01		0.00 %
CH06		0.00 %
CH09		0.00 %
CH12		0.00 %
CH20		0.00 %
CH24		0.00 %
CH32		0.00 %
CH44		0.00 %
GPD1		0.00 %
MJR1		0.00 %
Total	5.38	36.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.48	27.95 %
Wash-Mac	1.28	30.52 %
Fridge	0.40	14.23 %
Dishwash	0.36	21.96 %
W-Purifi	0.12	50.72 %
Oven	0.09	100.00 %
Total	4.73	23.84 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.27	11.92 %
NVL2	0.25	22.04 %
CUD1	0.18	8.79 %
CDM1	0.14	12.61 %
KML1	0.12	13.60 %
KKI2		0.00 %
MKM1		0.00 %
POY1		0.00 %
PRT1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	4.73	23.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.43	64.80 %
LED TV	0.29	53.49 %
Total	0.72	40.25 %

Branch *	MTD Sales L	Brand Share %
PAS1		0.00 %
Total	0.72	40.25 %