

MTD Sales
219.50 L

Brand Share %
28.77 %

Information:

MTD : 01-11-2025 To 02-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	82.43	30.35 %
Wash-Mac	47.24	26.52 %
Fridge	45.25	30.45 %
Air-Cond	29.22	24.05 %
Home-The	5.47	28.50 %
W-Purifi	5.16	47.77 %
Oven	2.46	45.78 %
Dishwash	2.27	29.26 %
Total	219.50	28.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	40.71	35.48 %
CHENNAI-01	32.41	25.08 %
SOUTH-03	30.09	32.66 %
CHENNAI-02	26.01	27.19 %
TRICHY-01	20.95	27.94 %
WEST-02	19.67	25.67 %
WEST-01	18.37	26.11 %
NORTH ARCOT	17.34	32.54 %
SOUTH ARCOT	12.38	24.41 %
KL-SOUTH	1.58	30.51 %
Total	219.50	28.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	14.94	38.90 %
Wash-Mac	11.59	35.87 %
Air-Cond	6.91	37.00 %
Fridge	5.80	28.64 %
W-Purifi	0.55	45.82 %
Dishwash	0.37	32.14 %
Home-The	0.35	15.43 %
Oven	0.19	42.53 %
Total	40.71	35.48 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.68	20.89 %
TUT2	1.02	17.54 %
TKS2	0.90	21.35 %
SVK1	0.66	14.84 %
RPM1	0.57	18.03 %
TKS1	0.48	16.48 %
VNR1	0.40	15.86 %
SKD1	0.38	22.47 %
ERL2	0.25	16.67 %
SNL1	0.17	11.61 %
S2SD	0.02	-3.35 %
COL1		0.00 %
KYR1		0.00 %
STU2		0.00 %
MMT1	-0.06	-2.62 %
Total	40.71	35.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	10.82	28.44 %
Wash-Mac	8.37	28.17 %
Fridge	7.73	31.31 %
Air-Cond	3.50	11.79 %
Home-The	1.28	48.66 %
W-Purifi	0.42	22.32 %
Oven	0.29	31.39 %
Total	32.41	25.08 %

Branch *	MTD Sales L	Brand Share %
CH16	3.05	25.00 %
CH42	2.00	26.02 %
CH07	1.61	28.17 %
CH05	1.55	14.74 %
CH45	1.48	25.07 %
CH28	1.41	21.49 %
CH08	1.06	14.70 %
CH14	0.99	19.40 %
CH19	0.85	11.69 %
CH35	0.85	23.02 %
GUD1	0.64	13.41 %
CH22	0.55	19.03 %
SKL1	0.47	22.83 %
CH39	0.46	9.25 %
CH30	0.35	13.56 %
CH38	0.22	11.76 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	32.41	25.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	11.49	30.63 %
Fridge	6.71	38.10 %
Wash-Mac	5.76	27.27 %
Air-Cond	3.47	36.69 %
W-Purifi	1.34	69.68 %
Oven	0.66	100.00 %
Dishwash	0.38	44.51 %
Home-The	0.27	9.12 %
Total	30.09	32.66 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.02	22.31 %
DGL1	1.23	28.01 %
MDU2	0.99	19.01 %
CBM1	0.64	24.70 %
USL1	0.59	28.35 %
ADP1	0.38	21.81 %
PNI1	0.26	21.25 %
DGL2	0.24	8.45 %
MPA1	0.22	14.83 %
MDU5	0.13	10.53 %
KRR1	0.12	6.40 %
BNR1	0.11	12.05 %
CMR1		0.00 %
MNM1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
TEN1		0.00 %
TDI1	-0.27	-56.70 %
NTM1	-0.43	-56.97 %
Total	30.09	32.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	12.17	33.77 %
Fridge	5.87	32.66 %
Wash-Mac	3.40	17.97 %
Air-Cond	2.88	15.68 %
Home-The	1.05	56.22 %
W-Purifi	0.54	63.43 %
Oven	0.10	10.11 %
Total	26.01	27.19 %

