

MTD Sales
1,549.81 L

Brand Share %
30.11 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **30.11 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	566.50	33.02 %
Wash-Mac	366.20	30.28 %
Fridge	275.29	27.69 %
Air-Cond	258.11	25.69 %
Home-The	30.98	28.56 %
W-Purifi	26.26	52.26 %
Dishwash	16.84	38.08 %
Oven	9.63	46.08 %
Total	1,549.81	30.11 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	233.55	31.55 %
CHENNAI-01	221.48	29.53 %
SOUTH-03	191.94	30.22 %
TRICHY-01	186.64	28.15 %
CHENNAI-02	177.06	29.10 %
WEST-02	151.37	30.82 %
NORTH ARCOT	126.71	38.33 %
SOUTH ARCOT	126.02	29.71 %
WEST-01	120.39	26.71 %
KL-SOUTH	14.65	27.02 %
Total	1,549.81	30.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	80.80	34.67 %
Wash-Mac	56.48	32.20 %
Air-Cond	44.81	30.99 %
Fridge	39.81	26.20 %
W-Purifi	5.35	59.80 %
Dishwash	2.63	35.87 %
Home-The	2.15	13.24 %
Oven	1.53	54.40 %
Total	233.55	31.55 %

Branch *	MTD Sales L	Brand Share %
TUT1	29.50	30.09 %
KVT1	12.01	30.02 %
TUT2	9.05	25.73 %
RPM1	8.86	28.80 %
VNR2	7.03	23.36 %
SVK1	4.77	18.51 %
VLV1	4.18	26.62 %
MMT1	3.83	29.20 %
TKS1	3.82	18.90 %
ASM1	2.59	27.76 %
KYR1	1.81	24.73 %
VNR1	1.08	8.85 %
SGT1	0.94	18.23 %
SNL1	0.85	6.45 %
COL1	0.81	19.18 %
STU2	0.77	7.78 %
KSM1	0.60	19.26 %
S2SD	0.02	0.45 %
WHTV		0.00 %
Total	233.55	31.55 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	82.12	35.94 %
Wash-Mac	49.02	29.03 %
Air-Cond	37.24	19.74 %
Fridge	36.85	29.32 %
Dishwash	6.19	44.70 %
Home-The	5.38	43.88 %
W-Purifi	3.28	37.24 %
Oven	1.39	40.38 %
Total	221.48	29.53 %

Branch *	MTD Sales L	Brand Share %
CH05	13.91	25.45 %
CH08	12.99	25.10 %
CH14	12.94	28.29 %
CH42	12.86	25.44 %
CH28	11.42	29.80 %
CH19	10.30	26.78 %
CH07	8.86	28.73 %
AVD1	6.69	22.36 %
CH39	5.85	28.04 %
CH22	5.01	21.33 %
MRM1	4.99	24.29 %
CH30	4.44	23.90 %
SKL1	4.38	23.08 %
CZWH	2.48	9.05 %
CH26	0.76	17.69 %
MC09	0.31	28.89 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-3.66	22.67 %
Total	221.48	29.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	73.72	33.88 %
Wash-Mac	42.30	27.27 %
Fridge	34.16	27.57 %
Air-Cond	31.99	29.73 %
W-Purifi	4.46	50.72 %
Home-The	2.76	19.53 %
Oven	1.78	66.62 %
Dishwash	0.77	14.72 %
Total	191.94	30.22 %

Branch *	MTD Sales L	Brand Share %
MDU1	21.15	27.35 %
MDU6	12.16	28.99 %
MDU2	9.25	18.93 %
DGL1	8.93	20.47 %
TMM1	6.10	27.70 %
USL1	3.09	28.78 %
BNR1	1.69	23.07 %
ADP1	1.62	17.78 %
TEN1	1.58	11.05 %
BTU1	1.27	22.08 %
CMR1	1.23	22.39 %
NKI1	1.17	13.87 %
DGL2	1.10	8.10 %
ODM1	0.91	16.54 %
MDU5	0.67	5.54 %
MNM1	0.51	8.07 %
PNV1		0.00 %
SZSD		0.00 %
Total	191.94	30.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	67.23	30.64 %
Air-Cond	48.72	27.28 %
Wash-Mac	32.32	26.03 %
Fridge	30.20	25.63 %
Home-The	3.36	28.91 %
Dishwash	2.34	45.34 %
W-Purifi	1.64	37.90 %
Oven	0.83	43.67 %
Total	186.64	28.15 %

