

MTD Sales
1,367.81 L

Brand Share %
30.16 %

Information:

MTD : 01-11-2025 To 09-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **30.16 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	487.84	32.54 %
Wash-Mac	324.93	30.41 %
Fridge	241.83	27.64 %
Air-Cond	238.91	26.70 %
Home-The	27.29	28.88 %
W-Purifi	24.53	54.26 %
Dishwash	14.15	35.32 %
Oven	8.32	45.41 %
Total	1,367.81	30.16 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	206.27	32.00 %
CHENNAI-01	197.83	30.06 %
TRICHY-01	166.45	27.84 %
CHENNAI-02	160.86	29.47 %
SOUTH-03	158.52	29.61 %
WEST-02	135.90	30.74 %
NORTH ARCOT	114.95	38.90 %
SOUTH ARCOT	111.07	28.70 %
WEST-01	103.53	27.13 %
KL-SOUTH	12.42	26.06 %
Total	1,367.81	30.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	70.40	34.10 %
Wash-Mac	51.46	33.55 %
Air-Cond	42.22	34.16 %
Fridge	32.87	25.07 %
W-Purifi	4.72	60.78 %
Home-The	1.95	13.62 %
Dishwash	1.46	25.75 %
Oven	1.19	53.02 %
Total	206.27	32.00 %

Branch *	MTD Sales L	Brand Share %
KVT1	10.09	28.54 %
TUT2	8.59	26.82 %
RPM1	7.99	29.61 %
VNR2	6.47	23.99 %
SVK1	4.31	17.94 %
VLY1	3.66	26.81 %
TKS1	3.61	22.46 %
APK2	2.99	26.48 %
ASM1	2.59	29.20 %
SKD1	1.89	26.17 %
KYR1	1.81	25.63 %
VNR1	0.97	9.19 %
SGT1	0.84	20.99 %
COL1	0.81	19.46 %
SNL1	0.64	5.74 %
KSM1	0.60	20.51 %
STU2	0.48	5.67 %
S2SD	0.02	0.70 %
WHTV		0.00 %
Total	206.27	32.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	73.00	36.23 %
Wash-Mac	42.18	28.88 %
Fridge	34.15	30.37 %
Air-Cond	33.75	20.72 %
Dishwash	5.42	41.43 %
Home-The	4.83	44.37 %
W-Purifi	3.22	38.10 %
Oven	1.29	43.83 %
Total	197.83	30.06 %

Branch *	MTD Sales L	Brand Share %
CH05	12.25	25.96 %
CH14	11.83	28.59 %
CH42	11.63	24.38 %
CH08	10.88	23.35 %
CH19	8.83	28.00 %
CH07	7.98	28.69 %
AVD1	5.74	21.84 %
CH39	5.69	29.29 %
CH38	4.87	29.47 %
CH22	4.70	21.05 %
MRM1	4.09	23.40 %
CH30	4.03	24.53 %
SKL1	3.33	24.37 %
CZWH	2.48	12.71 %
CH26	0.76	17.69 %
MC09	0.31	28.89 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-2.69	18.48 %
Total	197.83	30.06 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	56.70	29.36 %
Air-Cond	46.51	27.68 %
Wash-Mac	28.85	25.51 %
Fridge	26.89	26.05 %
Home-The	2.92	29.15 %
Dishwash	2.34	47.96 %
W-Purifi	1.40	40.14 %
Oven	0.83	43.67 %
Total	166.45	27.84 %

Branch *	MTD Sales L	Brand Share %
TRY1	27.82	29.30 %
KUM1	10.96	29.04 %
TVR2	10.74	29.69 %
TNJ1	8.95	21.19 %
TNJ2	8.38	25.47 %
PBR2	7.77	21.07 %
MVM1	6.91	21.32 %
MDI1	6.02	25.11 %
PTK1	5.83	29.31 %
TRY3	5.51	23.86 %
AYR1	3.97	29.06 %
TRY4	3.84	26.62 %
PDK1	3.55	20.83 %
JKM1	3.55	26.30 %
KIK1	2.93	18.08 %
APM1	1.81	23.60 %
NCK1	1.58	20.81 %
MSI1	1.07	12.58 %
ORU1	0.31	5.58 %
TZSD		0.00 %
Total	166.45	27.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	63.88	34.51 %
Wash-Mac	32.91	26.54 %
Fridge	29.43	31.05 %
Air-Cond	26.45	21.67 %
Home-The	3.74	36.81 %
W-Purifi	3.00	75.80 %
Dishwash	0.74	23.08 %
Oven	0.71	26.79 %
Total	160.86	29.47 %

