

MTD Sales
877.40 L

Brand Share %
32.68 %

Information:

MTD : 01-12-2025 To 06-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **32.68 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	356.71	35.24 %
Wash-Mac	206.60	31.76 %
Fridge	176.58	36.00 %
Air-Cond	90.86	21.90 %
Home-The	13.94	28.12 %
W-Purifi	13.40	58.34 %
Dishwash	12.87	41.47 %
Oven	6.45	50.37 %
Total	877.40	32.68 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	153.32	33.98 %
CHENNAI-01	125.34	34.18 %
TRICHY-01	116.06	32.24 %
SOUTH-03	110.93	31.83 %
WEST-02	92.61	33.38 %
SOUTH ARCOT	73.19	33.29 %
CHENNAI-02	72.87	29.20 %
NORTH ARCOT	70.92	40.74 %
WEST-01	56.48	26.60 %
KL-SOUTH	5.69	22.92 %
Total	877.40	32.68 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	55.73	34.06 %
Wash-Mac	42.17	36.38 %
Fridge	28.32	36.24 %
Air-Cond	20.97	28.76 %
W-Purifi	3.21	59.30 %
Home-The	1.43	16.63 %
Oven	0.75	33.69 %
Dishwash	0.73	16.72 %
Total	153.32	33.98 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.94	31.22 %
TKS1	4.73	27.81 %
MAR1	4.39	31.55 %
RND1	3.34	26.93 %
SVK1	3.33	27.63 %
TCN1	2.50	23.44 %
VL11	2.16	27.32 %
TKY1	2.07	24.03 %
VNR2	2.03	12.91 %
SNL1	1.80	19.51 %
UDN1	1.76	17.43 %
ERL2	1.63	25.71 %
VNR1	1.50	26.99 %
APK2	1.30	24.09 %
SKD1	1.17	21.43 %
KYR1	1.10	19.70 %
STU2	0.76	12.25 %
COL1	0.51	23.18 %
TVL2	0.13	9.96 %
KSM1		0.00 %
SGT1	-0.10	-3.18 %
Total	153.32	33.98 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	57.76	42.43 %
Wash-Mac	25.59	31.01 %
Fridge	18.33	30.89 %
Air-Cond	15.30	20.81 %
W-Purifi	3.22	80.48 %
Dishwash	2.26	56.28 %
Home-The	2.17	42.47 %
Oven	0.70	34.83 %
Total	125.34	34.18 %

Branch *	MTD Sales L	Brand Share %
CH08	8.47	28.97 %
CH05	7.75	31.28 %
CH19	6.51	27.18 %
CH45	4.57	28.37 %
CH30	4.18	31.63 %
AVD1	3.48	24.58 %
CH14	2.77	20.07 %
SKL1	2.32	25.30 %
CH07	2.29	15.41 %
CH39	1.85	25.29 %
WHC3	0.36	7.91 %
CZWH	0.30	3.83 %
CH26		0.00 %
MC10		0.00 %
WCHN	-0.38	31.97 %
Total	125.34	34.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	50.60	33.00 %
Fridge	28.95	44.79 %
Wash-Mac	21.12	29.68 %
Air-Cond	9.54	16.68 %
Home-The	2.68	36.60 %
Dishwash	1.91	53.81 %
W-Purifi	0.72	38.84 %
Oven	0.54	57.11 %
Total	116.06	32.24 %

Branch *	MTD Sales L	Brand Share %
TNJ1	5.99	21.33 %
MVM1	5.49	20.40 %
TNJ2	5.19	31.15 %
TVR2	5.06	28.07 %
TRY4	2.71	21.11 %
KIK1	2.67	19.76 %
MSI1	1.90	29.10 %
KRN1	1.75	32.60 %
TRY3	0.71	9.14 %
ORU1	0.62	9.55 %
APM1	0.49	15.97 %
TZSD	0.04	9.04 %
WTRZ		0.00 %
Total	116.06	32.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	36.88	29.24 %
Wash-Mac	30.21	33.48 %
Fridge	29.26	40.33 %
Air-Cond	9.68	22.22 %
W-Purifi	1.75	51.38 %
Home-The	1.50	20.98 %
Oven	1.28	51.30 %
Dishwash	0.38	12.48 %
Total	110.93	31.83 %

Branch *	MTD Sales L	Brand Share %
MDU1	9.51	26.55 %
MDU2	7.71	25.75 %
DGL1	5.69	19.88 %
KKD3	3.59	22.22 %
MDU3	3.20	31.06 %
TPT1	2.09	28.51 %
MDU4	1.85	26.23 %
TMM1	1.82	18.35 %
BNR1	1.23	21.63 %
NKI1	1.21	23.33 %
DGL2	1.15	14.81 %
ADP1	0.98	12.09 %
CMR1	0.89	31.66 %
MNM1	0.69	24.70 %
BTU1	0.66	14.32 %
TEN1	0.49	5.31 %
ODM1	0.49	15.38 %
MDU5	0.37	9.78 %
SZSD		0.00 %
Total	110.93	31.83 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	34.84	36.68 %
Wash-Mac	27.04	31.80 %
Fridge	17.37	30.25 %
Air-Cond	9.21	30.21 %
Home-The	1.35	26.58 %
W-Purifi	1.22	80.55 %
Dishwash	1.10	64.45 %
Oven	0.47	38.98 %
Total	92.61	33.38 %

