

MTD Sales
1,614.76 L

Brand Share %
29.93 %

Information:

MTD : 01-11-2025 To 12-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.93 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	594.62	33.07 %
Wash-Mac	382.12	30.09 %
Fridge	286.72	27.63 %
Air-Cond	263.61	25.01 %
Home-The	32.72	28.39 %
W-Purifi	27.62	52.49 %
Dishwash	16.84	36.94 %
Oven	10.51	47.94 %
Total	1,614.76	29.93 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	244.05	31.44 %
CHENNAI-01	231.08	29.41 %
SOUTH-03	201.47	29.91 %
TRICHY-01	193.82	27.98 %
CHENNAI-02	184.03	29.21 %
WEST-02	160.57	30.59 %
NORTH ARCOT	132.27	37.97 %
SOUTH ARCOT	129.44	29.66 %
WEST-01	123.38	26.24 %
KL-SOUTH	14.65	25.59 %
Total	1,614.76	29.93 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	85.89	35.15 %
Wash-Mac	58.37	31.72 %
Air-Cond	45.77	29.95 %
Fridge	41.92	26.40 %
W-Purifi	5.47	61.18 %
Dishwash	2.63	35.87 %
Home-The	2.43	14.26 %
Oven	1.59	55.28 %
Total	244.05	31.44 %

Branch *	MTD Sales L	Brand Share %
TUT1	31.13	29.49 %
TUT2	9.50	25.15 %
RPM1	9.43	28.39 %
VNR2	7.31	23.35 %
SVK1	5.80	21.16 %
VL1	4.39	26.27 %
TKS1	4.13	19.36 %
MMT1	3.94	28.69 %
ASM1	2.80	29.39 %
KYR1	1.81	24.73 %
VNR1	1.08	8.69 %
SGT1	1.06	18.92 %
STU2	0.95	8.78 %
SNL1	0.85	6.28 %
COL1	0.81	17.97 %
KSM1	0.60	16.34 %
S2SD	0.02	0.43 %
WHTV		0.00 %
Total	244.05	31.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	83.98	35.61 %
Wash-Mac	53.46	29.90 %
Fridge	38.60	29.14 %
Air-Cond	38.57	19.41 %
Dishwash	6.19	44.70 %
Home-The	5.38	40.79 %
W-Purifi	3.51	37.66 %
Oven	1.39	40.38 %
Total	231.08	29.41 %

Branch *	MTD Sales L	Brand Share %
CH05	14.27	24.40 %
CH14	13.39	29.01 %
CH42	13.23	25.50 %
CH08	13.20	24.14 %
CH19	11.56	28.12 %
CH28	11.54	29.51 %
CH07	9.39	28.23 %
AVD1	7.69	24.69 %
CH39	5.99	28.90 %
MRM1	5.30	25.25 %
CH22	4.84	19.63 %
SKL1	4.78	22.92 %
CH30	4.44	22.05 %
CZWH	2.70	8.88 %
CH26	0.76	16.26 %
MC09	0.31	28.89 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-3.94	22.46 %
Total	231.08	29.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	77.19	33.76 %
Wash-Mac	44.22	26.96 %
Fridge	36.86	27.52 %
Air-Cond	32.60	28.70 %
W-Purifi	4.96	50.35 %
Home-The	2.99	20.48 %
Oven	1.87	67.73 %
Dishwash	0.77	12.72 %
Total	201.47	29.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	22.01	26.56 %
MDU6	12.16	28.39 %
MDU2	9.36	18.36 %
DGL1	8.50	18.94 %
TMM1	6.25	27.15 %
SVG1	4.39	29.08 %
USL1	3.48	29.08 %
BNR1	1.87	23.41 %
TEN1	1.75	10.83 %
ADP1	1.62	16.80 %
CMR1	1.62	27.41 %
BTU1	1.27	21.24 %
DGL2	1.23	9.02 %
NKI1	1.17	13.13 %
ODM1	0.91	16.54 %
MNM1	0.85	12.30 %
MDU5	0.67	5.26 %
PNV1		0.00 %
SZSD		0.00 %
Total	201.47	29.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	72.11	31.00 %
Air-Cond	49.35	26.81 %
Wash-Mac	32.60	25.29 %
Fridge	31.59	25.71 %
Home-The	3.36	26.97 %
Dishwash	2.34	45.34 %
W-Purifi	1.64	36.80 %
Oven	0.83	40.67 %
Total	193.82	27.98 %

