

MTD Sales
1,162.96 L

Brand Share %
30.67 %

Information:

MTD : 01-11-2025 To 07-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **30.67 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	401.31	32.77 %
Wash-Mac	279.04	31.61 %
Air-Cond	223.76	28.04 %
Fridge	202.00	27.68 %
Home-The	21.78	29.46 %
W-Purifi	20.01	54.14 %
Dishwash	8.44	26.59 %
Oven	6.61	46.57 %
Total	1,162.96	30.67 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	179.17	32.89 %
CHENNAI-01	152.44	29.81 %
TRICHY-01	149.85	28.88 %
CHENNAI-02	135.80	30.05 %
SOUTH-03	135.09	30.52 %
WEST-02	115.62	30.98 %
SOUTH ARCOT	97.95	28.89 %
NORTH ARCOT	96.93	38.68 %
WEST-01	88.92	27.91 %
KL-SOUTH	11.19	27.28 %
Total	1,162.96	30.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	58.75	34.32 %
Wash-Mac	45.75	35.29 %
Air-Cond	39.46	35.81 %
Fridge	27.15	24.82 %
W-Purifi	4.05	60.56 %
Home-The	2.01	16.93 %
Dishwash	1.12	29.54 %
Oven	0.88	45.40 %
Total	179.17	32.89 %

Branch *	MTD Sales L	Brand Share %
KVT1	9.15	30.09 %
TUT2	7.36	27.92 %
RPM1	6.05	27.15 %
VNR2	5.55	24.72 %
SVK1	3.83	19.29 %
TKS1	3.49	25.04 %
VLY1	2.96	25.33 %
APK2	2.81	30.06 %
KYR1	1.65	25.42 %
VNR1	0.97	11.21 %
COL1	0.81	21.02 %
SGT1	0.74	19.57 %
SNL1	0.52	5.07 %
KSM1	0.51	19.99 %
STU2	0.48	6.76 %
S2SD	0.02	0.78 %
WHTV		0.00 %
Total	179.17	32.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	52.24	35.39 %
Wash-Mac	35.17	30.77 %
Air-Cond	29.06	21.28 %
Fridge	26.79	30.97 %
Home-The	4.20	48.13 %
W-Purifi	2.39	34.83 %
Dishwash	1.55	17.51 %
Oven	1.04	52.24 %
Total	152.44	29.81 %

Branch *	MTD Sales L	Brand Share %
CH05	9.92	25.11 %
CH08	9.21	24.25 %
CH14	8.12	25.73 %
CH42	7.32	20.44 %
CH07	6.93	29.99 %
AVD1	4.51	22.75 %
CH22	3.83	20.85 %
CH39	3.76	26.89 %
CH30	3.08	25.90 %
SKL1	2.61	29.77 %
MRM1	2.61	19.06 %
CH26	0.76	21.62 %
CZWH	0.50	4.39 %
MC09	0.31	28.89 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.79	8.55 %
Total	152.44	29.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	48.24	29.23 %
Air-Cond	44.55	29.98 %
Wash-Mac	26.71	27.46 %
Fridge	23.33	25.96 %
Home-The	2.48	29.42 %
Dishwash	2.34	46.66 %
W-Purifi	1.60	46.83 %
Oven	0.61	48.67 %
Total	149.85	28.88 %

Branch *	MTD Sales L	Brand Share %
TRY1	24.36	29.74 %
KUM1	9.90	30.06 %
TVR2	9.90	30.31 %
TNJ1	7.63	20.97 %
PBR2	7.52	22.56 %
TNJ2	6.70	27.43 %
MDI1	5.79	27.85 %
MVM1	5.78	21.26 %
TRY3	5.18	24.47 %
TRY4	3.65	28.26 %
JKM1	3.21	29.74 %
PDK1	3.18	24.31 %
AYR1	3.10	26.59 %
KIK1	2.60	17.68 %
APM1	1.81	24.50 %
NCK1	1.58	22.29 %
MSI1	0.61	9.02 %
ORU1	0.31	7.46 %
TZSD		0.00 %
Total	149.85	28.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	54.80	36.69 %
Wash-Mac	25.29	25.33 %
Fridge	25.05	30.94 %
Air-Cond	25.00	23.32 %
Home-The	2.76	37.38 %
W-Purifi	2.04	75.55 %
Oven	0.48	21.89 %
Dishwash	0.37	17.23 %
Total	135.80	30.05 %