Branch *	MTD Sales L	Brand Share %
CH24	1.78	24.38 %
CH15	1.40	12.33 %
CH34	1.05	17.35 %
CH06	0.69	12.91 %
CH20	0.67	12.49 %
CH44	0.37	15.79 %
MJR1	0.33	10.88 %
CH17	0.31	10.25 %
GPD1	0.27	17.09 %
CH46		0.00 %
MC06		0.00 %
Total	26.01	27.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	9.55	32.31 %
Wash-Mac	3.97	25.92 %
Air-Cond	2.72	16.58 %
Fridge	2.52	25.66 %
Home-The	0.90	48.78 %
Dishwash	0.78	60.90 %
W-Purifi	0.29	56.44 %
Oven	0.21	100.00 %
Total	20.95	27.94 %

Branch *	MTD Sales L	Brand Share %
KUM1	1.42	27.92 %
TNJ1	1.14	19.11 %
PBR2	1.13	26.20 %
MDI1	0.84	24.57 %
MVM1	0.79	16.25 %
TRY2	0.53	21.11 %
TNJ2	0.46	20.96 %
AYR1	0.42	16.97 %
PDK1	0.40	24.94 %
JKM1	0.19	27.12 %
TRY3	0.18	5.50 %
KRN1	0.13	18.99 %
TVR2	0.13	3.29 %
TYR1	0.13	9.28 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
KIK1	-0.11	-3.41 %
Total	20.95	27.94 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	6.66	21.29 %
Fridge	5.47	29.71 %
Wash-Mac	4.13	26.05 %
Air-Cond	2.37	35.69 %
W-Purifi	0.70	61.07 %
Home-The	0.18	6.28 %
Oven	0.16	36.40 %
Total	19.67	25.67 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.65	21.75 %
SLM1	1.19	25.41 %
ERD1	1.02	21.56 %
HSR1	0.98	15.27 %
NKL2	0.85	25.23 %
HSR2	0.79	8.09 %
MTR1	0.75	26.55 %
TCG1	0.68	27.18 %
SLM3	0.16	6.50 %
DPR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	19.67	25.67 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.08	22.29 %
Wash-Mac	4.73	21.96 %
Fridge	4.68	29.51 %
Air-Cond	1.67	38.79 %
Dishwash	0.75	34.93 %
Home-The	0.53	29.79 %
W-Purifi	0.53	55.07 %
Oven	0.41	41.54 %
Total	18.37	26.11 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.29	23.67 %
SUL1	0.86	24.84 %
TPR1	0.71	24.55 %
UAM1	0.68	11.51 %
CBE1	0.67	25.95 %
PLI1	0.63	18.87 %
CBE4	0.58	12.71 %
MPM1	0.45	24.57 %
CBE5	0.29	24.88 %
TPR2	0.26	11.50 %
KMD1	0.13	8.72 %
TPR4	0.13	8.81 %
ANR1		0.00 %
GBM1		0.00 %
PDM1		0.00 %
SYM2		0.00 %
Total	18.37	26.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.31	31.27 %
Fridge	4.08	35.27 %
Wash-Mac	3.42	27.67 %
Air-Cond	2.13	36.87 %
Home-The	0.90	43.74 %
W-Purifi	0.38	39.85 %
Oven	0.11	30.47 %
Total	17.34	32.54 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.78	24.86 %
WJD1	0.57	19.01 %
KPM1	0.54	25.27 %
CYR1	0.18	8.86 %
UGI1	0.13	12.59 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
CPT1		0.00 %
PTU1		-0.15 %
Total	17.34	32.54 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.77	28.80 %
Air-Cond	3.01	26.45 %
Fridge	2.16	20.35 %
Wash-Mac	1.70	17.18 %
W-Purifi	0.40	36.91 %
Oven	0.34	85.16 %
Total	12.38	24.41 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.95	27.53 %
KKI2	0.62	12.10 %
VPM2	0.48	18.03 %
CUD1	0.39	6.32 %
TVM1	0.29	22.32 %
CDM1	0.26	8.15 %
NVL2	0.24	28.71 %
TRK1	0.22	9.96 %
TDM1	0.16	19.56 %
STP1	0.14	8.34 %
MKM1		0.00 %
PRT1		0.00 %
TVM2		0.00 %
WHUT		0.00 %
Total	12.38	24.41 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.63	53.52 %
Air-Cond	0.55	72.82 %
Fridge	0.22	12.50 %
Wash-Mac	0.18	16.20 %
Total	1.58	30.51 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.31	20.82 %
Total	1.58	30.51 %