

MTD Sales
1,677.39 L

Brand Share %
29.91 %

Information:

MTD : 01-11-2025 To 13-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.91 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	615.88	32.96 %
Wash-Mac	393.70	29.88 %
Fridge	302.08	27.78 %
Air-Cond	274.85	25.26 %
Home-The	33.99	28.04 %
W-Purifi	28.70	52.34 %
Dishwash	17.20	36.76 %
Oven	10.99	47.34 %
Total	1,677.39	29.91 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	253.29	31.48 %
CHENNAI-01	239.92	29.47 %
SOUTH-03	213.77	30.00 %
TRICHY-01	199.46	27.74 %
CHENNAI-02	190.03	29.16 %
WEST-02	166.87	30.60 %
NORTH ARCOT	134.95	37.52 %
SOUTH ARCOT	133.16	29.69 %
WEST-01	131.10	26.61 %
KL-SOUTH	14.85	24.68 %
Total	1,677.39	29.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	88.56	35.20 %
Wash-Mac	60.35	31.65 %
Air-Cond	47.22	29.72 %
Fridge	44.68	27.03 %
W-Purifi	5.74	58.88 %
Dishwash	2.63	35.87 %
Home-The	2.53	14.05 %
Oven	1.59	52.74 %
Total	253.29	31.48 %

Branch *	MTD Sales L	Brand Share %
TUT1	32.23	29.65 %
RPM1	9.88	28.33 %
TUT2	9.71	25.22 %
RND1	8.95	29.54 %
VNR2	7.64	23.76 %
SVK1	6.08	21.15 %
VL11	4.74	27.84 %
APK2	4.54	29.66 %
TKS1	4.13	18.19 %
MMT1	3.94	28.69 %
KYR1	1.81	24.30 %
SNL1	1.15	8.05 %
VNR1	1.08	8.57 %
STU2	1.06	9.62 %
SGT1	1.06	17.77 %
COL1	0.81	17.77 %
KSM1	0.60	16.34 %
S2SD	0.02	0.43 %
WHTV		0.00 %
Total	253.29	31.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	86.07	35.51 %
Wash-Mac	55.60	29.59 %
Fridge	40.73	29.46 %
Air-Cond	40.25	19.66 %
Dishwash	6.55	46.11 %
Home-The	5.47	40.65 %
W-Purifi	3.86	39.63 %
Oven	1.39	40.38 %
Total	239.92	29.47 %

Branch *	MTD Sales L	Brand Share %
CH05	14.27	23.81 %
CH08	14.14	24.99 %
CH42	13.94	25.78 %
CH14	13.39	28.24 %
CH19	11.56	27.34 %
CH28	11.54	28.57 %
CH07	9.79	28.49 %
AVD1	8.14	25.12 %
CH39	6.11	28.92 %
MRM1	5.48	25.69 %
SKL1	5.29	24.39 %
CH22	5.18	20.33 %
KNR1	4.69	28.01 %
CH30	4.44	21.05 %
CZWH	2.70	8.88 %
CH26	0.76	15.59 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-3.94	22.46 %
Total	239.92	29.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	82.62	33.68 %
Wash-Mac	46.65	27.19 %
Fridge	40.21	28.02 %
Air-Cond	33.23	28.44 %
W-Purifi	4.96	49.06 %
Home-The	3.28	20.27 %
Oven	2.04	70.70 %
Dishwash	0.77	12.72 %
Total	213.77	30.00 %

Branch *	MTD Sales L	Brand Share %
MDU1	22.50	25.83 %
MDU6	12.41	27.77 %
MDU2	10.16	19.28 %
DGL1	9.28	18.82 %
TMM1	6.58	26.10 %
BNR1	2.28	25.12 %
TEN1	1.75	10.23 %
ADP1	1.73	17.41 %
CMR1	1.62	25.10 %
MNM1	1.44	18.55 %
BTU1	1.27	18.94 %
DGL2	1.23	8.74 %
NKI1	1.17	12.21 %
ODM1	0.91	15.08 %
MDU5	0.67	5.14 %
PNV1		0.00 %
SZSD		0.00 %
Total	213.77	30.00 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	73.65	30.50 %
Air-Cond	50.54	26.94 %
Fridge	33.66	25.81 %
Wash-Mac	33.33	24.75 %
Home-The	3.46	26.78 %
Dishwash	2.34	45.34 %
W-Purifi	1.64	35.50 %
Oven	0.83	40.67 %
Total	199.46	27.74 %

