

MTD Sales
300.98 L

Brand Share %
28.03 %

Information:

MTD : 01-11-2025 To 04-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.03 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	107.95	29.85 %
Fridge	65.06	30.87 %
Wash-Mac	60.65	24.83 %
Air-Cond	46.22	23.73 %
W-Purifi	7.55	48.86 %
Home-The	6.76	24.18 %
Dishwash	3.81	31.37 %
Oven	2.99	42.77 %
Total	300.98	28.03 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	52.63	31.19 %
CHENNAI-01	46.71	27.95 %
SOUTH-03	41.40	29.52 %
TRICHY-01	33.50	28.21 %
CHENNAI-02	31.67	25.54 %
WEST-02	27.91	27.48 %
NORTH ARCOT	24.93	31.98 %
WEST-01	23.39	23.63 %
SOUTH ARCOT	16.35	24.92 %
KL-SOUTH	2.50	22.68 %
Total	300.98	28.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	18.15	32.60 %
Wash-Mac	14.87	33.72 %
Fridge	8.78	26.93 %
Air-Cond	8.06	29.11 %
W-Purifi	1.41	54.75 %
Dishwash	0.73	48.65 %
Home-The	0.35	8.77 %
Oven	0.29	47.81 %
Total	52.63	31.19 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.87	17.26 %
TUT2	1.43	19.38 %
TKS2	1.21	22.23 %
ARM1	0.95	27.76 %
RPM1	0.88	14.65 %
SVK1	0.78	12.75 %
ERL2	0.57	25.49 %
VNR1	0.52	17.94 %
APK2	0.50	18.31 %
TKS1	0.48	12.65 %
COL1	0.22	11.41 %
MMT1	0.21	6.29 %
KSM1	0.17	15.57 %
SNL1	0.17	7.70 %
S2SD	0.02	-6.05 %
KYR1		0.00 %
STU2		0.00 %
Total	52.63	31.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	16.05	35.49 %
Fridge	9.76	36.44 %
Wash-Mac	9.08	23.95 %
Air-Cond	7.73	16.60 %
Home-The	2.02	44.97 %
W-Purifi	0.88	33.37 %
Dishwash	0.80	32.44 %
Oven	0.41	37.04 %
Total	46.71	27.95 %

Branch *	MTD Sales L	Brand Share %
CH19	3.03	25.81 %
CH14	2.44	20.28 %
CH42	1.88	15.03 %
GUD1	1.79	26.40 %
CH05	1.74	12.55 %
CH28	1.72	20.17 %
CH08	1.44	13.67 %
CZWH	0.50	11.42 %
CH39	0.46	8.86 %
CH38	0.22	13.90 %
MC10		0.00 %
WCHN	-0.79	8.55 %
Total	46.71	27.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	13.62	26.97 %
Fridge	10.06	37.16 %
Wash-Mac	8.04	24.75 %
Air-Cond	6.25	32.62 %
W-Purifi	1.91	55.54 %
Oven	0.77	72.21 %
Dishwash	0.38	13.65 %
Home-The	0.37	9.96 %
Total	41.40	29.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.43	20.28 %
DGL1	1.70	18.77 %
MDU2	1.27	16.60 %
ATG1	0.80	26.64 %
SVG1	0.71	24.40 %
MDU5	0.67	22.14 %
USL1	0.59	22.43 %
ADP1	0.57	26.99 %
KRR1	0.42	14.38 %
BNR1	0.30	21.60 %
BTU1	0.29	14.93 %
NKI1	0.29	15.85 %
PNI1	0.26	19.49 %
DGL2	0.24	6.62 %
MPA1	0.22	9.32 %
TDI1	0.04	5.21 %
CMR1		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
NTM1	-0.01	-1.04 %
Total	41.40	29.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	12.76	31.79 %
Air-Cond	8.71	27.13 %
Wash-Mac	5.40	24.41 %
Fridge	4.24	22.92 %
Home-The	1.00	41.00 %
Dishwash	0.78	35.89 %
Oven	0.31	94.67 %
W-Purifi	0.29	31.13 %
Total	33.50	28.21 %

Branch *	MTD Sales L	Brand Share %
TNJ1	2.04	19.35 %
PBR2	1.32	20.50 %
MVM1	1.14	15.87 %
TRY4	0.96	24.28 %
TNJ2	0.80	19.43 %
NMM1	0.80	27.52 %
TYR1	0.56	20.41 %
TVR2	0.55	9.10 %
AYR1	0.55	18.21 %
PDK1	0.40	16.19 %
KIK1	0.30	6.48 %
NCK1	0.25	21.61 %
JKM1	0.19	23.44 %
KRN1	0.13	16.60 %
MSI1		0.00 %
ORU1		0.00 %
TZSD		0.00 %
Total	33.50	28.21 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	15.06	33.24 %
Fridge	7.62	35.40 %
Wash-Mac	4.48	18.05 %
Air-Cond	2.62	9.75 %
Home-The	1.15	43.78 %
W-Purifi	0.55	63.87 %
Oven	0.20	15.13 %
Total	31.67	25.54 %

