

MTD Sales
112.40 L

Brand Share %
25.29 %

Information:

MTD : 01-12-2025 To 02-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **25.29 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	46.39	26.94 %
Wash-Mac	26.71	20.93 %
Fridge	25.09	28.58 %
Air-Cond	4.94	14.71 %
W-Purifi	3.42	60.82 %
Dishwash	2.25	34.73 %
Home-The	2.13	27.35 %
Oven	1.48	44.21 %
Total	112.40	25.29 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	21.13	26.82 %
CHENNAI-01	17.16	29.82 %
SOUTH-03	16.33	21.72 %
TRICHY-01	12.14	24.51 %
WEST-02	10.69	22.26 %
CHENNAI-02	9.31	32.50 %
NORTH ARCOT	9.05	39.26 %
WEST-01	8.55	16.19 %
SOUTH ARCOT	6.17	22.89 %
KL-SOUTH	1.86	48.54 %
Total	112.40	25.29 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	7.44	28.27 %
LED TV	6.67	23.19 %
Fridge	2.71	22.39 %
Air-Cond	2.38	39.88 %
W-Purifi	1.02	77.55 %
Dishwash	0.36	20.33 %
Home-The	0.34	19.54 %
Oven	0.21	25.63 %
Total	21.13	26.82 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.11	17.29 %
TUT2	0.78	24.82 %
VNR2	0.68	18.19 %
NGR1	0.62	21.78 %
RND1	0.38	24.14 %
SVK1	0.30	13.53 %
VL1	0.26	19.23 %
TCN1	0.20	9.59 %
SNL1	0.18	11.39 %
TYI1	0.16	12.45 %
UDN1	0.13	8.93 %
TVL2	0.13	15.68 %
APK2	0.12	9.66 %
PDI1	0.11	9.37 %
KYR1	0.09	11.74 %
ASM1		0.00 %
KGL1		0.00 %
MAR1		0.00 %
SGT1		0.00 %
STU2		0.00 %
SKD1	-0.27	-69.57 %
Total	21.13	26.82 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	8.94	40.40 %
Fridge	4.01	33.94 %
Wash-Mac	2.14	14.00 %
W-Purifi	1.14	100.00 %
Dishwash	0.38	65.06 %
Home-The	0.33	39.78 %
Oven	0.22	65.82 %
Total	17.16	29.82 %

Branch *	MTD Sales L	Brand Share %
CH16	1.05	24.09 %
CH48	0.58	23.82 %
CH07	0.48	14.67 %
SKL1	0.21	6.96 %
CH14	0.17	7.31 %
CH26		0.00 %
CH30		0.00 %
CH42		0.00 %
CZWH		0.00 %
WHC3		0.00 %
CH39		0.00 %
Total	17.16	29.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	5.65	20.05 %
Wash-Mac	4.80	20.49 %
Fridge	4.37	27.46 %
W-Purifi	0.51	45.11 %
Home-The	0.41	26.36 %
Oven	0.33	56.94 %
Air-Cond	0.26	6.41 %
Total	16.33	21.72 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.08	17.88 %
MDU2	0.88	13.39 %
TEN2	0.76	23.91 %
DGL1	0.70	12.14 %
KKD3	0.59	16.11 %
ATG1	0.41	19.15 %
DGL2	0.37	20.21 %
MDU3	0.32	11.84 %
MLR1	0.31	14.71 %
BNR1	0.29	19.19 %
TMM1	0.27	24.30 %
CBM1	0.26	11.41 %
MPA1	0.25	16.82 %
PVI1	0.21	17.58 %
MDU5	0.19	17.50 %
ADP1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
MDU4		0.00 %
MNM1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
Total	16.33	21.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	4.77	22.37 %
Fridge	4.10	46.84 %
Wash-Mac	1.70	16.67 %
Air-Cond	1.04	14.19 %
Home-The	0.41	36.33 %
W-Purifi	0.12	19.32 %
Total	12.14	24.51 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.61	22.56 %
PBR2	0.56	15.19 %
KIK1	0.44	17.11 %
TVR2	0.43	13.08 %
MDI1	0.29	12.60 %
TNJ2	0.27	16.62 %
TRY4	0.17	4.48 %
TRY3	0.17	6.22 %
TYR1	0.17	16.51 %
KRN1	0.13	21.44 %
JKM1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
TNJ1		0.00 %
WTRZ		0.00 %
Total	12.14	24.51 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	5.14	29.62 %
Fridge	2.80	23.67 %
Wash-Mac	2.33	15.35 %
Oven	0.22	37.72 %
W-Purifi	0.12	100.00 %
Home-The	0.08	12.63 %
Total	10.69	22.26 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.40	6.48 %
NKL2	0.37	15.21 %
ATU1	0.34	21.71 %
SLM2	0.31	24.39 %
PMP1	0.28	18.59 %
SLM3	0.26	13.63 %
VPD1	0.22	16.88 %
SLM1	0.18	6.68 %
BMD1	0.14	19.53 %
DPR1		0.00 %
EPI1		0.00 %
KVP1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
VKL1	-0.12	-50.40 %
Total	10.69	22.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	3.67	29.60 %
Fridge	3.15	49.55 %
Wash-Mac	1.80	27.70 %
Dishwash	0.40	100.00 %
Oven	0.19	34.69 %
Home-The	0.10	64.25 %
Total	9.31	32.50 %