Branch *	MTD Sales L	Brand Share %
TRY1	33.12	28.49 %
TVR2	12.87	29.19 %
TNJ1	11.22	21.81 %
PBR2	9.78	22.22 %
TNJ2	9.59	25.81 %
MVM1	8.88	21.51 %
MDI1	6.89	23.72 %
TRY3	5.32	18.84 %
TRY4	4.84	25.99 %
PDK1	4.58	22.25 %
JKM1	4.18	27.17 %
KIK1	3.05	17.07 %
NCK1	1.79	21.76 %
APM1	1.62	19.27 %
MSI1	1.07	10.20 %
ORU1	0.31	4.45 %
TZSD		0.00 %
WTRZ	-1.21	27.30 %
Total	199.46	27.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	77.81	34.45 %
Wash-Mac	39.67	26.97 %
Fridge	33.04	30.32 %
Air-Cond	29.53	20.29 %
Home-The	4.89	38.55 %
W-Purifi	3.23	67.37 %
Oven	1.12	35.39 %
Dishwash	0.74	20.75 %
Total	190.03	29.16 %

Branch *	MTD Sales L	Brand Share %
CH03	19.50	27.23 %
CH15	12.78	17.93 %
CH18	11.93	29.65 %
CH12	9.92	25.29 %
CH17	8.65	28.34 %
CH34	7.84	27.38 %
MJR1	6.92	25.20 %
CH21	6.90	22.82 %
CH24	6.71	19.80 %
CH44	5.54	27.37 %
CH06	3.31	15.63 %
GPD1	1.18	12.20 %
CH31	0.86	13.91 %
Total	190.03	29.16 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	55.64	29.47 %
Wash-Mac	54.53	34.69 %
Fridge	32.33	25.90 %
Air-Cond	16.51	30.88 %
W-Purifi	3.69	77.37 %
Home-The	2.55	18.62 %
Oven	0.85	50.67 %
Dishwash	0.78	76.53 %
Total	166.87	30.60 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.30	19.13 %
ERD1	9.96	29.41 %
ERD2	9.66	18.94 %
HSR2	8.44	22.13 %
HSR1	6.54	27.05 %
TRM1	3.25	24.04 %
RSP1	3.17	26.00 %
MTR1	2.93	22.62 %
PLC1	1.43	13.97 %
OML1	1.28	7.88 %
DPR1	1.25	14.68 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-1.05	25.78 %
Total	166.87	30.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	55.01	41.47 %
Wash-Mac	33.04	39.42 %
Fridge	22.81	32.21 %
Air-Cond	15.44	28.91 %
Home-The	5.84	48.82 %
W-Purifi	2.06	60.16 %
Oven	0.76	43.93 %
Total	134.95	37.52 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.05	24.30 %
KPM1	4.50	29.27 %
CYR1	3.07	25.13 %
TRT1	2.86	21.72 %
ANI1	1.54	21.72 %
WJD1	1.51	10.20 %
SLG1	1.24	19.47 %
Total	134.95	37.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	50.03	31.80 %
Wash-Mac	30.29	33.23 %
Air-Cond	24.79	23.71 %
Fridge	21.24	26.48 %
Home-The	3.33	33.89 %
W-Purifi	1.77	63.45 %
Oven	1.29	74.50 %
Dishwash	0.41	46.55 %
Total	133.16	29.69 %

Branch *	MTD Sales L	Brand Share %
POY2	12.32	26.11 %
CUD1	9.19	19.45 %
NVL2	6.80	27.47 %
SJI2	4.25	19.65 %
CDM1	4.20	13.89 %
TVM2	1.16	10.27 %
MKM1	0.81	10.32 %
VPM1	0.30	7.31 %
Total	133.16	29.69 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	43.71	26.67 %
Wash-Mac	36.78	25.94 %
Fridge	28.86	26.00 %
Air-Cond	13.90	27.10 %
Dishwash	2.61	41.13 %
Home-The	2.42	21.89 %
W-Purifi	1.75	43.59 %
Oven	1.07	33.01 %
Total	131.10	26.61 %

Branch *	MTD Sales L	Brand Share %
CBE2	18.10	20.41 %
KMR1	6.90	26.02 %
CBE4	6.57	24.53 %
TPR2	6.06	28.57 %
SNR1	5.99	28.19 %
PLI1	5.18	23.07 %
UMP1	4.64	29.31 %
TPR1	4.39	17.25 %
KMD1	3.25	26.86 %
AVI1	2.80	23.50 %
TPR3	2.56	24.61 %
MPM1	2.50	20.96 %
CBE1	2.46	14.28 %
UAM1	2.09	10.54 %
KGM1	1.95	29.66 %
CBE3	1.12	13.36 %
SYM2	0.91	9.71 %
PDM1	0.71	6.80 %
WZSD		0.00 %
WHCB	-0.19	15.12 %
Total	131.10	26.61 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.52	32.18 %
Wash-Mac	3.46	29.22 %
Air-Cond	3.43	28.82 %
LED TV	2.78	14.34 %
Dishwash	0.37	100.00 %
Home-The	0.23	15.39 %
Oven	0.05	18.17 %
Total	14.85	24.68 %

Branch *	MTD Sales L	Brand Share %
TVP1	10.60	26.65 %
PAS1	2.77	22.42 %
KLR1	1.47	18.40 %
Total	14.85	24.68 %