

MTD Sales
2,135.33 L

Brand Share %
29.64 %

Information:

MTD : 01-11-2025 To 16-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.64 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	845.93	33.52 %
Wash-Mac	480.93	29.16 %
Fridge	375.80	27.79 %
Air-Cond	317.27	23.31 %
Home-The	44.38	27.83 %
W-Purifi	35.40	52.20 %
Dishwash	20.57	33.70 %
Oven	15.05	50.12 %
Total	2,135.33	29.64 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	317.68	30.60 %
CHENNAI-01	307.19	28.94 %
SOUTH-03	263.04	28.92 %
CHENNAI-02	259.25	28.85 %
TRICHY-01	243.00	27.38 %
WEST-02	203.00	30.40 %
NORTH ARCOT	190.76	38.79 %
SOUTH ARCOT	169.34	29.35 %
WEST-01	165.66	27.41 %
KL-SOUTH	16.41	23.76 %
Total	2,135.33	29.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	122.30	34.98 %
Wash-Mac	72.23	30.13 %
Air-Cond	56.41	28.77 %
Fridge	52.18	25.65 %
W-Purifi	6.31	55.57 %
Dishwash	3.00	28.43 %
Home-The	2.90	12.46 %
Oven	2.35	59.62 %
Total	317.68	30.60 %

Branch *	MTD Sales L	Brand Share %
TUT1	37.36	28.31 %
TUT2	13.64	27.08 %
RPM1	12.43	29.22 %
VNR2	9.94	25.39 %
SVK1	9.69	24.27 %
VLY1	7.56	29.12 %
TKS1	6.47	21.79 %
MMT1	5.06	28.66 %
APK2	4.97	27.74 %
KYR1	2.28	23.31 %
STU2	1.95	12.08 %
VNR1	1.67	10.62 %
SNL1	1.25	6.32 %
COL1	1.18	19.21 %
KSM1	1.10	21.68 %
SGT1	1.06	13.99 %
S2SD	0.02	0.33 %
WHTV		0.00 %
Total	317.68	30.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	114.66	34.22 %
Wash-Mac	70.19	29.41 %
Fridge	51.47	28.89 %
Air-Cond	48.41	18.79 %
Home-The	7.75	40.94 %
Dishwash	6.96	42.97 %
W-Purifi	5.89	47.33 %
Oven	1.86	42.48 %
Total	307.19	28.94 %

Branch *	MTD Sales L	Brand Share %
CH08	19.53	27.21 %
CH05	19.37	25.02 %
CH19	17.68	29.34 %
CH42	15.70	23.96 %
CH28	12.78	26.89 %
CH07	12.44	25.07 %
AVD1	9.85	23.21 %
MRM1	7.81	26.25 %
CH30	7.28	16.85 %
CH22	6.40	18.79 %
SKL1	6.39	22.40 %
CH39	6.11	24.44 %
KNR1	4.69	25.90 %
CZWH	3.53	10.86 %
TKM1	2.81	26.21 %
CH26	0.76	11.78 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-4.36	23.52 %
Total	307.19	28.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	103.85	32.91 %
Wash-Mac	57.24	26.53 %
Fridge	48.98	28.05 %
Air-Cond	38.73	24.81 %
W-Purifi	5.67	46.92 %
Home-The	4.39	19.95 %
Oven	3.02	67.04 %
Dishwash	1.15	12.75 %
Total	263.04	28.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	26.08	24.35 %
DGL1	13.72	20.34 %
MDU6	13.63	26.09 %
MDU2	12.62	20.21 %
MDU3	10.85	20.01 %
BNR1	3.33	25.05 %
CMR1	1.89	24.71 %
TEN1	1.85	8.42 %
ADP1	1.73	14.41 %
BTU1	1.51	16.71 %
NKI1	1.41	12.89 %
ODM1	1.25	19.43 %
MNM1	1.24	15.42 %
DGL2	0.95	5.98 %
MDU5	0.85	5.60 %
PNV1		0.00 %
SZSD		0.00 %
Total	263.04	28.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	122.08	37.32 %
Wash-Mac	46.29	24.50 %
Fridge	41.17	28.78 %
Air-Cond	34.96	17.20 %
Home-The	7.59	41.59 %
W-Purifi	4.00	56.20 %
Oven	1.65	37.50 %
Dishwash	1.50	23.75 %
Total	259.25	28.85 %

Branch *	MTD Sales L	Brand Share %
CH03	25.41	26.97 %
CH15	16.28	15.64 %
CH12	14.29	23.16 %
CH17	10.62	24.57 %
CH24	10.19	19.44 %
CH21	9.90	25.22 %
MJR1	9.36	27.06 %
CH44	7.33	25.17 %
CH06	3.75	13.69 %
CH46	3.37	27.39 %
CH31	1.98	13.23 %
GPD1	1.45	11.48 %
Total	259.25	28.85 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	96.88	30.66 %
Air-Cond	56.20	25.67 %
Fridge	41.41	26.28 %
Wash-Mac	38.74	23.59 %
Home-The	4.12	25.25 %
Dishwash	2.33	39.93 %
W-Purifi	2.16	36.40 %
Oven	1.16	45.74 %
Total	243.00	27.38 %

