

MTD Sales
1,760.67 L

Brand Share %
29.79 %

Information:

MTD : 01-11-2025 To 14-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.79 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	656.89	33.02 %
Wash-Mac	405.81	29.40 %
Fridge	317.60	27.93 %
Air-Cond	284.60	24.89 %
Home-The	35.61	27.68 %
W-Purifi	29.85	52.66 %
Dishwash	18.33	37.37 %
Oven	11.98	47.56 %
Total	1,760.67	29.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	259.62	31.04 %
CHENNAI-01	247.79	29.19 %
SOUTH-03	220.79	29.52 %
TRICHY-01	214.13	27.54 %
CHENNAI-02	202.79	29.26 %
WEST-02	179.99	30.89 %
NORTH ARCOT	143.20	37.81 %
WEST-01	139.61	26.90 %
SOUTH ARCOT	136.87	29.71 %
KL-SOUTH	15.88	24.70 %
Total	1,760.67	29.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	91.62	34.83 %
Wash-Mac	60.81	31.00 %
Air-Cond	48.45	29.16 %
Fridge	45.89	26.95 %
W-Purifi	6.01	59.31 %
Dishwash	2.63	31.83 %
Home-The	2.53	13.15 %
Oven	1.70	53.53 %
Total	259.62	31.04 %

Branch *	MTD Sales L	Brand Share %
TUT1	32.45	29.17 %
KVT1	13.34	28.96 %
RPM1	10.19	28.76 %
TUT2	9.83	24.75 %
VNR2	7.64	22.86 %
SVK1	6.08	20.11 %
VL11	5.02	26.86 %
TKS1	4.13	17.32 %
MMT1	3.94	28.69 %
SKD1	2.66	29.30 %
KYR1	1.98	25.18 %
STU2	1.29	11.40 %
SNL1	1.15	7.62 %
VNR1	1.08	8.14 %
SGT1	1.06	17.43 %
COL1	0.99	20.11 %
KSM1	0.60	15.92 %
S2SD	0.02	0.43 %
WHTV		0.00 %
Total	259.62	31.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	89.46	35.26 %
Wash-Mac	56.51	29.01 %
Fridge	42.21	29.22 %
Air-Cond	41.26	19.35 %
Dishwash	6.96	47.60 %
Home-The	5.62	39.62 %
W-Purifi	4.28	42.15 %
Oven	1.49	40.43 %
Total	247.79	29.19 %

Branch *	MTD Sales L	Brand Share %
CH05	15.52	24.29 %
CH42	14.51	26.25 %
CH08	14.47	24.66 %
CH14	13.27	27.85 %
CH19	13.19	29.24 %
CH28	11.54	27.37 %
CH07	9.62	27.16 %
AVD1	7.93	24.17 %
CH39	6.11	27.70 %
MRM1	5.93	27.19 %
CH22	5.57	18.63 %
SKL1	5.29	24.10 %
CH30	4.88	22.15 %
KNR1	4.69	26.75 %
CZWH	3.14	9.78 %
CH26	0.76	14.52 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-3.94	21.75 %
Total	247.79	29.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	85.74	33.24 %
Wash-Mac	48.76	26.84 %
Fridge	41.46	27.82 %
Air-Cond	33.56	27.56 %
W-Purifi	4.96	47.97 %
Home-The	3.38	19.35 %
Oven	2.16	61.17 %
Dishwash	0.77	12.30 %
Total	220.79	29.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	22.81	25.08 %
MDU6	12.72	26.81 %
MDU2	10.53	19.15 %
DGL1	10.00	19.09 %
TMM1	6.70	25.41 %
SVG1	5.23	29.45 %
BNR1	2.28	22.15 %
TEN1	1.75	9.80 %
ADP1	1.73	16.79 %
CMR1	1.62	23.34 %
MNM1	1.44	18.55 %
BTU1	1.27	17.62 %
DGL2	1.23	8.39 %
NKI1	1.17	11.85 %
ODM1	0.91	15.08 %
MDU5	0.67	4.80 %
PNV1		0.00 %
SZSD		0.00 %
Total	220.79	29.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	79.62	29.98 %
Air-Cond	53.72	26.87 %
Fridge	37.04	26.09 %
Wash-Mac	34.68	24.16 %
Home-The	3.97	27.80 %
Dishwash	2.34	45.34 %
W-Purifi	1.80	36.19 %
Oven	0.95	43.80 %
Total	214.13	27.54 %

