

MTD Sales
700.97 L

Brand Share %
34.36 %

Information:

MTD : 01-12-2025 To 04-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **34.36 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	273.53	36.70 %
Wash-Mac	170.28	34.08 %
Fridge	145.82	37.99 %
Air-Cond	78.10	23.81 %
W-Purifi	10.17	60.36 %
Home-The	9.70	27.94 %
Dishwash	9.12	40.05 %
Oven	4.26	45.61 %
Total	700.97	34.36 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	122.41	35.59 %
TRICHY-01	94.43	33.20 %
SOUTH-03	91.14	35.17 %
CHENNAI-01	89.06	34.11 %
WEST-02	78.29	35.07 %
SOUTH ARCOT	62.74	36.39 %
CHENNAI-02	57.43	31.70 %
NORTH ARCOT	54.19	40.89 %
WEST-01	45.91	28.12 %
KL-SOUTH	5.37	28.02 %
Total	700.97	34.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	44.06	36.35 %
Wash-Mac	35.13	38.20 %
Fridge	21.77	36.89 %
Air-Cond	17.18	30.44 %
W-Purifi	2.43	60.05 %
Home-The	1.05	16.41 %
Oven	0.44	24.26 %
Dishwash	0.36	11.57 %
Total	122.41	35.59 %

Branch *	MTD Sales L	Brand Share %
TUT1	10.76	30.37 %
TKS1	3.62	30.59 %
SVK1	3.04	30.91 %
RND1	3.03	30.68 %
MAR1	2.46	24.46 %
TCN1	2.30	26.76 %
ASM1	1.91	33.08 %
VNR2	1.90	13.51 %
MMT1	1.82	32.41 %
UDN1	1.76	22.92 %
SNL1	1.63	21.52 %
ERL2	1.50	30.40 %
VNR1	1.32	26.59 %
APK2	1.17	25.30 %
KYR1	0.97	19.22 %
STU2	0.76	13.87 %
SKD1	0.52	13.05 %
COL1	0.51	25.19 %
S2SD	0.33	34.14 %
TVL2	0.13	11.38 %
KSM1		0.00 %
SGT1	-0.10	-4.17 %
Total	122.41	35.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	38.94	33.64 %
Fridge	26.51	47.27 %
Wash-Mac	18.04	31.62 %
Air-Cond	8.10	17.51 %
Dishwash	1.17	41.57 %
Home-The	1.01	21.89 %
W-Purifi	0.48	37.87 %
Oven	0.19	31.33 %
Total	94.43	33.20 %

Branch *	MTD Sales L	Brand Share %
KUM1	5.45	33.44 %
TNJ1	5.25	23.50 %
TVR2	4.62	29.28 %
TNJ2	4.47	32.32 %
MVM1	3.68	20.34 %
MDI1	3.01	26.43 %
KIK1	2.52	24.16 %
TRY4	2.45	22.36 %
MSI1	1.78	33.37 %
KRN1	1.23	33.53 %
AYR1	1.10	34.14 %
ORU1	0.62	11.42 %
TRY3	0.61	9.51 %
APM1	0.49	20.07 %
TZSD		0.00 %
WTRZ		0.00 %
Total	94.43	33.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	30.74	33.93 %
Wash-Mac	24.87	36.77 %
Fridge	24.28	42.10 %
Air-Cond	7.44	23.03 %
W-Purifi	1.44	56.05 %
Home-The	1.12	23.65 %
Oven	0.88	56.42 %
Dishwash	0.38	18.46 %
Total	91.14	35.17 %

Branch *	MTD Sales L	Brand Share %
MDU2	7.27	28.60 %
MDU1	7.21	28.40 %
DGL1	4.55	24.26 %
KKD3	3.02	27.15 %
MDU3	2.48	30.86 %
TMM1	1.82	23.71 %
TPT1	1.75	31.93 %
MDU4	1.32	27.82 %
DGL2	1.15	22.85 %
NKI1	0.86	27.51 %
PNI1	0.72	29.17 %
ADP1	0.72	11.32 %
MNM1	0.69	30.62 %
TEN1	0.40	6.65 %
BNR1	0.40	11.08 %
BTU1	0.26	9.32 %
MDU5	0.19	6.42 %
ODM1		0.00 %
SZSD		0.00 %
Total	91.14	35.17 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	37.10	40.73 %
Wash-Mac	19.73	31.63 %
Air-Cond	13.48	25.39 %
Fridge	13.12	29.90 %
W-Purifi	2.20	83.66 %
Home-The	1.57	46.59 %
Dishwash	1.53	45.51 %
Oven	0.34	25.74 %
Total	89.06	34.11 %

