

MTD Sales
1,472.66 L

Brand Share %
30.18 %

Information:

MTD : 01-11-2025 To 10-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **30.18 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	534.18	33.03 %
Wash-Mac	349.36	30.38 %
Fridge	260.12	27.62 %
Air-Cond	249.90	26.05 %
Home-The	29.06	28.48 %
W-Purifi	24.92	53.13 %
Dishwash	16.05	38.24 %
Oven	9.06	46.49 %
Total	1,472.66	30.18 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	221.42	32.15 %
CHENNAI-01	209.71	29.50 %
SOUTH-03	180.89	30.17 %
TRICHY-01	176.19	28.08 %
CHENNAI-02	169.86	29.13 %
WEST-02	145.62	30.99 %
NORTH ARCOT	120.64	38.34 %
SOUTH ARCOT	119.90	29.44 %
WEST-01	115.31	26.91 %
KL-SOUTH	13.12	26.57 %
Total	1,472.66	30.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	76.37	34.57 %
Wash-Mac	54.44	32.88 %
Air-Cond	43.95	34.09 %
Fridge	36.12	25.68 %
W-Purifi	4.85	60.31 %
Dishwash	2.23	34.53 %
Home-The	2.05	13.28 %
Oven	1.41	54.21 %
Total	221.42	32.15 %

Branch *	MTD Sales L	Brand Share %
KVT1	11.17	29.38 %
TUT2	8.92	26.25 %
RPM1	8.50	29.57 %
VNR2	6.71	23.37 %
SVK1	4.77	18.71 %
VLY1	3.81	26.01 %
TKS1	3.72	20.01 %
ASM1	2.59	28.69 %
KYR1	1.81	25.63 %
VNR1	1.08	9.17 %
SNL1	0.85	6.66 %
SGT1	0.84	19.11 %
COL1	0.81	19.46 %
KSM1	0.60	19.54 %
STU2	0.48	5.20 %
S2SD	0.02	0.62 %
WHTV		0.00 %
Total	221.42	32.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	77.73	36.06 %
Wash-Mac	45.63	28.88 %
Air-Cond	36.01	19.93 %
Fridge	35.14	29.26 %
Dishwash	5.81	43.12 %
Home-The	4.83	42.13 %
W-Purifi	3.28	37.80 %
Oven	1.29	43.83 %
Total	209.71	29.50 %

Branch *	MTD Sales L	Brand Share %
CH05	12.91	25.05 %
CH14	12.24	28.64 %
CH42	12.13	24.70 %
CH08	11.94	24.05 %
CH28	11.00	29.97 %
CH19	9.12	25.17 %
CH07	8.86	29.98 %
AVD1	5.95	21.44 %
CH39	5.69	28.17 %
CH22	5.01	21.65 %
MRM1	4.47	23.02 %
CH30	4.44	24.43 %
SKL1	3.61	23.24 %
CZWH	2.48	9.23 %
CH26	0.76	17.69 %
MC09	0.31	28.89 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-3.66	22.67 %
Total	209.71	29.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	69.31	34.27 %
Wash-Mac	39.77	27.04 %
Air-Cond	31.47	30.22 %
Fridge	31.09	26.74 %
W-Purifi	4.35	50.76 %
Home-The	2.60	18.74 %
Oven	1.54	66.78 %
Dishwash	0.77	15.25 %
Total	180.89	30.17 %

Branch *	MTD Sales L	Brand Share %
MDU1	19.36	26.37 %
MDU6	11.51	28.61 %
MDU2	8.90	18.91 %
DGL1	7.67	18.93 %
TMM1	5.86	29.22 %
SVG1	3.84	27.18 %
USL1	2.71	26.62 %
ADP1	1.52	17.21 %
BNR1	1.48	20.82 %
TEN1	1.26	9.61 %
NKI1	1.17	14.64 %
BTU1	1.14	20.78 %
DGL2	1.10	8.41 %
ODM1	0.91	16.91 %
CMR1	0.85	15.40 %
MDU5	0.67	5.81 %
MNM1	0.51	8.35 %
SZSD		0.00 %
Total	180.89	30.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	61.74	30.18 %
Air-Cond	47.56	27.51 %
Wash-Mac	30.42	25.71 %
Fridge	28.87	26.09 %
Home-The	3.02	29.31 %
Dishwash	2.34	47.96 %
W-Purifi	1.40	36.78 %
Oven	0.83	43.67 %
Total	176.19	28.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	29.72	29.71 %
TVR2	11.40	29.46 %
KUM1	11.24	28.71 %
TNJ1	9.66	22.18 %
TNJ2	8.89	25.90 %
PBR2	8.21	21.68 %
MVM1	7.74	21.75 %
PTK1	6.47	29.79 %
MDI1	6.12	24.03 %
TRY3	5.51	22.46 %
TRY4	4.02	26.94 %
PDK1	4.00	22.37 %
JKM1	3.97	28.05 %
KIK1	2.93	17.92 %
APM1	1.81	24.14 %
NCK1	1.58	20.55 %
MSI1	1.07	11.01 %
ORU1	0.31	5.44 %
TZSD		0.00 %
WTRZ	-0.94	24.63 %
Total	176.19	28.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	67.10	33.73 %
Wash-Mac	36.98	27.97 %
Fridge	29.81	29.93 %
Air-Cond	27.55	21.02 %
Home-The	3.74	34.31 %
W-Purifi	3.12	71.49 %
Oven	0.81	29.52 %
Dishwash	0.74	23.08 %
Total	169.86	29.13 %