Branch *	MTD Sales L	Brand Share %
TRY1	32.79	29.56 %
KUM1	12.56	29.80 %
TVR2	12.38	29.41 %
TNJ1	10.89	22.35 %
TNJ2	9.46	25.86 %
PBR2	9.15	21.83 %
MVM1	9.01	22.66 %
MDI1	6.62	24.21 %
TRY3	5.32	19.88 %
PDK1	4.29	22.26 %
TRY4	4.25	24.27 %
JKM1	4.18	27.17 %
KIK1	3.05	17.19 %
NCK1	1.79	21.76 %
APM1	1.62	20.16 %
MSI1	1.07	10.20 %
ORU1	0.31	4.53 %
TZSD		0.00 %
WTRZ	-1.21	27.30 %
Total	193.82	27.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	75.23	34.32 %
Wash-Mac	39.25	27.74 %
Fridge	31.58	30.29 %
Air-Cond	28.26	20.02 %
Home-The	4.73	38.02 %
W-Purifi	3.23	67.37 %
Oven	1.00	32.92 %
Dishwash	0.74	20.75 %
Total	184.03	29.21 %

Branch *	MTD Sales L	Brand Share %
CH03	18.71	26.67 %
CH15	12.52	17.98 %
CH18	11.42	29.73 %
CH12	9.92	25.39 %
CH17	8.65	29.03 %
CH09	8.35	29.75 %
CH34	7.84	27.84 %
CH21	6.90	23.83 %
MJR1	6.65	24.71 %
CH24	6.52	20.36 %
CH44	5.54	27.74 %
CH06	3.12	15.23 %
GPD1	1.18	12.20 %
CH31	0.86	14.50 %
Total	184.03	29.21 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	53.76	35.31 %
LED TV	53.05	29.09 %
Fridge	30.74	25.93 %
Air-Cond	15.50	30.10 %
W-Purifi	3.44	76.12 %
Home-The	2.46	18.54 %
Oven	0.85	55.13 %
Dishwash	0.78	76.53 %
Total	160.57	30.59 %

Branch *	MTD Sales L	Brand Share %
ERD2	9.44	18.98 %
SLM1	9.15	17.82 %
HSR2	8.44	22.81 %
HSR1	6.54	28.11 %
RSP1	3.17	29.22 %
TRM1	2.97	22.91 %
MTR1	2.74	22.18 %
PLC1	1.43	13.97 %
OML1	1.28	7.94 %
DPR1	1.25	14.68 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-1.05	26.24 %
Total	160.57	30.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	55.05	42.24 %
Wash-Mac	32.87	40.07 %
Fridge	21.78	31.92 %
Air-Cond	14.31	28.41 %
Home-The	5.54	49.78 %
W-Purifi	2.06	60.16 %
Oven	0.65	43.30 %
Total	132.27	37.97 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.54	24.48 %
KPM1	4.50	29.27 %
CYR1	2.87	23.89 %
TRT1	2.86	22.49 %
WJD1	1.51	10.45 %
ANI1	1.28	18.77 %
SLG1	1.14	18.36 %
Total	132.27	37.97 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	48.89	32.30 %
Wash-Mac	29.56	32.73 %
Air-Cond	23.08	22.75 %
Fridge	21.11	26.98 %
Home-The	3.33	33.70 %
W-Purifi	1.77	63.45 %
Oven	1.29	91.23 %
Dishwash	0.41	46.55 %
Total	129.44	29.66 %

Branch *	MTD Sales L	Brand Share %
POY2	12.32	26.77 %
CUD1	9.00	19.65 %
NVL2	6.80	27.91 %
SJI2	4.25	19.88 %
CDM1	4.20	14.38 %
TVM2	1.06	9.44 %
MKM1	0.81	10.79 %
VPM1	0.30	7.31 %
Total	129.44	29.66 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	40.45	26.15 %
Wash-Mac	34.76	25.42 %
Fridge	28.02	26.30 %
Air-Cond	12.73	25.84 %
Dishwash	2.61	43.50 %
Home-The	2.27	22.34 %
W-Purifi	1.55	41.60 %
Oven	0.98	32.70 %
Total	123.38	26.24 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.85	19.64 %
CBE4	6.26	24.33 %
KMR1	6.25	25.87 %
TPR2	5.68	28.41 %
SNR1	5.48	27.70 %
PLI1	5.18	24.40 %
SUL1	4.88	26.72 %
TPR1	4.39	17.94 %
UMP1	4.20	29.26 %
KMD1	3.04	26.97 %
AVI1	2.71	23.42 %
TPR3	2.56	25.26 %
CBE1	2.14	12.62 %
MPM1	2.01	17.59 %
UAM1	1.78	9.60 %
CBE3	1.12	13.78 %
SYM2	0.91	10.50 %
PDM1	0.71	6.97 %
WZSD		0.00 %
WHCB	-0.19	15.12 %
Total	123.38	26.24 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.52	33.09 %
Air-Cond	3.43	30.82 %
Wash-Mac	3.27	28.78 %
LED TV	2.78	14.98 %
Dishwash	0.37	100.00 %
Home-The	0.23	21.14 %
Oven	0.05	18.17 %
Total	14.65	25.59 %

Branch *	MTD Sales L	Brand Share %
TVP1	10.60	27.64 %
PAS1	2.58	22.20 %
KLR1	1.47	20.20 %
Total	14.65	25.59 %