Branch *	MTD Sales L	Brand Share %
KUM1	16.06	28.88 %
TVR2	14.82	28.17 %
TNJ1	12.49	20.94 %
PBR2	12.41	21.27 %
MVM1	11.06	20.75 %
TNJ2	10.91	25.05 %
MDI1	9.30	26.53 %
TRY4	6.34	26.89 %
AYR1	5.83	26.97 %
TRY3	5.32	16.24 %
PDK1	4.97	21.59 %
JKM1	4.58	22.50 %
KIK1	3.41	15.30 %
NCK1	2.42	23.52 %
APM1	1.91	17.35 %
MSI1	1.40	9.94 %
ORU1	0.31	3.29 %
TZSD		0.00 %
Total	243.00	27.38 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	70.12	29.07 %
Wash-Mac	65.81	34.30 %
Fridge	39.94	26.96 %
Air-Cond	17.75	28.68 %
W-Purifi	4.34	80.08 %
Home-The	3.32	20.53 %
Oven	0.95	48.13 %
Dishwash	0.78	65.37 %
Total	203.00	30.40 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.45	18.86 %
ERD2	11.97	20.60 %
ERD1	11.01	26.93 %
HSR2	10.12	22.25 %
HSR1	8.99	28.68 %
ATU1	6.08	28.30 %
MTR1	4.68	28.49 %
TRM1	3.53	23.08 %
DPR1	1.58	12.43 %
PLC1	1.43	10.72 %
OML1	1.01	5.29 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-1.05	22.56 %
Total	203.00	30.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	87.79	45.52 %
Wash-Mac	42.06	38.46 %
Fridge	31.86	33.31 %
Air-Cond	17.96	25.96 %
Home-The	7.14	44.82 %
W-Purifi	2.98	64.50 %
Oven	0.97	50.12 %
Total	190.76	38.79 %

Branch *	MTD Sales L	Brand Share %
KPM1	5.42	25.34 %
TRT1	4.27	25.54 %
CYR1	3.29	23.16 %
WJD1	2.76	13.88 %
ANI1	1.79	20.06 %
SLG1	1.13	14.98 %
Total	190.76	38.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.06	31.45 %
Wash-Mac	38.54	33.83 %
Air-Cond	27.48	21.88 %
Fridge	26.68	26.71 %
Home-The	3.97	28.20 %
W-Purifi	2.17	64.95 %
Oven	1.29	66.99 %
Dishwash	1.14	64.29 %
Total	169.34	29.35 %

Branch *	MTD Sales L	Brand Share %
POY2	18.62	29.24 %
CUD1	9.69	17.72 %
NVL2	8.83	26.18 %
SJI2	5.67	19.70 %
CDM1	4.42	11.79 %
VPM1	1.74	26.47 %
TVM2	1.64	11.96 %
MKM1	0.81	9.18 %
Total	169.34	29.35 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	57.43	27.58 %
Wash-Mac	46.35	26.79 %
Fridge	36.75	27.19 %
Air-Cond	15.37	26.10 %
Dishwash	3.34	44.47 %
Home-The	2.96	22.82 %
W-Purifi	1.88	41.66 %
Oven	1.57	40.02 %
Total	165.66	27.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	24.44	22.54 %
CBE4	9.26	26.11 %
KMR1	8.46	26.07 %
TPR2	8.41	28.91 %
PLI1	7.63	26.79 %
SNR1	7.21	27.89 %
TPR1	5.13	16.38 %
UMP1	5.07	28.77 %
AVI1	3.74	24.90 %
UAM1	3.34	14.04 %
MPM1	3.10	20.00 %
TPR3	2.95	23.00 %
CBE1	2.61	12.74 %
SYM2	1.55	13.04 %
CBE3	1.30	13.97 %
PDM1	1.24	9.46 %
WZSD		0.00 %
WHCB	-0.31	22.69 %
Total	165.66	27.41 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.36	32.19 %
Air-Cond	3.99	29.71 %
Wash-Mac	3.46	25.06 %
LED TV	2.76	12.65 %
Dishwash	0.37	100.00 %
Oven	0.24	45.26 %
Home-The	0.23	15.39 %
Total	16.41	23.76 %

Branch *	MTD Sales L	Brand Share %
TVP1	11.96	26.78 %
PAS1	2.87	20.09 %
KLR1	1.58	15.59 %
Total	16.41	23.76 %