Branch *	MTD Sales L	Brand Share %
CH03	17.09	26.03 %
CH15	11.61	18.33 %
CH18	10.74	29.94 %
CH12	9.46	26.33 %
CH17	8.45	30.11 %
CH21	6.92	25.60 %
CH34	6.65	24.65 %
CH24	6.32	20.77 %
MJR1	4.96	20.71 %
CH44	4.47	25.88 %
CH06	3.12	15.57 %
GPD1	1.18	12.88 %
CH31	0.58	10.25 %
Total	169.86	29.13 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	49.71	36.77 %
LED TV	46.96	28.56 %
Fridge	28.43	26.30 %
Air-Cond	14.03	31.46 %
W-Purifi	2.92	72.99 %
Home-The	2.15	18.23 %
Dishwash	0.78	154.99 %
Oven	0.65	50.68 %
Total	145.62	30.99 %

Branch *	MTD Sales L	Brand Share %
ERD1	9.24	29.55 %
ERD2	9.07	19.60 %
SLM1	8.46	18.14 %
HSR2	8.30	25.18 %
HSR1	6.54	28.50 %
TRM1	2.97	25.07 %
RSP1	2.66	28.92 %
MTR1	2.63	23.00 %
PLC1	1.09	12.33 %
OML1	0.93	6.64 %
DPR1	0.85	11.56 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-0.83	24.69 %
Total	145.62	30.99 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	50.50	43.50 %
Wash-Mac	29.04	38.82 %
Fridge	20.09	32.28 %
Air-Cond	13.23	29.05 %
Home-The	5.31	52.45 %
W-Purifi	1.94	63.48 %
Oven	0.54	38.57 %
Total	120.64	38.34 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.91	23.69 %
KPM1	4.24	28.32 %
TRT1	2.86	23.65 %
CYR1	2.68	23.34 %
WJD1	1.51	11.35 %
ANI1	1.16	17.72 %
SLG1	1.14	19.10 %
Total	120.64	38.34 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	44.42	31.76 %
Wash-Mac	27.82	33.15 %
Air-Cond	21.35	22.11 %
Fridge	20.34	27.65 %
Home-The	2.96	33.58 %
W-Purifi	1.53	63.91 %
Oven	1.08	89.66 %
Dishwash	0.41	46.55 %
Total	119.90	29.44 %

Branch *	MTD Sales L	Brand Share %
POY2	11.83	27.20 %
CUD1	8.45	19.31 %
KKI2	7.85	30.08 %
NVL2	6.80	28.60 %
CDM1	3.98	13.95 %
SJI2	3.88	19.72 %
STP1	1.95	27.80 %
TVM2	1.06	10.41 %
MKM1	0.81	11.61 %
VPM1	0.30	9.22 %
WHUT	-0.62	25.86 %
Total	119.90	29.44 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	37.27	26.99 %
Wash-Mac	32.47	26.05 %
Fridge	26.45	26.84 %
Air-Cond	11.92	25.47 %
Dishwash	2.61	44.89 %
Home-The	2.18	26.19 %
W-Purifi	1.55	45.32 %
Oven	0.86	30.40 %
Total	115.31	26.91 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.22	20.54 %
KMR1	5.58	26.48 %
SNR1	5.25	28.39 %
TPR2	5.15	29.17 %
CBE4	5.04	23.81 %
SUL1	4.88	27.86 %
PLI1	4.57	24.20 %
TPR1	4.08	17.57 %
KMD1	2.71	26.11 %
AVI1	2.61	24.39 %
TPR3	2.56	26.34 %
CBE1	2.14	14.02 %
MPM1	2.01	22.02 %
UAM1	1.57	8.85 %
CBE3	1.00	12.63 %
PDM1	0.62	6.55 %
SYM2	0.59	8.85 %
WZSD		0.00 %
WHCB	-0.19	15.12 %
Total	115.31	26.91 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.78	31.17 %
Wash-Mac	3.09	29.84 %
Air-Cond	2.82	35.85 %
LED TV	2.78	16.60 %
Dishwash	0.37	100.00 %
Home-The	0.23	22.13 %
Oven	0.05	18.17 %
Total	13.12	26.57 %

Branch *	MTD Sales L	Brand Share %
TVP1	9.07	28.28 %
PAS1	2.58	24.66 %
KLR1	1.47	21.48 %
Total	13.12	26.57 %