Branch *	MTD Sales L	Brand Share %
CH03	13.91	28.05 %
CH15	10.24	20.67 %
CH17	7.07	30.17 %
CH18	6.82	25.67 %
CH21	6.05	28.40 %
CH34	5.09	27.36 %
CH24	5.03	20.26 %
CH33	4.83	30.44 %
CH44	3.50	26.48 %
MJR1	3.37	19.06 %
CH06	3.12	17.63 %
GPD1	0.81	10.77 %
CH31	0.58	11.29 %
Total	135.80	30.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	45.09	31.85 %
Wash-Mac	31.61	29.39 %
Air-Cond	27.32	33.02 %
Fridge	24.68	27.46 %
W-Purifi	3.22	52.74 %
Home-The	1.62	19.24 %
Oven	1.15	73.59 %
Dishwash	0.38	8.21 %
Total	135.09	30.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.84	27.05 %
MDU2	7.00	19.51 %
DGL1	6.35	21.87 %
ADP1	1.41	22.12 %
BTU1	1.30	29.72 %
BNR1	1.15	21.20 %
TEN1	0.95	8.76 %
ODM1	0.80	17.57 %
NKI1	0.73	13.36 %
MDU5	0.67	8.34 %
CMR1	0.65	13.14 %
DGL2	0.55	5.19 %
MNM1	0.51	10.18 %
SZSD		0.00 %
Total	135.09	30.52 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	39.64	37.24 %
LED TV	36.12	27.64 %
Fridge	21.67	26.04 %
Air-Cond	13.52	33.98 %
W-Purifi	2.52	72.65 %
Home-The	1.45	17.58 %
Dishwash	0.38	69.43 %
Oven	0.32	40.45 %
Total	115.62	30.98 %

Branch *	MTD Sales L	Brand Share %
ERD2	7.96	21.31 %
SLM1	7.60	19.38 %
HSR1	5.08	27.45 %
HSR2	4.67	19.14 %
TRM1	2.86	29.48 %
EDP1	1.93	30.03 %
APN1	1.53	30.44 %
MTR1	1.43	16.68 %
PLC1	1.09	17.81 %
OML1	0.84	6.94 %
HRR1	0.75	27.46 %
DPR1	0.74	12.61 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-0.49	22.75 %
Total	115.62	30.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	35.45	30.51 %
Wash-Mac	23.23	34.04 %
Air-Cond	19.54	22.46 %
Fridge	15.07	26.44 %
Home-The	2.06	30.93 %
W-Purifi	1.12	56.34 %
Oven	1.08	98.96 %
Dishwash	0.41	46.55 %
Total	97.95	28.89 %

Branch *	MTD Sales L	Brand Share %
POY2	9.11	23.90 %
CUD1	7.85	19.74 %
KKI2	6.03	27.65 %
NVL2	5.00	27.28 %
KLM1	4.70	29.92 %
CDM1	3.98	16.22 %
SJI2	3.58	21.18 %
TDM1	3.47	29.41 %
STP1	1.76	29.15 %
MKM1	0.69	14.48 %
TVM2	0.40	4.97 %
VPM1	0.30	13.26 %
WHUT	-0.37	19.74 %
Total	97.95	28.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	39.53	43.50 %
Wash-Mac	23.61	39.74 %
Fridge	15.22	32.00 %
Air-Cond	12.97	31.19 %
Home-The	3.45	48.54 %
W-Purifi	1.82	68.23 %
Oven	0.33	44.90 %
Total	96.93	38.68 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.28	23.71 %
KPM1	3.43	28.99 %
CYR1	2.02	21.83 %
TRT1	1.93	19.69 %
SLG1	1.14	21.05 %
ANI1	0.87	16.20 %
WJD1	0.55	7.59 %
Total	96.93	38.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	29.12	29.48 %
Wash-Mac	24.95	27.43 %
Fridge	20.38	27.07 %
Air-Cond	9.51	25.33 %
Home-The	1.53	24.55 %
Dishwash	1.50	31.82 %
W-Purifi	1.27	47.78 %
Oven	0.67	26.94 %
Total	88.92	27.91 %

Branch *	MTD Sales L	Brand Share %
CBE2	13.00	23.00 %
CBE4	3.79	23.64 %
TPR2	3.74	30.51 %
KMR1	3.65	28.00 %
PLI1	3.47	22.67 %
TPR1	2.38	14.39 %
KMD1	2.07	29.37 %
CBE1	1.94	16.36 %
AVI1	1.73	24.24 %
UAM1	1.57	11.09 %
KGM1	1.46	28.30 %
MPM1	1.29	19.33 %
CBE3	1.00	18.84 %
ANR1	0.66	25.68 %
PDM1	0.40	5.55 %
SYM2	0.35	6.89 %
WZSD		0.00 %
Total	88.92	27.91 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.09	33.87 %
Air-Cond	2.82	42.49 %
Fridge	2.66	26.34 %
LED TV	1.98	14.81 %
Dishwash	0.37	100.00 %
Home-The	0.23	26.14 %
Oven	0.05	36.34 %
Total	11.19	27.28 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.09	30.66 %
PAS1	1.89	20.46 %
KLR1	1.21	22.44 %
Total	11.19	27.28 %