

MTD Sales
1,992.20 L

Brand Share %
29.80 %

Information:

MTD : 01-11-2025 To 15-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.80 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	777.26	33.51 %
Wash-Mac	449.58	29.40 %
Fridge	352.83	28.06 %
Air-Cond	307.76	23.85 %
Home-The	39.75	27.56 %
W-Purifi	32.68	52.55 %
Dishwash	18.70	34.11 %
Oven	13.63	48.85 %
Total	1,992.20	29.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	302.21	30.92 %
CHENNAI-01	280.61	28.78 %
SOUTH-03	249.47	29.27 %
CHENNAI-02	232.53	28.72 %
TRICHY-01	232.50	27.75 %
WEST-02	191.13	30.75 %
NORTH ARCOT	178.53	39.07 %
SOUTH ARCOT	160.77	29.79 %
WEST-01	148.33	26.97 %
KL-SOUTH	16.12	24.67 %
Total	1,992.20	29.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	116.49	35.34 %
Wash-Mac	67.98	30.44 %
Air-Cond	53.96	28.40 %
Fridge	50.41	26.57 %
W-Purifi	6.01	55.69 %
Home-The	2.77	12.99 %
Dishwash	2.63	29.13 %
Oven	1.96	55.19 %
Total	302.21	30.92 %

Branch *	MTD Sales L	Brand Share %
TUT1	35.69	28.57 %
KVT1	14.81	29.42 %
TUT2	12.44	26.83 %
RND1	10.81	29.55 %
VNR2	8.95	24.24 %
SVK1	7.54	21.30 %
VL11	7.21	29.79 %
TKS1	6.28	21.79 %
APK2	4.97	29.09 %
MMT1	4.80	29.27 %
KYR1	2.17	23.19 %
STU2	1.95	12.83 %
VNR1	1.67	11.31 %
COL1	1.18	20.65 %
SNL1	1.15	6.39 %
SGT1	1.06	14.23 %
KSM1	0.93	21.58 %
S2SD	0.02	0.33 %
WHTV		0.00 %
Total	302.21	30.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	103.67	33.81 %
Wash-Mac	63.59	29.08 %
Fridge	46.83	29.09 %
Air-Cond	46.12	19.15 %
Dishwash	6.96	44.38 %
Home-The	6.68	39.03 %
W-Purifi	5.02	45.40 %
Oven	1.75	42.40 %
Total	280.61	28.78 %

Branch *	MTD Sales L	Brand Share %
CH19	16.31	29.66 %
CH08	16.13	24.62 %
CH05	16.10	23.65 %
CH42	15.20	24.92 %
CH14	13.89	27.59 %
CH28	12.14	27.20 %
CH07	11.01	25.60 %
AVD1	8.98	23.45 %
MRM1	6.98	25.91 %
CH30	6.48	16.31 %
CH22	6.28	19.34 %
SKL1	6.21	23.27 %
CH39	6.11	25.32 %
KNR1	4.69	26.51 %
CZWH	3.14	9.78 %
TKM1	2.43	29.68 %
CH26	0.76	13.11 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-3.94	21.75 %
Total	280.61	28.78 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	96.34	32.74 %
Wash-Mac	55.29	27.43 %
Fridge	46.36	28.24 %
Air-Cond	38.15	25.59 %
W-Purifi	5.51	48.27 %
Home-The	3.75	19.10 %
Oven	2.92	68.11 %
Dishwash	1.15	14.32 %
Total	249.47	29.27 %

Branch *	MTD Sales L	Brand Share %
MDU1	24.16	24.40 %
MDU6	12.91	26.18 %
DGL1	12.52	20.61 %
MDU2	12.31	20.32 %
MDU3	10.39	21.02 %
TMM1	9.09	29.53 %
USL1	4.05	29.12 %
BNR1	3.23	24.67 %
TEN1	1.75	8.87 %
ADP1	1.73	15.12 %
CMR1	1.62	23.06 %
BTU1	1.51	17.98 %
MNM1	1.44	17.58 %
NKI1	1.41	13.28 %
ODM1	1.25	19.65 %
DGL2	1.23	8.11 %
MDU5	0.85	5.90 %
PNV1		0.00 %
SZSD		0.00 %
Total	249.47	29.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	107.24	36.95 %
Wash-Mac	41.93	24.24 %
Fridge	38.13	29.29 %
Air-Cond	32.83	17.68 %
Home-The	6.67	41.24 %
W-Purifi	3.47	59.27 %
Oven	1.53	38.41 %
Dishwash	0.74	15.83 %
Total	232.53	28.72 %