Branch *	MTD Sales L	Brand Share %
CH03	16.55	27.79 %
CH15	11.61	19.44 %
CH18	9.37	28.92 %
CH12	8.76	25.41 %
CH21	6.79	26.02 %
CH34	6.54	25.76 %
CH24	6.32	21.52 %
CH44	4.17	25.75 %
MJR1	3.81	17.42 %
CH06	3.12	16.50 %
GPD1	1.18	13.34 %
CH31	0.58	10.25 %
Total	160.86	29.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	54.93	31.60 %
Wash-Mac	37.37	27.66 %
Fridge	29.64	27.54 %
Air-Cond	28.39	31.05 %
W-Purifi	4.23	50.55 %
Home-The	2.15	18.19 %
Oven	1.43	71.81 %
Dishwash	0.38	7.44 %
Total	158.52	29.61 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.47	25.83 %
MDU6	11.40	29.93 %
MDU2	8.51	19.58 %
DGL1	7.51	19.82 %
SVG1	3.47	27.26 %
USL1	2.44	25.77 %
ADP1	1.52	19.59 %
BNR1	1.48	21.21 %
BTU1	1.30	27.14 %
TEN1	1.15	9.27 %
NKI1	1.06	14.50 %
DGL2	0.81	6.45 %
ODM1	0.80	16.08 %
CMR1	0.75	14.51 %
MDU5	0.67	6.29 %
MNM1	0.51	8.88 %
SZSD		0.00 %
Total	158.52	29.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	47.23	36.82 %
LED TV	42.65	27.80 %
Fridge	26.15	25.71 %
Air-Cond	13.77	32.64 %
W-Purifi	2.92	72.99 %
Home-The	1.75	16.39 %
Dishwash	0.78	154.99 %
Oven	0.65	50.68 %
Total	135.90	30.74 %

Branch *	MTD Sales L	Brand Share %
ERD2	8.77	19.83 %
ERD1	8.33	28.69 %
SLM1	7.92	18.11 %
HSR2	7.51	24.74 %
HSR1	6.54	29.33 %
TRM1	2.97	26.69 %
RSP1	2.66	29.09 %
EDP1	2.05	28.06 %
MTR1	1.78	17.85 %
PLC1	1.09	12.54 %
OML1	0.93	7.03 %
DPR1	0.85	11.94 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-0.49	16.59 %
Total	135.90	30.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	48.71	44.23 %
Wash-Mac	27.43	38.71 %
Fridge	18.43	32.14 %
Air-Cond	13.23	30.72 %
Home-The	4.88	52.90 %
W-Purifi	1.94	66.70 %
Oven	0.33	30.17 %
Total	114.95	38.90 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.91	24.38 %
KPM1	4.07	29.26 %
TRT1	2.86	25.18 %
CYR1	2.51	23.83 %
WJD1	1.18	12.61 %
SLG1	1.14	19.10 %
ANI1	0.98	15.67 %
Total	114.95	38.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	40.83	30.41 %
Wash-Mac	25.21	31.65 %
Air-Cond	21.07	22.79 %
Fridge	18.26	26.94 %
Home-The	2.80	33.12 %
W-Purifi	1.40	61.89 %
Oven	1.08	89.66 %
Dishwash	0.41	46.55 %
Total	111.07	28.70 %

Branch *	MTD Sales L	Brand Share %
POY2	10.87	25.82 %
CUD1	8.10	18.91 %
KKI2	7.10	28.84 %
KLM1	6.16	29.47 %
NVL2	6.10	28.26 %
CDM1	3.98	14.72 %
TDM1	3.93	29.85 %
SJI2	3.91	18.65 %
STP1	1.76	25.71 %
TVM2	0.87	9.56 %
MKM1	0.69	10.40 %
VPM1	0.30	10.46 %
WHUT	-0.62	25.86 %
Total	111.07	28.70 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	33.97	27.20 %
Wash-Mac	29.19	26.99 %
Fridge	22.94	26.14 %
Air-Cond	10.69	25.88 %
Dishwash	2.25	41.24 %
Home-The	2.02	25.81 %
W-Purifi	1.71	50.02 %
Oven	0.76	27.79 %
Total	103.53	27.13 %

Branch *	MTD Sales L	Brand Share %
CBE2	14.04	20.73 %
KMR1	4.94	25.61 %
SUL1	4.78	29.99 %
CBE4	4.53	23.47 %
TPR2	4.34	28.44 %
PLI1	4.10	24.57 %
TPR1	2.99	15.31 %
AVI1	2.61	27.18 %
KMD1	2.43	26.64 %
CBE1	2.03	14.11 %
MPM1	1.90	21.40 %
UAM1	1.57	9.94 %
CBE3	1.00	14.67 %
PDM1	0.62	7.13 %
SYM2	0.35	5.48 %
WZSD		0.00 %
WHCB	-0.19	25.54 %
Total	103.53	27.13 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.09	31.40 %
Fridge	3.08	27.54 %
Air-Cond	2.82	36.16 %
LED TV	2.78	16.80 %
Dishwash	0.37	100.00 %
Home-The	0.23	22.13 %
Oven	0.05	18.17 %
Total	12.42	26.06 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.36	27.48 %
PAS1	2.58	24.91 %
KLR1	1.47	21.48 %
Total	12.42	26.06 %