Branch *	MTD Sales L	Brand Share %
TRY1	31.67	30.05 %
TVR2	12.09	29.31 %
TNJ1	10.31	21.76 %
TNJ2	8.89	25.59 %
PBR2	8.80	22.00 %
MVM1	8.39	22.38 %
MDI1	6.43	24.46 %
TRY3	5.51	21.29 %
JKM1	4.18	28.03 %
TRY4	4.14	26.75 %
PDK1	4.00	21.72 %
KIK1	3.05	17.64 %
APM1	1.81	23.36 %
NCK1	1.68	21.37 %
MSI1	1.07	10.55 %
ORU1	0.31	4.90 %
TZSD		0.00 %
WTRZ	-0.94	24.63 %
Total	186.64	28.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	71.12	34.02 %
Wash-Mac	38.03	27.69 %
Fridge	30.92	29.63 %
Air-Cond	28.26	20.89 %
Home-The	4.07	35.40 %
W-Purifi	3.12	64.35 %
Oven	0.81	28.30 %
Dishwash	0.74	23.08 %
Total	177.06	29.10 %

Branch *	MTD Sales L	Brand Share %
CH03	17.47	25.91 %
CH15	11.80	17.89 %
CH18	11.02	29.40 %
CH12	9.85	25.78 %
CH17	8.56	29.63 %
CH34	7.02	25.69 %
CH21	6.51	23.70 %
CH24	6.32	20.03 %
CH44	5.54	28.74 %
MJR1	5.53	22.04 %
CH06	3.12	15.06 %
GPD1	1.18	12.36 %
CH31	0.69	11.97 %
Total	177.06	29.10 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	51.08	36.25 %
LED TV	49.49	28.60 %
Fridge	29.55	26.16 %
Air-Cond	14.63	32.15 %
W-Purifi	3.03	73.75 %
Home-The	2.15	17.62 %
Dishwash	0.78	76.53 %
Oven	0.65	48.59 %
Total	151.37	30.82 %

Branch *	MTD Sales L	Brand Share %
ERD1	9.37	29.86 %
ERD2	9.33	19.73 %
SLM1	9.15	18.66 %
HSR2	8.30	23.80 %
HSR1	6.54	28.11 %
TRM1	2.97	24.07 %
RSP1	2.94	29.49 %
MTR1	2.63	21.46 %
PLC1	1.09	11.99 %
DPR1	1.07	12.83 %
OML1	0.93	6.52 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-1.05	26.24 %
Total	151.37	30.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	52.68	43.16 %
Wash-Mac	31.04	39.33 %
Fridge	21.06	32.57 %
Air-Cond	13.80	28.81 %
Home-The	5.54	51.03 %
W-Purifi	2.06	60.16 %
Oven	0.54	38.57 %
Total	126.71	38.33 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.24	25.71 %
KPM1	4.24	28.32 %
TRT1	2.86	23.03 %
CYR1	2.68	23.37 %
WJD1	1.51	11.18 %
ANI1	1.16	17.72 %
SLG1	1.14	19.10 %
Total	126.71	38.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	47.79	32.51 %
Wash-Mac	28.40	32.64 %
Air-Cond	22.48	22.67 %
Fridge	20.79	27.09 %
Home-The	3.18	34.03 %
W-Purifi	1.77	67.22 %
Oven	1.19	90.57 %
Dishwash	0.41	46.55 %
Total	126.02	29.71 %

Branch *	MTD Sales L	Brand Share %
POY2	12.19	27.50 %
CUD1	8.45	18.88 %
NVL2	6.80	28.05 %
SJI2	4.25	20.97 %
CDM1	3.98	13.82 %
TVM2	1.06	9.97 %
MKM1	0.81	11.24 %
VPM1	0.30	7.86 %
Total	126.02	29.71 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	38.76	26.17 %
Wash-Mac	34.27	26.29 %
Fridge	27.44	26.68 %
Air-Cond	12.73	26.60 %
Dishwash	2.61	44.89 %
Home-The	2.18	23.29 %
W-Purifi	1.55	42.87 %
Oven	0.86	29.84 %
Total	120.39	26.71 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.53	19.91 %
CBE4	6.12	24.98 %
KMR1	5.83	26.72 %
SNR1	5.48	29.05 %
TPR2	5.29	28.52 %
SUL1	4.88	26.78 %
PLI1	4.79	24.35 %
TPR1	4.39	18.24 %
KMD1	3.04	27.91 %
AVI1	2.71	24.13 %
TPR3	2.56	25.98 %
CBE1	2.14	13.41 %
MPM1	2.01	18.51 %
UAM1	1.78	9.83 %
CBE3	1.00	12.63 %
SYM2	0.73	9.25 %
PDM1	0.62	6.46 %
WZSD		0.00 %
WHCB	-0.19	15.12 %
Total	120.39	26.71 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.52	33.75 %
Air-Cond	3.43	36.06 %
Wash-Mac	3.27	29.20 %
LED TV	2.78	15.71 %
Dishwash	0.37	100.00 %
Home-The	0.23	22.13 %
Oven	0.05	18.17 %
Total	14.65	27.02 %

Branch *	MTD Sales L	Brand Share %
TVP1	10.60	29.54 %
PAS1	2.58	23.03 %
KLR1	1.47	20.62 %
Total	14.65	27.02 %