

MTD Sales
2,244.81 L

Brand Share %
29.47 %

Information:

MTD : 01-11-2025 To 18-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.47 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	891.51	33.18 %
Wash-Mac	506.06	28.95 %
Fridge	397.32	27.94 %
Air-Cond	327.41	23.09 %
Home-The	47.88	27.49 %
W-Purifi	37.45	51.99 %
Dishwash	20.97	33.06 %
Oven	16.21	50.25 %
Total	2,244.81	29.47 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	335.71	30.23 %
CHENNAI-01	324.37	29.07 %
SOUTH-03	274.87	28.34 %
CHENNAI-02	267.38	28.56 %
TRICHY-01	258.96	27.74 %
WEST-02	213.19	30.00 %
NORTH ARCOT	202.67	38.98 %
SOUTH ARCOT	178.73	29.55 %
WEST-01	171.45	26.76 %
KL-SOUTH	17.48	23.65 %
Total	2,244.81	29.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	128.49	34.28 %
Wash-Mac	76.54	29.78 %
Air-Cond	59.17	28.69 %
Fridge	56.08	25.67 %
W-Purifi	6.83	53.03 %
Home-The	3.05	12.17 %
Dishwash	3.01	26.24 %
Oven	2.55	56.02 %
Total	335.71	30.23 %

Branch *	MTD Sales L	Brand Share %
TUT1	38.97	27.77 %
TUT2	14.44	27.37 %
RPM1	12.89	28.35 %
RND1	11.82	28.81 %
VNR2	10.39	24.98 %
SVK1	9.81	23.32 %
VLV1	8.09	28.87 %
TKS1	6.57	21.08 %
APK2	5.29	27.84 %
KYR1	2.20	19.56 %
STU2	1.95	11.66 %
VNR1	1.86	11.18 %
SNL1	1.63	7.74 %
KSM1	1.37	26.04 %
SGT1	1.32	16.56 %
COL1	1.29	19.57 %
S2SD	0.02	0.32 %
WHTV		0.00 %
Total	335.71	30.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	121.23	34.24 %
Wash-Mac	74.33	29.48 %
Fridge	56.40	29.87 %
Air-Cond	48.73	18.38 %
Home-The	8.58	41.31 %
Dishwash	6.96	40.25 %
W-Purifi	6.08	47.26 %
Oven	2.06	43.08 %
Total	324.37	29.07 %

Branch *	MTD Sales L	Brand Share %
CH08	20.47	27.24 %
CH05	19.91	24.76 %
CH19	18.66	29.35 %
CH42	16.69	24.18 %
CH07	13.66	25.95 %
CH28	12.78	26.66 %
AVD1	11.55	25.34 %
CH30	7.90	17.84 %
MRM1	7.81	25.30 %
SKL1	7.15	24.05 %
CH22	6.74	19.00 %
CH39	6.34	23.74 %
KNR1	4.69	25.60 %
CZWH	3.84	11.11 %
TKM1	3.33	28.44 %
CH26	0.76	11.78 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-4.36	22.43 %
Total	324.37	29.07 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	109.28	31.89 %
Wash-Mac	59.30	25.85 %
Fridge	51.32	27.64 %
Air-Cond	39.62	24.50 %
W-Purifi	5.78	46.30 %
Home-The	4.92	20.43 %
Oven	3.12	67.75 %
Dishwash	1.53	16.27 %
Total	274.87	28.34 %

Branch *	MTD Sales L	Brand Share %
MDU1	27.77	24.36 %
MDU6	14.11	25.37 %
MDU2	14.05	20.90 %
DGL1	13.69	19.45 %
MDU3	11.44	20.41 %
BNR1	3.88	26.03 %
TEN1	2.29	8.85 %
CMR1	1.89	22.79 %
ADP1	1.83	14.69 %
BTU1	1.51	16.04 %
NKI1	1.41	12.00 %
ODM1	1.25	17.49 %
MNM1	1.10	12.92 %
DGL2	0.95	5.52 %
MDU5	0.85	5.15 %
PNV1		0.00 %
SZSD		0.00 %
Total	274.87	28.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	125.63	36.75 %
Wash-Mac	48.85	24.77 %
Fridge	42.16	28.60 %
Air-Cond	35.48	16.72 %
Home-The	7.75	40.55 %
W-Purifi	4.12	57.42 %
Oven	1.88	38.04 %
Dishwash	1.50	23.75 %
Total	267.38	28.56 %

Branch *	MTD Sales L	Brand Share %
CH03	25.89	26.22 %
CH15	17.28	16.17 %
CH12	14.94	23.55 %
CH41	11.81	29.35 %
CH17	10.62	23.65 %
CH21	10.57	25.81 %
CH24	10.19	17.46 %
MJR1	9.13	25.29 %
CH44	7.66	25.36 %
CH06	4.16	14.33 %
CH46	3.37	25.62 %
CH31	2.75	17.22 %
GPD1	1.45	10.93 %
Total	267.38	28.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	104.19	30.99 %
Air-Cond	58.33	25.97 %
Fridge	43.85	26.47 %
Wash-Mac	42.46	24.29 %
Home-The	4.27	23.97 %
Dishwash	2.33	39.93 %
W-Purifi	2.16	36.40 %
Oven	1.38	47.45 %
Total	258.96	27.74 %

