

MTD Sales
1,268.34 L

Brand Share %
30.67 %

Information:

MTD : 01-11-2025 To 08-11-2025

* 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	445.18	33.10 %
Wash-Mac	303.89	31.45 %
Air-Cond	231.94	27.20 %
Fridge	220.74	27.73 %
Home-The	23.80	29.26 %
W-Purifi	22.02	53.73 %
Dishwash	13.08	35.42 %
Oven	7.70	46.27 %
Total	1,268.34	30.67 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	194.72	32.81 %
CHENNAI-01	178.48	30.69 %
TRICHY-01	157.09	28.11 %
SOUTH-03	151.59	30.68 %
CHENNAI-02	146.51	29.91 %
WEST-02	122.63	30.90 %
NORTH ARCOT	105.10	38.93 %
SOUTH ARCOT	103.49	28.64 %
WEST-01	96.46	27.89 %
KL-SOUTH	12.27	27.95 %
Total	1,268.34	30.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	65.04	34.20 %
Wash-Mac	48.73	34.83 %
Air-Cond	41.70	35.08 %
Fridge	29.96	25.32 %
W-Purifi	4.45	62.60 %
Dishwash	1.90	41.49 %
Home-The	1.87	15.03 %
Oven	1.08	50.44 %
Total	194.72	32.81 %

Branch *	MTD Sales L	Brand Share %
KVT1	9.84	29.32 %
TUT2	7.88	27.07 %
RPM1	7.32	30.34 %
VNR2	5.55	22.97 %
SVK1	3.94	17.94 %
TKS1	3.49	23.05 %
VL11	3.09	25.05 %
APK2	2.81	28.06 %
SKD1	1.89	27.45 %
KYR1	1.65	24.37 %
VNR1	0.97	9.90 %
COL1	0.81	21.02 %
SGT1	0.74	20.21 %
SNL1	0.52	4.91 %
KSM1	0.51	18.68 %
STU2	0.48	6.01 %
S2SD	0.02	0.70 %
WHTV		0.00 %
Total	194.72	32.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	62.50	37.11 %
Wash-Mac	39.31	30.49 %
Air-Cond	32.87	21.27 %
Fridge	31.08	31.74 %
Dishwash	4.63	37.08 %
Home-The	4.29	45.53 %
W-Purifi	2.73	35.89 %
Oven	1.07	48.60 %
Total	178.48	30.69 %

Branch *	MTD Sales L	Brand Share %
CH42	11.34	26.98 %
CH05	11.20	26.29 %
CH14	10.14	28.09 %
CH08	9.84	23.42 %
CH07	7.12	29.83 %
AVD1	4.80	21.24 %
CH22	4.39	21.50 %
MRM1	3.30	21.36 %
CH30	3.18	22.97 %
SKL1	2.61	23.82 %
CZWH	2.48	12.71 %
CH26	0.76	19.82 %
MC09	0.31	28.89 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.79	8.55 %
Total	178.48	30.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	52.84	29.59 %
Air-Cond	45.14	27.99 %
Wash-Mac	27.84	26.71 %
Fridge	23.96	25.05 %
Home-The	2.73	30.26 %
Dishwash	2.34	46.66 %
W-Purifi	1.40	40.14 %
Oven	0.83	48.58 %
Total	157.09	28.11 %

Branch *	MTD Sales L	Brand Share %
TRY1	25.30	28.92 %
TVR2	10.35	30.18 %
KUM1	10.29	29.03 %
TNJ1	8.22	20.90 %
PBR2	7.77	22.41 %
TNJ2	7.09	23.97 %
MVM1	6.30	20.40 %
MDI1	6.13	27.09 %
TRY3	5.37	24.21 %
TRY4	3.65	25.90 %
JKM1	3.43	27.45 %
AYR1	3.39	27.57 %
PDK1	3.28	20.68 %
KIK1	2.93	18.70 %
APM1	1.81	23.97 %
NCK1	1.58	21.35 %
MSI1	0.61	8.24 %
ORU1	0.31	7.17 %
TZSD		0.00 %
Total	157.09	28.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	52.57	32.66 %
Wash-Mac	35.85	29.49 %
Fridge	28.06	27.91 %
Air-Cond	27.87	32.09 %
W-Purifi	3.61	49.76 %
Home-The	1.91	18.50 %
Oven	1.34	70.44 %
Dishwash	0.38	8.21 %
Total	151.59	30.68 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.71	28.07 %
MDU2	8.10	20.16 %
DGL1	7.34	22.17 %
SVG1	3.35	27.35 %
USL1	2.44	27.90 %
ADP1	1.52	19.59 %
BTU1	1.30	27.14 %
BNR1	1.27	20.37 %
TEN1	1.05	9.07 %
DGL2	0.81	7.05 %
ODM1	0.80	16.08 %
CMR1	0.75	14.51 %
NK11	0.73	10.63 %
MDU5	0.67	6.95 %
MNM1	0.51	10.18 %
SZSD		0.00 %
Total	151.59	30.68 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	59.23	36.52 %
Wash-Mac	29.26	26.53 %
Fridge	26.18	30.38 %
Air-Cond	25.26	22.14 %
Home-The	3.07	35.68 %
W-Purifi	2.54	72.65 %
Oven	0.61	25.98 %
Dishwash	0.37	14.20 %
Total	146.51	29.91 %

