

MTD Sales
273.06 L

Brand Share %
28.33 %

Information:

MTD : 01-11-2025 To 03-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.33 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	100.05	30.22 %
Fridge	56.22	29.83 %
Wash-Mac	54.83	24.69 %
Air-Cond	43.00	25.65 %
W-Purifi	6.65	51.08 %
Home-The	6.13	25.34 %
Dishwash	3.40	30.41 %
Oven	2.77	45.12 %
Total	273.06	28.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	48.65	33.01 %
CHENNAI-01	39.96	26.63 %
SOUTH-03	36.28	30.24 %
TRICHY-01	31.19	28.76 %
CHENNAI-02	27.97	24.72 %
WEST-02	25.44	26.66 %
NORTH ARCOT	23.42	32.67 %
WEST-01	22.13	25.36 %
SOUTH ARCOT	15.78	25.72 %
KL-SOUTH	2.25	24.93 %
Total	273.06	28.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	17.48	35.74 %
Wash-Mac	13.93	34.45 %
Air-Cond	7.78	33.47 %
Fridge	7.00	25.12 %
W-Purifi	1.08	58.96 %
Dishwash	0.73	48.65 %
Home-The	0.35	11.83 %
Oven	0.29	47.81 %
Total	48.65	33.01 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.08	21.57 %
TUT2	1.30	18.01 %
TKS2	1.03	20.27 %
VLY1	0.90	28.08 %
SVK1	0.78	14.68 %
RPM1	0.70	15.20 %
TCN1	0.67	27.38 %
VNR1	0.52	17.94 %
TKS1	0.48	15.21 %
ERL2	0.43	20.58 %
APK2	0.34	17.88 %
MMT1	0.21	7.73 %
KSM1	0.17	24.39 %
SNL1	0.17	7.70 %
COL1	0.10	8.34 %
S2SD	0.02	-3.35 %
KYR1		0.00 %
STU2		0.00 %
Total	48.65	33.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	13.63	34.50 %
Fridge	8.83	35.03 %
Wash-Mac	8.26	23.25 %
Air-Cond	6.22	15.35 %
Home-The	1.66	40.28 %
W-Purifi	0.68	32.24 %
Dishwash	0.39	18.92 %
Oven	0.29	29.52 %
Total	39.96	26.63 %

Branch *	MTD Sales L	Brand Share %
CH16	3.75	26.46 %
CH42	2.05	18.44 %
CH19	2.03	19.45 %
CH05	1.74	13.95 %
CH28	1.72	21.06 %
CH14	1.68	18.37 %
GUD1	1.46	23.07 %
CH08	1.24	13.27 %
CH35	1.04	28.07 %
CH22	0.78	22.04 %
CH30	0.78	27.75 %
CH39	0.46	9.08 %
MRM1	0.37	20.20 %
CH38	0.22	13.90 %
CZWH		0.00 %
MC10		0.00 %
WCHN	-0.37	4.80 %
Total	39.96	26.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	12.59	27.98 %
Fridge	8.69	38.40 %
Wash-Mac	6.48	22.95 %
Air-Cond	5.38	35.77 %
W-Purifi	1.63	64.89 %
Oven	0.77	79.05 %
Dishwash	0.38	17.01 %
Home-The	0.37	10.88 %
Total	36.28	30.24 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.57	19.06 %
DGL1	1.63	23.89 %
MDU2	1.27	19.50 %
ATG1	0.68	23.51 %
CBM1	0.64	27.27 %
USL1	0.59	22.43 %
ADP1	0.57	26.99 %
BTU1	0.42	26.01 %
KRR1	0.42	14.86 %
NKI1	0.29	18.81 %
PNI1	0.26	19.49 %
DGL2	0.24	6.96 %
MPA1	0.22	11.36 %
MDU5	0.13	6.48 %
BNR1	0.11	9.13 %
TDI1	0.04	5.21 %
CMR1		0.00 %
MNM1		0.00 %
ODM1		0.00 %
TEN1		0.00 %
NTM1	-0.01	-1.36 %
Total	36.28	30.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	12.36	31.84 %
Air-Cond	8.34	29.17 %
Wash-Mac	5.01	24.62 %
Fridge	3.19	20.65 %
Home-The	1.00	48.63 %
Dishwash	0.78	35.89 %
W-Purifi	0.29	37.29 %
Oven	0.21	100.00 %
Total	31.19	28.76 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.91	20.61 %
KUM1	1.60	26.15 %
MVM1	1.14	16.93 %
PBR2	1.13	20.17 %
MDI1	1.13	27.95 %
TRY4	0.96	27.43 %
TNJ2	0.80	19.97 %
NMM1	0.66	23.93 %
TYR1	0.56	26.74 %
AYR1	0.55	18.21 %
APM1	0.41	26.77 %
PDK1	0.40	16.19 %
TVR2	0.26	5.35 %
NCK1	0.25	26.63 %
JKM1	0.19	23.44 %
KRN1	0.13	18.99 %
MSI1		0.00 %
ORU1		0.00 %
KIK1	-0.11	-2.78 %
Total	31.19	28.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	12.97	31.14 %
Fridge	6.50	31.60 %
Wash-Mac	3.96	17.34 %
Air-Cond	2.62	11.37 %
Home-The	1.05	48.15 %
W-Purifi	0.66	67.95 %
Oven	0.20	16.57 %
Total	27.97	24.72 %

