

MTD Sales
1,072.47 L

Brand Share %
30.59 %

Information:

MTD : 01-11-2025 To 06-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **30.59 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	363.70	32.54 %
Wash-Mac	263.41	31.97 %
Air-Cond	208.81	27.83 %
Fridge	184.53	27.45 %
Home-The	20.30	31.26 %
W-Purifi	18.09	53.45 %
Dishwash	7.66	25.32 %
Oven	5.97	45.91 %
Total	1,072.47	30.59 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	163.61	32.82 %
CHENNAI-01	135.98	29.22 %
TRICHY-01	134.97	28.03 %
CHENNAI-02	126.41	29.99 %
SOUTH-03	125.89	30.80 %
WEST-02	109.00	31.63 %
SOUTH ARCOT	93.86	29.22 %
NORTH ARCOT	90.00	38.54 %
WEST-01	82.48	28.01 %
KL-SOUTH	10.27	28.03 %
Total	1,072.47	30.59 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	52.63	33.38 %
Wash-Mac	42.85	36.52 %
Air-Cond	37.17	36.72 %
Fridge	24.17	24.15 %
W-Purifi	3.46	55.25 %
Home-The	1.53	14.79 %
Dishwash	1.12	29.54 %
Oven	0.67	38.69 %
Total	163.61	32.82 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.27	28.23 %
TUT2	5.94	26.39 %
RPM1	5.76	27.58 %
VNR2	5.13	24.13 %
SVK1	3.57	19.39 %
TKS1	3.29	25.16 %
APK2	2.55	29.53 %
VLY1	2.52	22.75 %
KYR1	1.38	22.14 %
COL1	0.81	21.70 %
VNR1	0.76	10.30 %
SGT1	0.74	20.94 %
SNL1	0.52	5.26 %
KSM1	0.51	19.99 %
STU2	0.18	2.91 %
S2SD	0.02	0.78 %
WHTV		0.00 %
Total	163.61	32.82 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	44.86	34.54 %
Wash-Mac	32.29	30.78 %
Air-Cond	27.56	21.48 %
Fridge	22.59	29.16 %
Home-The	4.04	50.35 %
W-Purifi	2.13	32.98 %
Dishwash	1.55	18.53 %
Oven	0.94	49.80 %
Total	135.98	29.22 %

Branch *	MTD Sales L	Brand Share %
CH05	8.06	22.36 %
CH14	7.80	27.01 %
CH42	6.47	19.49 %
CH08	5.78	18.37 %
AVD1	4.12	21.76 %
CH39	3.63	26.69 %
CH22	3.56	21.47 %
GUD2	3.39	28.47 %
CH30	2.95	25.36 %
MRM1	2.28	18.89 %
CH26	0.76	24.05 %
CZWH	0.50	4.57 %
MC09	0.31	28.89 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.79	8.55 %
Total	135.98	29.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	44.05	29.37 %
Air-Cond	39.04	27.84 %
Wash-Mac	25.29	27.26 %
Fridge	20.53	24.80 %
Home-The	2.17	30.12 %
Dishwash	1.94	42.03 %
W-Purifi	1.44	46.63 %
Oven	0.51	59.60 %
Total	134.97	28.03 %

Branch *	MTD Sales L	Brand Share %
TRY1	23.10	29.92 %
TVR2	8.80	28.28 %
PBR2	7.00	22.09 %
TNJ2	6.49	28.16 %
TNJ1	6.14	18.82 %
MDI1	5.50	26.83 %
TRY3	5.18	25.46 %
MVM1	5.02	20.14 %
TRY4	3.40	30.30 %
PDK1	3.18	24.51 %
AYR1	2.99	27.86 %
KIK1	2.50	17.95 %
APM1	1.81	25.08 %
NCK1	1.58	24.97 %
MSI1	0.61	9.17 %
ORU1	0.31	7.65 %
TZSD		0.00 %
Total	134.97	28.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	50.13	36.27 %
Wash-Mac	23.76	25.61 %
Air-Cond	23.53	22.97 %
Fridge	23.51	31.26 %
Home-The	2.76	44.91 %
W-Purifi	1.87	77.57 %
Oven	0.48	21.89 %
Dishwash	0.37	17.23 %
Total	126.41	29.99 %