Branch *	MTD Sales L	Brand Share %
CH03	23.27	26.71 %
CH15	15.90	16.50 %
CH12	12.96	24.01 %
CH17	9.84	24.61 %
CH21	9.69	25.87 %
CH24	9.01	18.47 %
MJR1	7.63	24.51 %
CH44	6.95	25.62 %
CH06	3.42	13.49 %
CH46	2.98	26.94 %
GPD1	1.45	12.36 %
CH31	1.01	16.34 %
Total	232.53	28.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	90.60	30.94 %
Air-Cond	54.95	26.08 %
Fridge	39.89	26.43 %
Wash-Mac	37.65	24.25 %
Home-The	3.97	26.40 %
Dishwash	2.33	42.39 %
W-Purifi	2.16	40.53 %
Oven	0.95	43.80 %
Total	232.50	27.75 %

Branch *	MTD Sales L	Brand Share %
KUM1	15.42	29.47 %
TVR2	14.49	29.21 %
TNJ1	12.02	21.16 %
PBR2	11.25	21.53 %
MVM1	10.70	20.78 %
TNJ2	10.58	25.41 %
MDI1	9.06	26.31 %
AYR1	5.73	27.98 %
TRY4	5.64	25.67 %
TRY3	5.32	16.98 %
PDK1	4.70	21.05 %
JKM1	4.58	24.18 %
KIK1	3.41	16.09 %
NCK1	2.29	23.73 %
APM1	1.91	19.64 %
MSI1	1.40	10.86 %
ORU1	0.31	3.59 %
TZSD		0.00 %
Total	232.50	27.75 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	66.16	29.61 %
Wash-Mac	60.77	34.52 %
Fridge	37.54	27.03 %
Air-Cond	17.76	29.77 %
W-Purifi	4.22	79.65 %
Home-The	2.95	19.59 %
Oven	0.95	48.13 %
Dishwash	0.78	65.37 %
Total	191.13	30.75 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.79	18.94 %
ERD2	11.36	20.56 %
ERD1	10.84	28.70 %
HSR2	9.28	22.21 %
HSR1	8.61	28.78 %
MTR1	3.92	26.93 %
TRM1	3.26	23.38 %
DPR1	1.58	14.38 %
PLC1	1.43	11.28 %
OML1	1.01	5.75 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-1.05	22.56 %
Total	191.13	30.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	80.66	45.44 %
Wash-Mac	40.55	39.29 %
Fridge	29.61	33.67 %
Air-Cond	17.63	26.72 %
Home-The	6.75	47.88 %
W-Purifi	2.35	58.92 %
Oven	0.97	50.12 %
Total	178.53	39.07 %

Branch *	MTD Sales L	Brand Share %
KPM1	5.04	26.01 %
TRT1	3.98	26.47 %
CYR1	3.18	24.86 %
WJD1	2.21	11.99 %
ANI1	1.79	20.71 %
SLG1	1.13	15.96 %
Total	178.53	39.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	63.04	31.87 %
Wash-Mac	36.83	34.13 %
Air-Cond	27.53	23.14 %
Fridge	25.69	26.76 %
Home-The	3.57	28.74 %
W-Purifi	2.05	63.64 %
Oven	1.29	66.99 %
Dishwash	0.77	54.80 %
Total	160.77	29.79 %

Branch *	MTD Sales L	Brand Share %
POY2	17.10	28.38 %
KKI2	10.89	29.64 %
CUD1	9.91	18.98 %
NVL2	8.51	27.24 %
SJI2	5.24	20.07 %
CDM1	4.42	12.49 %
VPM1	1.34	23.08 %
TVM2	1.27	9.63 %
MKM1	0.81	9.58 %
Total	160.77	29.79 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	50.30	26.98 %
Wash-Mac	41.53	26.39 %
Fridge	33.03	26.88 %
Air-Cond	15.12	26.52 %
Dishwash	2.98	44.32 %
Home-The	2.42	20.31 %
W-Purifi	1.88	44.47 %
Oven	1.07	31.32 %
Total	148.33	26.97 %

Branch *	MTD Sales L	Brand Share %
CBE2	23.51	22.60 %
CBE4	8.52	26.22 %
KMR1	8.32	27.59 %
PLI1	6.94	26.83 %
TPR2	6.64	27.57 %
SNR1	6.20	27.51 %
UMP1	4.87	28.44 %
TPR1	4.69	16.99 %
AVI1	3.29	25.39 %
KMD1	3.25	26.50 %
CBE1	2.61	13.39 %
TPR3	2.56	22.30 %
MPM1	2.50	19.50 %
UAM1	2.09	9.95 %
CBE3	1.12	12.71 %
PDM1	1.02	8.33 %
SYM2	0.91	8.70 %
WZSD		0.00 %
WHCB	-0.19	15.12 %
Total	148.33	26.97 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.36	33.62 %
Air-Cond	3.71	30.06 %
Wash-Mac	3.46	26.47 %
LED TV	2.76	13.36 %
Dishwash	0.37	100.00 %
Oven	0.24	45.26 %
Home-The	0.23	15.39 %
Total	16.12	24.67 %

Branch *	MTD Sales L	Brand Share %
TVP1	11.67	27.46 %
PAS1	2.87	21.27 %
KLR1	1.58	16.88 %
Total	16.12	24.67 %