Branch *	MTD Sales L	Brand Share %
CH03	3.32	27.67 %
CH18	2.06	28.05 %
CH15	1.51	11.60 %
CH24	1.50	21.23 %
CH20	1.21	16.36 %
CH34	1.18	17.98 %
CH21	0.78	18.77 %
CH17	0.72	19.25 %
CH06	0.69	12.18 %
CH44	0.57	15.17 %
CH36	0.54	26.86 %
MJR1	0.33	9.45 %
UKI1	0.29	20.39 %
GPD1	0.27	17.09 %
CH46	0.18	10.29 %
MC06		0.00 %
Total	27.97	24.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	9.88	25.62 %
Fridge	6.41	24.95 %
Wash-Mac	4.93	26.15 %
Air-Cond	3.16	42.66 %
W-Purifi	0.72	56.84 %
Home-The	0.18	5.58 %
Oven	0.16	36.40 %
Total	25.44	26.66 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.65	19.76 %
SLM1	1.62	22.61 %
ERD1	1.28	21.02 %
HSR2	1.20	10.85 %
HSR1	0.98	14.63 %
NKL2	0.85	21.09 %
MTR1	0.75	23.41 %
TCG1	0.68	25.57 %
ATU1	0.60	24.53 %
APN1	0.30	26.86 %
PLC1	0.27	14.79 %
SLM3	0.16	5.10 %
DPR1		0.00 %
OML1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
HRR1	-0.10	-72.31 %
Total	25.44	26.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.67	33.26 %
Fridge	5.67	36.65 %
Wash-Mac	3.85	23.64 %
Air-Cond	3.58	37.66 %
Home-The	0.99	34.99 %
W-Purifi	0.53	48.07 %
Oven	0.11	30.47 %
Total	23.42	32.67 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.66	20.39 %
ABR1	0.71	27.56 %
WJD1	0.57	20.39 %
KPM1	0.54	24.18 %
CYR1	0.31	12.18 %
ANI1	0.18	10.68 %
UGI1	0.13	12.59 %
AKM1	0.13	4.08 %
ARC2		0.00 %
CPT1		0.00 %
Total	23.42	32.67 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.92	20.74 %
Wash-Mac	5.84	22.16 %
Fridge	5.66	28.82 %
Air-Cond	2.01	33.07 %
Dishwash	1.12	44.59 %
W-Purifi	0.65	60.33 %
Home-The	0.53	25.02 %
Oven	0.41	41.54 %
Total	22.13	25.36 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.29	22.42 %
SUL1	1.12	23.34 %
TPR1	0.71	22.01 %
CBE4	0.70	11.80 %
UAM1	0.68	11.51 %
PLI1	0.63	14.64 %
TPR2	0.63	19.16 %
AVI1	0.60	24.62 %
MPM1	0.45	21.20 %
KMD1	0.26	13.71 %
TPR4	0.26	16.29 %
SYM2	0.13	10.65 %
ANR1		0.00 %
GBM1		0.00 %
PDM1		0.00 %
Total	22.13	25.36 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.54	26.49 %
Fridge	4.04	30.17 %
Air-Cond	3.35	25.35 %
Wash-Mac	2.10	18.60 %
W-Purifi	0.40	36.91 %
Oven	0.34	85.16 %
Total	15.78	25.72 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.79	22.44 %
PRT1	0.75	18.92 %
VPM2	0.75	23.76 %
CUD1	0.64	9.17 %
KKI2	0.62	9.80 %
TVM1	0.42	26.91 %
STP1	0.26	14.18 %
CDM1	0.26	5.20 %
TRK1	0.22	9.40 %
TDM1	0.16	15.26 %
MKM1		0.00 %
WHUT		0.00 %
Total	15.78	25.72 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.01	32.62 %
Air-Cond	0.55	56.06 %
Wash-Mac	0.46	25.34 %
Fridge	0.22	8.88 %
Total	2.25	24.93 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.31	11.20 %
KLR1	0.22	28.19 %
Total	2.25	24.93 %