Branch *	MTD Sales L	Brand Share %
CH03	15.42	27.78 %
CH15	11.43	21.18 %
CH12	9.32	30.04 %
CH18	7.76	26.32 %
CH17	7.32	30.29 %
CH34	6.54	30.31 %
CH21	6.00	25.82 %
CH24	5.91	22.13 %
CH44	3.89	26.36 %
MJR1	3.48	19.01 %
CH06	3.12	16.31 %
GPD1	0.96	11.60 %
CH31	0.58	10.58 %
Total	146.51	29.91 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	42.85	37.51 %
LED TV	38.30	27.65 %
Fridge	22.39	25.07 %
Air-Cond	13.52	33.38 %
W-Purifi	2.63	73.54 %
Home-The	1.60	17.62 %
Dishwash	0.78	154.99 %
Oven	0.56	46.67 %
Total	122.63	30.90 %

Branch *	MTD Sales L	Brand Share %
ERD2	8.23	20.41 %
SLM1	7.53	18.45 %
HSR1	5.71	27.95 %
HSR2	5.53	21.23 %
TRM1	2.97	28.93 %
EDP1	2.05	29.27 %
APN1	1.64	28.64 %
MTR1	1.55	17.79 %
PLC1	1.09	15.65 %
DPR1	0.85	12.48 %
OML1	0.78	6.32 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-0.49	16.59 %
Total	122.63	30.90 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.18	43.88 %
Wash-Mac	25.03	39.02 %
Fridge	18.02	33.57 %
Air-Cond	12.67	30.44 %
Home-The	4.04	51.98 %
W-Purifi	1.82	68.23 %
Oven	0.33	35.00 %
Total	105.10	38.93 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.88	24.47 %
KPM1	3.79	30.11 %
CYR1	2.23	22.51 %
TRT1	2.22	22.01 %
SLG1	1.14	20.30 %
WJD1	0.88	11.34 %
ANI1	0.57	11.18 %
Total	105.10	38.93 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	37.72	29.92 %
Wash-Mac	23.99	32.80 %
Air-Cond	20.21	22.82 %
Fridge	16.64	26.78 %
Home-The	2.21	30.37 %
W-Purifi	1.24	58.97 %
Oven	1.08	89.66 %
Dishwash	0.41	46.55 %
Total	103.49	28.64 %

Branch *	MTD Sales L	Brand Share %
POY2	9.90	25.17 %
CUD1	7.96	19.53 %
KKI2	6.63	27.87 %
NVL2	5.80	28.65 %
KLM1	5.09	29.54 %
SJI2	3.69	19.84 %
TDM1	3.57	29.02 %
CDM1	3.38	13.20 %
STP1	1.76	28.48 %
MKM1	0.69	10.62 %
TVM2	0.40	4.84 %
VPM1	0.30	13.26 %
WHUT	-0.62	25.86 %
Total	103.49	28.64 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	31.02	29.04 %
Wash-Mac	27.94	27.88 %
Fridge	21.51	26.39 %
Air-Cond	9.89	24.91 %
Dishwash	1.89	37.07 %
Home-The	1.86	28.55 %
W-Purifi	1.59	49.37 %
Oven	0.76	27.79 %
Total	96.46	27.89 %

Branch *	MTD Sales L	Brand Share %
CBE2	13.54	22.04 %
KMR1	4.54	30.57 %
CBE4	4.40	25.64 %
PLI1	3.78	23.30 %
TPR2	3.74	27.26 %
TPR1	2.75	15.53 %
CBE1	2.03	15.54 %
AVI1	1.84	23.98 %
MPM1	1.79	23.93 %
UAM1	1.57	10.82 %
CBE3	1.00	15.32 %
PDM1	0.62	7.37 %
SYM2	0.35	6.05 %
WZSD		0.00 %
WHCB	-0.19	25.54 %
Total	96.46	27.89 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.09	32.17 %
Fridge	2.93	26.97 %
Air-Cond	2.82	42.49 %
LED TV	2.78	18.81 %
Dishwash	0.37	100.00 %
Home-The	0.23	24.77 %
Oven	0.05	18.17 %
Total	12.27	27.95 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.36	30.40 %
PAS1	2.58	24.91 %
KLR1	1.33	21.96 %
Total	12.27	27.95 %