Branch *	MTD Sales L	Brand Share %
KUM1	13.82	29.02 %
TNJ1	11.67	21.31 %
PBR2	10.29	22.11 %
TNJ2	10.21	25.68 %
MVM1	9.66	20.29 %
MDI1	7.76	24.40 %
TRY4	5.36	26.42 %
TRY3	5.32	17.50 %
PDK1	4.58	20.53 %
JKM1	4.46	25.70 %
KIK1	3.41	16.81 %
NCK1	2.19	23.80 %
APM1	1.73	19.53 %
MSI1	1.07	9.25 %
ORU1	0.31	4.21 %
TZSD		0.00 %
Total	214.13	27.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	87.88	36.11 %
Wash-Mac	39.98	25.82 %
Fridge	33.35	29.54 %
Air-Cond	31.06	19.81 %
Home-The	5.34	39.47 %
W-Purifi	3.10	64.76 %
Oven	1.34	39.53 %
Dishwash	0.74	20.75 %
Total	202.79	29.26 %

Branch *	MTD Sales L	Brand Share %
CH03	19.32	26.06 %
CH15	14.30	18.46 %
CH18	12.05	29.70 %
CH12	11.55	26.62 %
CH17	8.65	27.33 %
CH24	8.21	20.84 %
MJR1	7.52	25.57 %
CH21	7.28	22.71 %
CH44	5.91	25.68 %
CH06	3.23	14.36 %
CH46	2.98	28.33 %
GPD1	1.18	10.95 %
CH31	1.01	16.34 %
Total	202.79	29.26 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	61.67	29.79 %
Wash-Mac	57.69	34.74 %
Fridge	35.08	26.92 %
Air-Cond	17.17	30.00 %
W-Purifi	4.11	79.20 %
Home-The	2.55	17.98 %
Oven	0.95	53.45 %
Dishwash	0.78	76.53 %
Total	179.99	30.89 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.11	19.40 %
ERD2	10.87	20.36 %
ERD1	10.07	28.76 %
HSR2	8.81	21.70 %
HSR1	8.28	28.64 %
RSP1	4.01	29.11 %
TRM1	3.26	23.72 %
MTR1	3.19	23.64 %
DPR1	1.58	16.22 %
PLC1	1.43	12.67 %
OML1	1.28	7.89 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-1.05	23.23 %
Total	179.99	30.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	60.36	42.44 %
Wash-Mac	34.07	38.48 %
Fridge	23.89	32.66 %
Air-Cond	15.69	28.63 %
Home-The	6.24	48.40 %
W-Purifi	2.06	60.23 %
Oven	0.88	47.66 %
Total	143.20	37.81 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.17	24.02 %
KPM1	4.50	28.71 %
TRT1	3.08	22.80 %
CYR1	3.07	25.03 %
WJD1	1.61	10.83 %
ANI1	1.54	20.27 %
SLG1	1.13	17.20 %
Total	143.20	37.81 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	46.44	26.57 %
Wash-Mac	38.51	26.06 %
Fridge	31.31	26.96 %
Air-Cond	15.12	27.42 %
Dishwash	2.98	44.32 %
Home-The	2.42	21.50 %
W-Purifi	1.75	44.34 %
Oven	1.07	33.01 %
Total	139.61	26.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	21.46	22.18 %
KMR1	7.65	26.83 %
CBE4	7.28	25.52 %
TPR2	6.24	27.57 %
SNR1	6.20	28.12 %
PLI1	5.81	24.30 %
UMP1	4.76	29.50 %
TPR1	4.39	16.27 %
KMD1	3.25	26.50 %
AVI1	3.07	25.38 %
TPR3	2.56	23.59 %
MPM1	2.50	20.42 %
CBE1	2.46	14.08 %
UAM1	2.09	10.16 %
KGM1	1.95	28.45 %
CBE3	1.12	13.12 %
SYM2	0.91	9.39 %
PDM1	0.83	7.37 %
WZSD		0.00 %
WHCB	-0.19	15.12 %
Total	139.61	26.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	51.22	31.78 %
Wash-Mac	31.35	33.31 %
Air-Cond	25.12	23.69 %
Fridge	22.01	26.44 %
Home-The	3.33	32.78 %
W-Purifi	1.77	63.45 %
Oven	1.29	66.99 %
Dishwash	0.77	62.31 %
Total	136.87	29.71 %

Branch *	MTD Sales L	Brand Share %
POY2	13.29	27.51 %
CUD1	9.36	19.63 %
NVL2	7.12	27.48 %
SJI2	4.42	20.17 %
CDM1	4.20	13.72 %
TVM2	1.16	10.01 %
MKM1	0.81	10.32 %
VPM1	0.30	7.06 %
Total	136.87	29.71 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.36	34.17 %
Wash-Mac	3.46	27.34 %
Air-Cond	3.43	27.69 %
LED TV	2.89	14.18 %
Dishwash	0.37	100.00 %
Home-The	0.23	15.39 %
Oven	0.15	33.72 %
Total	15.88	24.70 %

Branch *	MTD Sales L	Brand Share %
TVP1	11.44	27.35 %
PAS1	2.87	21.27 %
KLR1	1.58	17.52 %
Total	15.88	24.70 %