

MTD Sales
1,004.15 L

Brand Share %
31.21 %

Information:

MTD : 01-11-2025 To 05-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **31.21 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	343.70	33.49 %
Wash-Mac	248.84	32.86 %
Air-Cond	192.86	28.01 %
Fridge	171.27	27.85 %
Home-The	17.94	31.33 %
W-Purifi	17.00	53.74 %
Dishwash	6.89	23.62 %
Oven	5.66	46.05 %
Total	1,004.15	31.21 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	149.76	32.99 %
CHENNAI-01	127.42	29.91 %
TRICHY-01	122.23	27.93 %
SOUTH-03	120.33	32.03 %
CHENNAI-02	116.51	30.53 %
WEST-02	102.22	31.97 %
SOUTH ARCOT	90.16	31.03 %
NORTH ARCOT	86.61	38.97 %
WEST-01	79.17	28.84 %
KL-SOUTH	9.75	27.73 %
Total	1,004.15	31.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	48.36	33.49 %
Wash-Mac	40.30	37.13 %
Air-Cond	32.85	36.51 %
Fridge	21.84	24.05 %
W-Purifi	3.45	56.33 %
Home-The	1.26	14.31 %
Dishwash	1.12	29.54 %
Oven	0.58	41.23 %
Total	149.76	32.99 %

Branch *	MTD Sales L	Brand Share %
KVT1	6.34	30.11 %
TUT2	5.19	25.49 %
VNR2	5.13	25.90 %
RPM1	4.53	23.46 %
TKS1	3.53	28.51 %
SVK1	3.13	19.07 %
ERL2	2.66	30.76 %
VLY1	2.52	24.62 %
APK2	2.42	29.88 %
MMT1	1.97	25.90 %
KYR1	1.38	22.49 %
VNR1	0.76	11.78 %
SGT1	0.74	23.31 %
COL1	0.69	20.43 %
SNL1	0.52	5.48 %
KSM1	0.51	22.55 %
STU2	0.50	7.78 %
S2SD	0.02	0.79 %
WHTV		0.00 %
Total	149.76	32.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	43.43	35.65 %
Wash-Mac	28.67	30.74 %
Air-Cond	25.70	22.01 %
Fridge	21.36	30.06 %
Home-The	3.52	50.20 %
W-Purifi	2.13	35.39 %
Dishwash	1.55	19.31 %
Oven	1.06	52.71 %
Total	127.42	29.91 %

Branch *	MTD Sales L	Brand Share %
CH05	7.77	22.42 %
CH14	7.42	27.02 %
CH19	6.29	30.94 %
CH42	6.29	19.44 %
CH08	5.18	18.49 %
AVD1	3.99	23.39 %
CH39	3.63	27.49 %
CH22	3.29	20.90 %
GUD2	3.26	30.89 %
CH30	2.95	25.43 %
CH38	1.91	23.62 %
MRM1	1.45	13.83 %
CH26	0.76	24.05 %
CZWH	0.50	11.42 %
MC10		0.00 %
WCHN	-0.79	8.55 %
Total	127.42	29.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	40.02	29.38 %
Air-Cond	35.37	27.55 %
Wash-Mac	23.69	27.78 %
Fridge	18.25	24.54 %
Home-The	2.17	34.93 %
W-Purifi	1.18	43.63 %
Dishwash	1.16	30.28 %
Oven	0.40	53.25 %
Total	122.23	27.93 %

Branch *	MTD Sales L	Brand Share %
KUM1	8.13	30.52 %
TNJ2	6.11	27.33 %
PBR2	5.68	19.98 %
TVR2	5.51	21.84 %
MDI1	5.50	27.08 %
TNJ1	5.38	17.81 %
TRY3	5.18	26.11 %
MVM1	4.19	17.95 %
PDK1	3.08	26.45 %
AYR1	2.99	28.64 %
TRY4	2.87	27.41 %
KIK1	1.98	15.05 %
APM1	1.81	30.93 %
NCK1	1.58	26.99 %
KRN1	1.46	29.51 %
MSI1	0.61	9.31 %
ORU1	0.31	7.65 %
TZSD		0.00 %
Total	122.23	27.93 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	39.61	33.88 %
Wash-Mac	28.28	31.38 %
Air-Cond	25.77	34.06 %
Fridge	21.31	28.26 %
W-Purifi	2.76	55.69 %
Home-The	1.16	17.53 %
Oven	1.06	78.08 %
Dishwash	0.38	8.21 %
Total	120.33	32.03 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.15	27.35 %
MDU2	5.19	18.78 %
DGL1	5.11	21.86 %
USL1	1.65	27.47 %
ADP1	1.41	24.43 %
BTU1	1.17	30.98 %
TEN1	0.95	10.77 %
ODM1	0.80	20.93 %
NK11	0.73	17.89 %
MDU5	0.67	10.65 %
CMR1	0.65	14.88 %
BNR1	0.64	15.27 %
DGL2	0.55	6.47 %
MNM1	0.51	10.79 %
SZSD		0.00 %
Total	120.33	32.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	47.34	37.05 %
Wash-Mac	22.80	27.09 %
Fridge	21.55	31.89 %
Air-Cond	19.89	21.99 %
Home-The	2.68	48.38 %
W-Purifi	1.51	77.79 %
Dishwash	0.37	17.23 %
Oven	0.37	18.05 %
Total	116.51	30.53 %

