

MTD Sales
132.85 L

Brand Share %
24.53 %

Information:

MTD : 01-12-2025 To 03-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **24.53 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	56.02	26.95 %
Fridge	29.95	27.66 %
Wash-Mac	29.82	19.39 %
Air-Cond	6.24	14.57 %
W-Purifi	4.04	58.04 %
Dishwash	2.62	35.34 %
Home-The	2.37	23.27 %
Oven	1.81	42.49 %
Total	132.85	24.53 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.89	25.23 %
SOUTH-03	21.83	23.21 %
CHENNAI-01	20.28	28.18 %
TRICHY-01	14.16	24.62 %
WEST-02	12.00	20.81 %
NORTH ARCOT	11.07	34.72 %
CHENNAI-02	10.83	29.91 %
WEST-01	10.14	15.88 %
SOUTH ARCOT	6.78	23.39 %
KL-SOUTH	1.86	40.04 %
Total	132.85	24.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.37	26.34 %
LED TV	7.97	23.39 %
Fridge	3.35	22.28 %
Air-Cond	2.12	28.34 %
W-Purifi	1.29	81.33 %
Dishwash	0.36	20.33 %
Home-The	0.34	14.97 %
Oven	0.09	12.85 %
Total	23.89	25.23 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.11	15.59 %
VNR2	0.87	20.62 %
NGR1	0.62	16.44 %
SVK1	0.30	10.08 %
PDI1	0.28	20.68 %
VLY1	0.26	19.23 %
TCN1	0.20	7.79 %
SNL1	0.18	10.14 %
TYI1	0.16	12.45 %
UDN1	0.13	7.93 %
TVL2	0.13	15.68 %
APK2	0.12	7.58 %
KYR1	0.09	6.32 %
ASM1		0.00 %
KGL1		0.00 %
MAR1		0.00 %
STU2		0.00 %
SGT1	-0.26	-31.94 %
SKD1	-0.27	-44.36 %
Total	23.89	25.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	9.03	24.15 %
Wash-Mac	5.47	19.82 %
Fridge	5.35	27.63 %
Oven	0.66	72.67 %
Home-The	0.55	28.78 %
W-Purifi	0.51	40.84 %
Air-Cond	0.26	5.28 %
Total	21.83	23.21 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.42	15.66 %
MDU1	1.20	14.39 %
TEN2	0.86	24.02 %
DGL1	0.83	12.37 %
KKD3	0.77	18.14 %
ATG1	0.55	18.73 %
MLR1	0.44	19.36 %
CBM1	0.39	14.18 %
DGL2	0.37	15.74 %
MDU3	0.32	11.34 %
BNR1	0.29	19.19 %
TMM1	0.27	17.49 %
PVI1	0.21	11.40 %
MDU5	0.19	15.53 %
TEN1	0.18	5.37 %
TDI1	0.13	22.83 %
MDU4	0.13	6.61 %
ADP1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
SZSD		0.00 %
Total	21.83	23.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	10.86	40.64 %
Fridge	4.36	31.14 %
Wash-Mac	2.52	12.87 %
W-Purifi	1.26	100.00 %
Dishwash	0.38	65.06 %
Air-Cond	0.36	4.43 %
Home-The	0.33	25.35 %
Oven	0.22	45.72 %
Total	20.28	28.18 %