Branch *	MTD Sales L	Brand Share %
CH08	5.59	26.81 %
CH16	5.15	32.89 %
CH19	4.81	24.86 %
CH45	4.26	29.08 %
CH48	4.24	31.46 %
CH22	3.12	31.70 %
CH30	2.99	33.05 %
CH28	2.10	23.66 %
GUD2	2.08	34.16 %
SKL1	1.56	25.34 %
CH14	1.39	15.41 %
CH07	1.24	12.74 %
CH39	0.98	19.30 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	89.06	34.11 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	29.05	38.66 %
Wash-Mac	22.57	32.64 %
Fridge	14.74	33.04 %
Air-Cond	8.59	32.07 %
Home-The	1.20	27.88 %
Dishwash	1.10	86.69 %
W-Purifi	0.72	70.97 %
Oven	0.31	33.24 %
Total	78.29	35.07 %

Branch *	MTD Sales L	Brand Share %
HSR2	5.94	31.48 %
ERD2	3.17	21.61 %
ERD1	2.84	20.57 %
SLM3	2.15	29.85 %
MTR1	1.43	28.66 %
TRM1	1.34	31.01 %
EPI1	1.29	29.85 %
KRI1	1.19	28.57 %
PLC1	1.16	20.70 %
KVP1	1.11	28.16 %
TCG1	1.08	24.52 %
CMI1	0.47	17.92 %
DPR1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	78.29	35.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.77	38.23 %
Fridge	14.17	45.59 %
Wash-Mac	13.55	39.24 %
Air-Cond	4.90	16.63 %
Dishwash	1.53	39.98 %
Home-The	0.83	35.39 %
W-Purifi	0.79	87.08 %
Oven	0.21	78.40 %
Total	62.74	36.39 %

Branch *	MTD Sales L	Brand Share %
NVL2	2.96	26.32 %
CUD1	2.77	19.27 %
SJI2	2.51	26.40 %
KML1	1.66	20.98 %
CDM1	1.62	12.81 %
MKM1	0.91	22.06 %
WHUT		0.00 %
Total	62.74	36.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	26.36	37.40 %
Fridge	11.16	37.67 %
Wash-Mac	10.30	29.74 %
Air-Cond	6.05	15.24 %
Dishwash	1.16	56.62 %
Home-The	1.08	56.06 %
W-Purifi	1.01	59.02 %
Oven	0.31	29.42 %
Total	57.43	31.70 %

Branch *	MTD Sales L	Brand Share %
CH15	4.92	22.34 %
CH20	3.36	31.64 %
CH17	3.29	33.14 %
CH21	3.25	16.60 %
CH18	3.08	24.60 %
CH09	2.28	24.05 %
CH12	2.20	22.35 %
CH33	1.87	27.57 %
CH23	1.44	31.35 %
CH24	1.21	16.14 %
CH44	0.95	29.54 %
CH06	0.59	27.95 %
CH32	0.11	9.00 %
CH01		0.00 %
MC06		0.00 %
Total	57.43	31.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.54	48.02 %
Wash-Mac	12.81	40.62 %
Fridge	8.70	41.31 %
Air-Cond	4.89	23.57 %
Home-The	1.12	38.91 %
W-Purifi	0.64	54.15 %
Oven	0.49	81.62 %
Total	54.19	40.89 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.80	32.51 %
TRL1	2.58	32.17 %
KPM1	1.57	29.88 %
ABR1	1.25	18.32 %
ARC2	1.17	28.26 %
WJD1	0.66	14.67 %
PTU1	0.45	27.85 %
CYR1		0.00 %
Total	54.19	40.89 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	13.95	26.52 %
Wash-Mac	12.46	26.49 %
Fridge	10.84	29.23 %
Air-Cond	4.67	27.12 %
Dishwash	1.90	63.78 %
Oven	0.88	90.07 %
Home-The	0.73	18.74 %
W-Purifi	0.47	33.58 %
Total	45.91	28.12 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.54	15.54 %
CBE4	2.85	26.52 %
KMR1	2.14	26.25 %
CBE1	1.76	22.45 %
UAM1	1.69	22.73 %
PLI1	1.57	27.25 %
CBE6	1.49	31.60 %
UMP1	1.37	25.67 %
SYM2	1.20	27.77 %
TPR1	1.16	23.94 %
MPM1	1.12	18.13 %
SNR1	1.11	20.24 %
TPR3	0.86	34.29 %
CNR1	0.83	25.10 %
PPI1	0.65	22.86 %
CBE3	0.56	16.91 %
KMD1	0.41	17.29 %
PDM1	0.38	13.03 %
WZSD		0.00 %
Total	45.91	28.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.80	46.64 %
LED TV	1.01	19.79 %
Wash-Mac	0.82	21.86 %
Fridge	0.53	14.42 %
Oven	0.21	100.00 %
Total	5.37	28.02 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.44	25.52 %
KLR1	0.09	1.83 %
Total	5.37	28.02 %