Branch *	MTD Sales L	Brand Share %
CH03	11.33	27.96 %
CH15	6.82	18.50 %
CH18	5.91	26.46 %
CH21	4.84	29.10 %
CH24	4.63	22.14 %
CH34	4.47	26.06 %
CH33	4.11	30.59 %
CH06	2.98	17.37 %
MJR1	2.92	18.73 %
CH44	2.50	22.59 %
GPD1	0.81	14.17 %
CH31	0.58	14.35 %
Total	116.51	30.53 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	35.62	38.79 %
LED TV	32.00	28.85 %
Fridge	18.18	25.23 %
Air-Cond	12.31	36.13 %
W-Purifi	2.04	71.35 %
Home-The	1.36	20.53 %
Dishwash	0.38	69.43 %
Oven	0.32	40.45 %
Total	102.22	31.97 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.36	21.52 %
ERD2	6.24	19.68 %
HSR1	4.70	30.06 %
HSR2	4.40	20.08 %
TRM1	2.50	29.38 %
EDP1	1.54	28.41 %
MTR1	1.25	18.80 %
PLC1	1.09	19.76 %
APN1	0.84	25.47 %
OML1	0.67	7.10 %
DPR1	0.61	12.78 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	102.22	31.97 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.48	34.51 %
Wash-Mac	21.16	36.19 %
Air-Cond	18.32	22.70 %
Fridge	13.82	28.53 %
Home-The	1.78	38.09 %
W-Purifi	1.12	57.95 %
Oven	1.08	79.20 %
Dishwash	0.41	46.55 %
Total	90.16	31.03 %

Branch *	MTD Sales L	Brand Share %
POY2	7.45	22.46 %
CUD1	7.22	24.30 %
KKI2	5.67	29.72 %
NVL2	4.06	29.39 %
CDM1	3.73	17.43 %
SJI2	3.58	24.86 %
STP1	1.37	26.91 %
MKM1	0.69	16.21 %
TVM2	0.40	5.98 %
VPM1	0.30	15.11 %
WHUT	-0.25	14.13 %
Total	90.16	31.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.13	42.89 %
Wash-Mac	21.71	39.93 %
Fridge	13.63	32.59 %
Air-Cond	12.67	34.11 %
Home-The	2.71	46.88 %
W-Purifi	1.55	64.57 %
Oven	0.22	46.09 %
Total	86.61	38.97 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.77	24.13 %
KPM1	3.43	29.81 %
TRT1	1.81	22.56 %
CYR1	1.61	21.18 %
CPT1	1.17	29.11 %
SLG1	1.14	21.81 %
ANI1	0.65	12.89 %
WJD1	0.55	9.63 %
Total	86.61	38.97 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	24.37	29.57 %
Wash-Mac	23.50	28.34 %
Fridge	19.05	29.62 %
Air-Cond	7.83	25.28 %
Dishwash	1.50	33.19 %
W-Purifi	1.27	56.21 %
Home-The	1.07	21.08 %
Oven	0.58	28.78 %
Total	79.17	28.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.31	23.93 %
TPR2	3.51	30.72 %
CBE4	3.35	23.56 %
PLI1	2.97	21.35 %
CBE1	1.94	21.31 %
MPM1	1.83	26.14 %
TPR1	1.83	14.29 %
TPR3	1.65	27.29 %
AVI1	1.47	25.03 %
UAM1	1.46	10.93 %
KGM1	1.12	25.69 %
CBE3	1.00	22.12 %
ANR1	0.66	30.00 %
PDM1	0.40	6.55 %
SYM2	0.35	8.20 %
WZSD		0.00 %
WHCB	-0.19	30.70 %
Total	79.17	28.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.09	37.41 %
Fridge	2.29	25.41 %
Air-Cond	2.16	48.76 %
LED TV	1.98	16.42 %
Home-The	0.23	26.14 %
Total	9.75	27.73 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.58	19.21 %
KLR1	1.05	22.68 %
Total	9.75	27.73 %