Branch *	MTD Sales L	Brand Share %
CH16	1.05	19.01 %
CH48	0.58	19.56 %
CH42	0.54	19.44 %
CH07	0.48	12.36 %
CH30	0.36	16.85 %
SKL1	0.21	6.34 %
CH11	0.18	23.83 %
CH14	0.17	5.77 %
CH26		0.00 %
CZWH		0.00 %
WHC3		0.00 %
CH39		0.00 %
Total	20.28	28.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	5.04	20.49 %
Fridge	4.94	47.70 %
Wash-Mac	2.34	18.88 %
Air-Cond	1.30	16.39 %
Home-The	0.41	30.82 %
W-Purifi	0.12	19.32 %
Total	14.16	24.62 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.01	21.43 %
TVR2	0.62	16.96 %
KUM1	0.61	20.90 %
KIK1	0.44	15.17 %
TNJ1	0.43	13.23 %
MDI1	0.29	12.60 %
TNJ2	0.27	13.20 %
TRY4	0.17	3.71 %
TRY3	0.17	5.85 %
KRN1	0.13	21.44 %
TTP1	0.13	23.13 %
JKM1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	14.16	24.62 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	5.71	29.53 %
Fridge	2.99	20.77 %
Wash-Mac	2.52	12.78 %
Dishwash	0.36	100.00 %
Oven	0.22	37.72 %
W-Purifi	0.12	100.00 %
Home-The	0.08	9.74 %
Total	12.00	20.81 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.40	23.57 %
ERD2	0.97	13.15 %
KRI1	0.40	22.79 %
NKL2	0.37	14.32 %
SLM2	0.31	22.32 %
PMP1	0.28	18.59 %
SLM3	0.26	13.63 %
VPD1	0.22	15.66 %
TCG1	0.18	12.00 %
SLM1	0.18	5.76 %
BMD1	0.14	19.53 %
DPR1		0.00 %
EPI1		0.00 %
KVP1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
VKL1	-0.12	-32.15 %
Total	12.00	20.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.01	43.13 %
Wash-Mac	2.15	26.78 %
Fridge	1.03	23.47 %
Air-Cond	0.28	25.53 %
Home-The	0.28	33.83 %
W-Purifi	0.24	34.69 %
Oven	0.09	62.75 %
Total	11.07	34.72 %

Branch *	MTD Sales L	Brand Share %
ARC2	0.33	20.30 %
WJD1	0.28	20.04 %
KPM1	0.13	9.84 %
ABR1		0.00 %
AKM1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VSI1		0.00 %
Total	11.07	34.72 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	4.67	30.42 %
Fridge	3.37	40.20 %
Wash-Mac	1.97	25.75 %
Dishwash	0.40	66.53 %
Oven	0.31	34.69 %
Home-The	0.10	64.25 %
Total	10.83	29.91 %

Branch *	MTD Sales L	Brand Share %
CH03	1.04	21.71 %
CH18	0.61	19.11 %
CH17	0.41	23.38 %
CH33	0.30	14.46 %
CH20	0.27	13.65 %
CH24	0.13	11.82 %
CH12	0.10	7.55 %
CH01		0.00 %
CH06		0.00 %
CH09		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	10.83	29.91 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	3.32	19.48 %
Wash-Mac	2.57	12.89 %
LED TV	2.23	11.53 %
Air-Cond	0.93	21.27 %
Dishwash	0.75	60.56 %
W-Purifi	0.14	18.05 %
Oven	0.12	100.00 %
Home-The	0.09	8.87 %
Total	10.14	15.88 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.10	19.06 %
CBE4	0.69	17.50 %
CBE2	0.64	4.96 %
SNR1	0.49	16.27 %
PPI1	0.39	20.66 %
PLI1	0.34	17.57 %
SYM2	0.22	21.33 %
CBE1	0.21	9.27 %
TPR2	0.18	8.37 %
CBE3	0.18	13.81 %
KMD1	0.13	9.32 %
MPM1	0.13	4.39 %
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	10.14	15.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.20	23.99 %
Wash-Mac	1.47	25.76 %
Fridge	1.09	22.46 %
W-Purifi	0.37	75.88 %
Dishwash	0.36	21.96 %
Home-The	0.19	44.37 %
Oven	0.09	60.57 %
Total	6.78	23.39 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.39	12.72 %
PRT1	0.29	20.91 %
KKI2	0.23	14.43 %
CUD1	0.18	9.25 %
CDM1	0.14	6.56 %
POY1	0.12	5.19 %
KML1	0.12	13.60 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	6.78	23.39 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.99	77.22 %
Wash-Mac	0.43	31.14 %
LED TV	0.29	21.07 %
Fridge	0.15	32.58 %
Total	1.86	40.04 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	1.86	40.04 %