

MTD Sales
2,207.06 L

Brand Share %
29.53 %

Information:

MTD : 01-11-2025 To 17-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.53 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	874.31	33.30 %
Wash-Mac	498.35	29.06 %
Fridge	389.20	27.81 %
Air-Cond	325.29	23.21 %
Home-The	46.13	27.31 %
W-Purifi	37.01	52.55 %
Dishwash	20.97	33.80 %
Oven	15.81	50.25 %
Total	2,207.06	29.53 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	330.10	30.36 %
CHENNAI-01	318.16	29.12 %
SOUTH-03	269.33	28.45 %
CHENNAI-02	266.49	28.88 %
TRICHY-01	251.90	27.43 %
WEST-02	210.63	30.21 %
NORTH ARCOT	198.07	38.65 %
SOUTH ARCOT	176.69	29.66 %
WEST-01	168.44	26.84 %
KL-SOUTH	17.25	23.72 %
Total	2,207.06	29.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	125.56	34.48 %
Wash-Mac	75.74	30.05 %
Air-Cond	58.91	28.78 %
Fridge	54.82	25.63 %
W-Purifi	6.57	53.91 %
Home-The	3.05	12.34 %
Dishwash	3.01	26.24 %
Oven	2.45	57.56 %
Total	330.10	30.36 %

Branch *	MTD Sales L	Brand Share %
TUT1	38.11	27.66 %
TUT2	14.20	27.25 %
RPM1	12.61	28.08 %
VNR2	10.39	25.46 %
SVK1	9.81	23.87 %
VLY1	7.69	28.24 %
TKS1	6.57	21.22 %
APK2	5.29	28.25 %
KYR1	2.10	19.83 %
STU2	1.95	11.75 %
VNR1	1.86	11.35 %
SNL1	1.63	7.76 %
KSM1	1.37	26.04 %
SGT1	1.32	16.86 %
COL1	1.18	18.18 %
S2SD	0.02	0.32 %
WHTV		0.00 %
Total	330.10	30.36 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	118.79	34.36 %
Wash-Mac	73.48	29.58 %
Fridge	54.48	29.46 %
Air-Cond	48.73	18.68 %
Home-The	7.75	39.67 %
Dishwash	6.96	43.77 %
W-Purifi	6.01	47.42 %
Oven	1.96	43.75 %
Total	318.16	29.12 %

Branch *	MTD Sales L	Brand Share %
CH05	19.91	25.27 %
CH08	19.89	27.08 %
CH19	17.95	28.99 %
CH42	16.41	23.88 %
CH07	13.66	26.51 %
CH28	12.78	26.66 %
AVD1	11.16	25.06 %
CH30	7.90	17.91 %
MRM1	7.81	25.58 %
CH22	6.74	19.00 %
SKL1	6.65	23.42 %
CH39	6.34	24.87 %
KNR1	4.69	25.90 %
CZWH	3.53	10.50 %
TKM1	3.01	26.72 %
CH26	0.76	11.78 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-4.36	22.73 %
Total	318.16	29.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	106.97	32.22 %
Wash-Mac	58.01	25.90 %
Fridge	50.05	27.57 %
Air-Cond	39.29	24.61 %
W-Purifi	5.67	46.68 %
Home-The	4.69	20.03 %
Oven	3.12	67.75 %
Dishwash	1.53	16.27 %
Total	269.33	28.45 %

Branch *	MTD Sales L	Brand Share %
MDU1	26.86	23.97 %
MDU6	14.11	25.86 %
DGL1	13.51	19.62 %
MDU2	13.45	20.67 %
MDU3	10.85	19.65 %
BNR1	3.61	24.80 %
TEN1	2.19	8.83 %
CMR1	1.89	23.22 %
ADP1	1.73	13.98 %
BTU1	1.51	16.27 %
NKI1	1.41	12.59 %
ODM1	1.25	17.72 %
MNM1	0.96	11.43 %
DGL2	0.95	5.74 %
MDU5	0.85	5.34 %
PNV1		0.00 %
SZSD		0.00 %
Total	269.33	28.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	125.19	37.09 %
Wash-Mac	48.68	25.02 %
Fridge	42.16	28.83 %
Air-Cond	35.20	16.97 %
Home-The	7.75	41.35 %
W-Purifi	4.12	57.42 %
Oven	1.88	38.04 %
Dishwash	1.50	23.75 %
Total	266.49	28.88 %

Branch *	MTD Sales L	Brand Share %
CH03	25.89	26.48 %
CH15	17.28	16.32 %
CH12	14.82	23.49 %
CH41	11.81	29.44 %
CH17	10.62	23.78 %
CH21	10.57	26.02 %
CH24	10.19	18.94 %
MJR1	9.03	25.85 %
CH44	7.66	25.83 %
CH06	4.16	14.50 %
CH46	3.37	25.62 %
CH31	2.58	16.36 %
GPD1	1.45	11.25 %
Total	266.49	28.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	100.97	30.63 %
Air-Cond	57.42	25.70 %
Fridge	42.76	26.24 %
Wash-Mac	40.85	23.95 %
Home-The	4.12	23.84 %
Dishwash	2.33	39.93 %
W-Purifi	2.16	36.40 %
Oven	1.28	45.53 %
Total	251.90	27.43 %