Branch *	MTD Sales L	Brand Share %
CH03	3.32	25.64 %
CH18	2.06	26.60 %
CH09	2.05	24.18 %
CH24	1.84	22.16 %
CH20	1.68	20.62 %
CH15	1.51	11.29 %
CH34	1.18	17.51 %
CH17	0.90	22.52 %
CH06	0.86	14.42 %
CH21	0.78	17.67 %
CH44	0.57	11.04 %
CH46	0.36	18.57 %
MJR1	0.33	7.84 %
GPD1	0.27	17.09 %
MC06		0.00 %
Total	31.67	25.54 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	10.73	26.42 %
Fridge	7.59	26.62 %
Wash-Mac	5.37	26.98 %
Air-Cond	3.16	42.59 %
W-Purifi	0.72	56.84 %
Home-The	0.18	5.25 %
Oven	0.16	36.40 %
Total	27.91	27.48 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.08	20.40 %
SLM1	1.80	22.86 %
ERD1	1.28	21.57 %
HSR2	1.20	11.09 %
HSR1	1.00	14.25 %
NKL2	0.85	21.09 %
MTR1	0.75	20.49 %
TCG1	0.68	25.57 %
ATU1	0.60	24.53 %
SLM3	0.36	9.65 %
APN1	0.30	26.86 %
PLC1	0.27	12.56 %
DPR1		0.00 %
OML1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
HRR1	-0.10	-72.31 %
DPR2	-0.14	-140.27 %
Total	27.91	27.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.13	32.48 %
Fridge	6.11	35.07 %
Wash-Mac	4.79	26.82 %
Air-Cond	3.27	32.31 %
Home-The	0.99	33.30 %
W-Purifi	0.53	48.07 %
Oven	0.11	30.47 %
Total	24.93	31.98 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.66	18.58 %
KPM1	0.75	26.32 %
ABR1	0.71	27.56 %
WJD1	0.57	18.73 %
CYR1	0.31	12.18 %
CGM1	0.30	26.56 %
ARC2	0.27	10.12 %
ANI1	0.18	9.32 %
UGI1	0.13	11.29 %
AKM1	0.13	4.08 %
CPT1		0.00 %
Total	24.93	31.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.63	30.73 %
Wash-Mac	6.03	19.74 %
LED TV	5.79	19.14 %
Air-Cond	2.01	22.21 %
Dishwash	1.12	44.59 %
W-Purifi	0.86	66.79 %
Home-The	0.53	22.01 %
Oven	0.41	30.76 %
Total	23.39	23.63 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.66	24.01 %
KMR1	1.29	20.35 %
SUL1	1.12	22.72 %
CBE1	0.92	24.82 %
TPR1	0.84	21.88 %
MPM1	0.72	25.89 %
CBE4	0.70	10.97 %
UAM1	0.68	10.99 %
PLI1	0.63	13.97 %
TPR2	0.63	17.13 %
AVI1	0.60	24.62 %
KMD1	0.47	17.98 %
TPR4	0.26	16.29 %
SYM2	0.13	10.65 %
ANR1		0.00 %
GBM1		0.00 %
PDM1		0.00 %
Total	23.39	23.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.54	25.57 %
Fridge	4.18	29.88 %
Air-Cond	3.61	25.14 %
Wash-Mac	2.10	16.90 %
W-Purifi	0.40	36.91 %
Oven	0.34	74.64 %
Home-The	0.18	11.24 %
Total	16.35	24.92 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.88	12.99 %
KLM1	0.79	23.63 %
PRT1	0.75	17.95 %
VPM2	0.75	21.45 %
CUD1	0.64	8.49 %
TVM1	0.42	26.91 %
NVL2	0.42	26.41 %
CDM1	0.40	7.68 %
STP1	0.26	14.18 %
TRK1	0.22	9.40 %
TDM1	0.16	12.72 %
MKM1		0.00 %
WHUT		0.00 %
Total	16.35	24.92 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.13	27.29 %
Air-Cond	0.81	54.07 %
Wash-Mac	0.46	22.91 %
Fridge	0.09	3.37 %
Total	2.50	22.68 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.31	8.50 %
Total	2.50	22.68 %