Branch *	MTD Sales L	Brand Share %
CH03	12.31	26.02 %
CH15	9.96	21.93 %
CH12	8.12	30.28 %
CH18	6.65	26.60 %
CH21	5.21	27.46 %
CH24	4.76	20.70 %
CH34	4.47	26.06 %
CH06	3.12	17.89 %
MJR1	3.06	18.23 %
CH44	3.05	24.75 %
GPD1	0.81	12.81 %
CH31	0.58	13.26 %
Total	126.41	29.99 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	41.39	32.32 %
Wash-Mac	30.11	30.08 %
Air-Cond	25.49	32.26 %
Fridge	23.06	27.77 %
W-Purifi	2.88	56.68 %
Home-The	1.52	20.72 %
Oven	1.06	71.90 %
Dishwash	0.38	8.21 %
Total	125.89	30.80 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.13	27.77 %
MDU2	6.29	18.98 %
DGL1	5.62	21.66 %
USL1	1.65	27.47 %
ADP1	1.41	22.77 %
BTU1	1.17	27.62 %
TEN1	0.95	9.40 %
BNR1	0.91	17.99 %
ODM1	0.80	19.78 %
NKI1	0.73	15.62 %
MDU5	0.67	9.59 %
CMR1	0.65	14.05 %
DGL2	0.55	5.67 %
MNM1	0.51	10.18 %
SZSD		0.00 %
Total	125.89	30.80 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	37.11	37.26 %
LED TV	34.05	28.26 %
Fridge	20.25	26.55 %
Air-Cond	13.19	36.19 %
W-Purifi	2.24	70.23 %
Home-The	1.45	20.16 %
Dishwash	0.38	69.43 %
Oven	0.32	40.45 %
Total	109.00	31.63 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.36	20.79 %
ERD2	7.07	20.16 %
HSR1	5.08	29.32 %
HSR2	4.40	19.35 %
TRM1	2.59	27.46 %
EDP1	1.72	30.23 %
MTR1	1.43	18.99 %
APN1	1.19	28.61 %
PLC1	1.09	18.46 %
OML1	0.84	7.64 %
HRR1	0.75	30.41 %
DPR1	0.61	12.10 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-0.49	22.75 %
Total	109.00	31.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.86	30.33 %
Wash-Mac	22.48	34.90 %
Air-Cond	19.22	22.85 %
Fridge	14.74	26.90 %
Home-The	1.96	34.79 %
W-Purifi	1.12	56.34 %
Oven	1.08	98.96 %
Dishwash	0.41	46.55 %
Total	93.86	29.22 %

Branch *	MTD Sales L	Brand Share %
POY2	7.94	22.10 %
CUD1	7.47	19.67 %
KKI2	6.03	28.77 %
NVL2	4.87	27.76 %
CDM1	3.73	16.03 %
SJI2	3.58	22.57 %
TDM1	3.47	30.28 %
STP1	1.37	24.34 %
MKM1	0.69	16.21 %
TVM2	0.40	5.40 %
VPM1	0.30	15.11 %
WHUT	-0.25	14.13 %
Total	93.86	29.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	35.35	42.47 %
Wash-Mac	22.27	39.55 %
Fridge	14.18	32.19 %
Air-Cond	12.97	32.79 %
Home-The	3.20	49.91 %
W-Purifi	1.70	66.65 %
Oven	0.33	44.90 %
Total	90.00	38.54 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.89	24.54 %
KPM1	3.43	29.51 %
CYR1	2.02	22.40 %
TRT1	1.81	20.20 %
SLG1	1.14	21.05 %
ANI1	0.65	12.89 %
WJD1	0.55	8.37 %
Total	90.00	38.54 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	26.39	29.52 %
Wash-Mac	24.16	27.69 %
Fridge	18.99	27.57 %
Air-Cond	8.16	23.89 %
Dishwash	1.50	33.19 %
Home-The	1.44	25.04 %
W-Purifi	1.27	52.93 %
Oven	0.58	27.06 %
Total	82.48	28.01 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.33	23.83 %
KMR1	3.76	30.52 %
TPR2	3.46	28.73 %
CBE4	3.44	23.42 %
PLI1	2.97	21.35 %
TPR1	2.05	13.05 %
CBE1	1.94	17.98 %
TPR3	1.65	25.34 %
MPM1	1.56	22.52 %
AVI1	1.47	23.73 %
UAM1	1.46	10.69 %
KGM1	1.46	29.27 %
CBE3	1.00	19.95 %
ANR1	0.66	30.00 %
PDM1	0.40	6.53 %
SYM2	0.35	8.01 %
WZSD		0.00 %
Total	82.48	28.01 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.09	36.13 %
Fridge	2.49	26.22 %
Air-Cond	2.48	52.16 %
LED TV	1.98	15.93 %
Home-The	0.23	26.14 %
Total	10.27	28.03 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.89	21.65 %
KLR1	1.05	22.68 %
Total	10.27	28.03 %