Branch *	MTD Sales L	Brand Share %
KUM1	17.11	28.97 %
TVR2	14.82	28.06 %
PBR2	12.95	21.70 %
TNJ1	12.87	21.09 %
MVM1	11.78	21.60 %
TNJ2	11.28	24.91 %
MDI1	8.39	23.65 %
TRY4	6.83	28.12 %
AYR1	5.94	24.72 %
TRY3	5.32	16.17 %
JKM1	5.07	22.87 %
PDK1	4.97	21.18 %
KIK1	3.53	15.52 %
NCK1	2.82	26.34 %
APM1	1.91	17.35 %
MSI1	1.40	9.58 %
ORU1	0.31	3.06 %
TZSD		0.00 %
WTRZ	-1.48	27.98 %
Total	251.90	27.43 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	72.82	28.99 %
Wash-Mac	67.77	34.05 %
Fridge	41.62	27.54 %
Air-Cond	18.52	26.61 %
W-Purifi	4.55	80.83 %
Home-The	3.62	20.56 %
Oven	0.95	48.13 %
Dishwash	0.79	65.61 %
Total	210.63	30.21 %

Branch *	MTD Sales L	Brand Share %
ERD2	12.89	21.21 %
SLM1	12.71	18.73 %
ERD1	11.78	27.38 %
HSR2	10.12	21.44 %
HSR1	8.99	27.91 %
ATU1	6.37	29.34 %
RSP1	4.54	29.42 %
TRM1	3.40	22.29 %
DPR1	1.69	12.13 %
PLC1	1.43	10.59 %
OML1	1.01	5.06 %
WZWH		0.00 %
WHKP	-0.37	28.22 %
WHPD	-1.05	22.56 %
Total	210.63	30.21 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	91.01	45.19 %
Wash-Mac	42.96	37.75 %
Fridge	33.30	33.49 %
Air-Cond	18.53	25.96 %
Home-The	7.84	45.70 %
W-Purifi	3.46	67.86 %
Oven	0.97	50.12 %
Total	198.07	38.65 %

Branch *	MTD Sales L	Brand Share %
KPM1	5.42	23.98 %
TRT1	4.40	26.15 %
CYR1	3.29	22.94 %
WJD1	2.76	13.88 %
ANI1	1.79	19.33 %
SLG1	1.51	19.06 %
Total	198.07	38.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	71.47	31.93 %
Wash-Mac	40.04	34.07 %
Air-Cond	28.65	22.25 %
Fridge	27.41	26.67 %
Home-The	4.11	26.92 %
W-Purifi	2.46	65.90 %
Oven	1.41	68.88 %
Dishwash	1.14	64.29 %
Total	176.69	29.66 %

Branch *	MTD Sales L	Brand Share %
POY2	19.29	29.50 %
CUD1	10.19	18.17 %
NVL2	8.83	25.77 %
SJI2	5.94	19.95 %
CDM1	4.42	11.62 %
VPM1	1.74	24.10 %
TVM2	1.64	11.95 %
MKM1	0.81	8.29 %
Total	176.69	29.66 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.77	27.06 %
Wash-Mac	47.19	26.12 %
Fridge	37.23	26.77 %
Air-Cond	15.37	25.28 %
Dishwash	3.34	44.47 %
Home-The	2.96	21.67 %
W-Purifi	2.01	41.35 %
Oven	1.57	40.02 %
Total	168.44	26.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	24.65	21.34 %
CBE4	9.08	25.50 %
KMR1	8.84	27.18 %
TPR2	8.75	29.00 %
PLI1	7.63	25.66 %
SNR1	7.21	27.12 %
TPR1	6.06	18.19 %
UMP1	5.18	28.97 %
KMD1	4.45	29.20 %
AVI1	3.87	23.92 %
UAM1	3.46	14.13 %
MPM1	3.10	18.93 %
TPR3	2.95	22.28 %
CBE1	2.61	11.60 %
SYM2	1.55	12.60 %
CBE3	1.40	14.59 %
PDM1	1.24	9.11 %
WZSD		0.00 %
Total	168.44	26.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.36	30.62 %
Air-Cond	4.66	31.78 %
Wash-Mac	3.65	25.50 %
LED TV	2.76	12.03 %
Dishwash	0.37	100.00 %
Oven	0.24	45.26 %
Home-The	0.23	15.39 %
Total	17.25	23.72 %

Branch *	MTD Sales L	Brand Share %
TVP1	12.81	27.24 %
PAS1	2.87	18.79 %
KLR1	1.58	15.09 %
Total	17.25	23.72 %