Branch *	MTD Sales L	Brand Share %
CH18	0.49	22.48 %
CH33	0.30	16.14 %
CH20	0.27	14.84 %
CH12	0.10	11.00 %
CH01		0.00 %
CH06		0.00 %
CH09		0.00 %
CH24		0.00 %
CH32		0.00 %
GPD1		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	9.31	32.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.94	48.63 %
Wash-Mac	2.15	32.41 %
Fridge	0.47	18.78 %
Home-The	0.28	68.13 %
W-Purifi	0.13	27.46 %
Oven	0.09	100.00 %
Total	9.05	39.26 %

Branch *	MTD Sales L	Brand Share %
ARC2	0.33	22.01 %
KPM1	0.13	23.38 %
VEL2	0.09	24.32 %
ABR1		0.00 %
AKM1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
GDM1	-0.12	-18.95 %
Total	9.05	39.26 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	2.63	18.54 %
Wash-Mac	2.46	14.17 %
LED TV	2.11	12.91 %
Dishwash	0.75	60.56 %
Air-Cond	0.27	10.92 %
W-Purifi	0.14	51.55 %
Oven	0.12	100.00 %
Home-The	0.09	10.15 %
Total	8.55	16.19 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.92	17.83 %
CBE2	0.52	5.47 %
SNR1	0.49	22.90 %
CBE4	0.40	12.52 %
TPR1	0.40	24.90 %
PLI1	0.34	20.19 %
SYM2	0.22	21.33 %
PPI1	0.18	15.32 %
TPR2	0.18	10.08 %
KMD1	0.13	9.32 %
MPM1	0.13	4.81 %
UMP1	0.12	21.52 %
CBE1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CBE6		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
PDM1		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	8.55	16.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.20	25.91 %
Wash-Mac	1.47	25.44 %
Fridge	0.71	17.44 %
Dishwash	0.36	21.96 %
W-Purifi	0.25	67.87 %
Home-The	0.09	28.08 %
Oven	0.09	100.00 %
Total	6.17	22.89 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.39	13.14 %
VPM2	0.36	22.30 %
PRT1	0.29	20.91 %
CUD1	0.18	8.38 %
CDM1	0.14	7.48 %
KKI2	0.13	8.73 %
KML1	0.12	13.60 %
MKM1		0.00 %
POY1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	6.17	22.89 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.99	77.22 %
Wash-Mac	0.43	43.53 %
LED TV	0.29	26.04 %
Fridge	0.15	49.49 %
Total	1.86	48.54 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	1.86	48.54 %