Branch *	MTD Sales L	Brand Share %
HSR2	6.16	25.78 %
ERD2	4.76	24.42 %
ERD1	3.92	22.79 %
SLM3	2.53	27.40 %
KRI1	2.11	29.17 %
VKL1	2.10	26.87 %
TRM1	1.61	30.17 %
KVP1	1.47	32.33 %
MTR1	1.43	25.98 %
OML1	1.35	23.89 %
PLC1	1.30	20.31 %
KMM1	1.30	30.61 %
TCG1	1.20	20.78 %
CMI1	1.13	30.75 %
WZWH	0.06	7.00 %
DPR1		0.00 %
WHPD		0.00 %
Total	92.61	33.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.59	35.89 %
Fridge	16.43	40.61 %
Wash-Mac	15.62	34.91 %
Air-Cond	4.64	13.35 %
Dishwash	1.53	38.28 %
Home-The	1.19	32.98 %
W-Purifi	0.79	73.24 %
Oven	0.40	87.35 %
Total	73.19	33.29 %

Branch *	MTD Sales L	Brand Share %
POY1	7.44	28.93 %
VPM2	3.76	27.62 %
NVL2	3.15	24.81 %
CUD1	2.96	18.07 %
PRT1	2.74	30.25 %
SJI2	2.51	24.59 %
KML1	2.18	24.84 %
CDM1	1.62	10.74 %
TVM2	1.11	29.27 %
MKM1	0.91	19.49 %
WHUT		0.00 %
Total	73.19	33.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	35.23	37.25 %
Fridge	13.84	33.12 %
Wash-Mac	13.32	25.66 %
Air-Cond	6.05	11.92 %
Dishwash	1.55	45.84 %
W-Purifi	1.18	55.62 %
Home-The	1.18	32.94 %
Oven	0.53	36.31 %
Total	72.87	29.20 %

Branch *	MTD Sales L	Brand Share %
CH15	7.14	19.88 %
CH03	6.91	30.39 %
CH12	4.23	27.16 %
CH21	4.08	18.12 %
CH20	3.49	25.52 %
CH18	3.45	21.71 %
CH09	3.19	21.56 %
CH24	1.69	19.29 %
CH46	1.62	31.16 %
CH44	1.52	24.38 %
GPD1	1.08	30.12 %
CH06	0.59	17.87 %
CH32	0.11	4.75 %
CH01		0.00 %
MC06		0.00 %
Total	72.87	29.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.07	45.69 %
Wash-Mac	16.19	40.25 %
Fridge	11.70	41.59 %
Air-Cond	6.14	24.96 %
Home-The	1.62	37.71 %
W-Purifi	0.95	53.31 %
Dishwash	0.76	36.55 %
Oven	0.49	81.62 %
Total	70.92	40.74 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.36	29.91 %
ABR1	2.12	25.49 %
KPM1	1.57	25.89 %
ARC2	1.49	29.55 %
WJD1	0.66	9.55 %
CYR1		0.00 %
WHVL		0.00 %
Total	70.92	40.74 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	18.99	26.09 %
Wash-Mac	14.51	22.88 %
Fridge	11.86	27.51 %
Air-Cond	6.20	29.95 %
Dishwash	2.65	53.80 %
Oven	1.06	91.66 %
Home-The	0.83	18.42 %
W-Purifi	0.36	21.92 %
Total	56.48	26.60 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.80	16.46 %
CBE4	3.45	22.01 %
KMR1	2.95	26.75 %
UAM1	2.43	22.28 %
TPR2	2.27	28.46 %
TPR1	1.92	26.64 %
PLI1	1.78	24.00 %
CBE1	1.76	19.63 %
UMP1	1.63	25.17 %
SNR1	1.48	17.83 %
SYM2	1.45	27.18 %
MPM1	1.12	14.98 %
CNR1	1.02	24.03 %
PPI1	0.65	18.30 %
CBE3	0.56	11.93 %
KMD1	0.54	16.19 %
PDM1	0.48	10.33 %
WZSD	0.08	1.95 %
Total	56.48	26.60 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.12	49.28 %
LED TV	1.01	13.34 %
Wash-Mac	0.82	15.67 %
Fridge	0.53	10.67 %
Oven	0.21	100.00 %
Total	5.69	22.92 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.44	13.06 %
KLR1	0.09	1.48 %
Total	5.69	22.92 %