Branch *	MTD Sales L	Brand Share %
KUM1	17.62	29.42 %
TVR2	15.00	28.21 %
TNJ1	13.20	21.37 %
PBR2	12.94	21.29 %
MVM1	11.89	21.54 %
TNJ2	11.57	25.15 %
MDI1	8.60	23.87 %
TRY4	7.39	29.06 %
AYR1	5.94	24.53 %
JKM1	5.68	24.47 %
TRY3	5.42	16.43 %
PDK1	4.97	21.18 %
KIK1	3.53	15.33 %
NCK1	3.14	28.47 %
APM1	2.03	18.19 %
MSI1	1.40	9.29 %
ORU1	0.31	2.99 %
TZSD		0.00 %
WTRZ	-1.48	27.98 %
Total	258.96	27.74 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	73.93	28.74 %
Wash-Mac	68.14	33.68 %
Fridge	42.54	27.71 %
Air-Cond	18.52	26.29 %
W-Purifi	4.55	80.83 %
Home-The	3.78	20.54 %
Oven	0.95	48.13 %
Dishwash	0.79	65.61 %
Total	213.19	30.00 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.95	18.90 %
ERD2	12.89	20.83 %
ERD1	11.78	26.48 %
HSR2	10.12	21.44 %
HSR1	9.13	27.60 %
ATU1	6.37	28.88 %
RSP1	4.54	29.42 %
TRM1	3.40	22.29 %
DPR1	1.69	11.42 %
PLC1	1.43	10.59 %
OML1	1.01	5.06 %
WZWH		0.00 %
WHKP	-0.37	28.22 %
WHPD	-1.05	22.56 %
Total	213.19	30.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	93.65	45.70 %
Wash-Mac	43.86	37.77 %
Fridge	34.10	33.94 %
Air-Cond	18.53	25.87 %
Home-The	8.09	46.48 %
W-Purifi	3.46	66.39 %
Oven	0.97	50.12 %
Total	202.67	38.98 %

Branch *	MTD Sales L	Brand Share %
KPM1	5.42	23.98 %
TRT1	4.40	26.15 %
CYR1	3.29	22.94 %
WJD1	2.76	13.79 %
ANI1	1.79	19.33 %
SLG1	1.51	19.06 %
Total	202.67	38.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	72.31	31.61 %
Wash-Mac	40.31	33.99 %
Air-Cond	28.99	22.30 %
Fridge	27.85	26.83 %
Home-The	4.26	26.30 %
W-Purifi	2.46	65.90 %
Oven	1.41	68.88 %
Dishwash	1.14	64.29 %
Total	178.73	29.55 %

Branch *	MTD Sales L	Brand Share %
CUD1	10.31	17.77 %
NVL2	8.83	25.77 %
SJI2	6.24	20.18 %
CDM1	4.42	11.31 %
TVM2	1.74	12.31 %
VPM1	1.74	23.52 %
MKM1	0.81	8.17 %
Total	178.73	29.55 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	60.06	26.96 %
Wash-Mac	48.63	26.15 %
Fridge	37.42	26.70 %
Air-Cond	15.37	25.07 %
Dishwash	3.34	44.47 %
Home-The	2.96	21.28 %
W-Purifi	2.01	39.14 %
Oven	1.67	41.47 %
Total	171.45	26.76 %

Branch *	MTD Sales L	Brand Share %
CBE2	24.83	21.32 %
TPR2	9.25	29.23 %
KMR1	9.24	27.68 %
CBE4	9.08	24.73 %
PLI1	7.91	26.23 %
SNR1	7.21	26.92 %
TPR1	6.16	18.34 %
UMP1	5.18	27.90 %
KMD1	4.45	28.66 %
AVI1	3.87	23.18 %
UAM1	3.46	13.51 %
MPM1	3.21	19.16 %
TPR3	2.95	22.00 %
CBE1	2.79	12.32 %
CBE3	1.58	16.05 %
SYM2	1.55	12.27 %
PDM1	1.24	9.03 %
WZSD		0.00 %
Total	171.45	26.76 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.58	30.54 %
Air-Cond	4.66	31.78 %
Wash-Mac	3.65	25.50 %
LED TV	2.76	11.83 %
Dishwash	0.37	100.00 %
Oven	0.24	45.26 %
Home-The	0.23	15.39 %
Total	17.48	23.65 %

Branch *	MTD Sales L	Brand Share %
TVP1	12.81	26.88 %
PAS1	2.87	18.55 %
KLR1	1.80	16.69 %
Total	17.48	23.65 %