

MTD Sales
2,496.48 L

Brand Share %
29.03 %

Information:

MTD : 01-11-2025 To 21-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.03 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	981.38	32.38 %
Wash-Mac	571.70	28.72 %
Fridge	446.12	27.72 %
Air-Cond	358.22	22.69 %
Home-The	54.08	26.88 %
W-Purifi	43.39	52.64 %
Dishwash	23.19	33.33 %
Oven	18.40	50.10 %
Total	2,496.48	29.03 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	369.51	29.68 %
CHENNAI-01	349.26	27.63 %
SOUTH-03	305.58	27.84 %
CHENNAI-02	292.65	28.11 %
TRICHY-01	287.28	27.61 %
NORTH ARCOT	253.84	38.68 %
WEST-02	233.97	29.67 %
SOUTH ARCOT	197.28	29.51 %
WEST-01	187.52	26.26 %
KL-SOUTH	19.60	23.40 %
Total	2,496.48	29.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	136.31	32.53 %
Wash-Mac	87.14	29.89 %
Air-Cond	65.45	28.80 %
Fridge	63.60	25.95 %
W-Purifi	7.42	50.81 %
Oven	3.38	57.75 %
Home-The	3.19	10.67 %
Dishwash	3.01	26.24 %
Total	369.51	29.68 %

Branch *	MTD Sales L	Brand Share %
TUT1	41.78	26.98 %
TUT2	15.61	26.69 %
RPM1	13.93	26.00 %
VNR2	11.77	25.88 %
SVK1	11.11	23.48 %
TKS1	6.91	19.28 %
VL11	6.77	23.54 %
APK2	6.09	28.42 %
SKD1	4.51	28.57 %
KYR1	2.65	21.12 %
VNR1	2.61	14.44 %
STU2	2.35	12.41 %
SNL1	2.29	9.13 %
KSM1	1.61	27.63 %
SGT1	1.45	14.73 %
COL1	1.29	18.10 %
S2SD	0.28	4.24 %
WHTV		0.00 %
Total	369.51	29.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	129.44	32.90 %
Wash-Mac	82.01	28.55 %
Fridge	59.49	26.79 %
Air-Cond	52.19	17.41 %
Home-The	9.55	39.76 %
Dishwash	7.32	39.77 %
W-Purifi	6.95	49.10 %
Oven	2.29	45.77 %
Total	349.26	27.63 %

Branch *	MTD Sales L	Brand Share %
CH08	21.37	26.53 %
CH05	21.36	23.49 %
CH19	20.71	28.70 %
CH42	16.83	19.58 %
CH07	14.36	25.34 %
CH28	12.99	26.19 %
AVD1	12.21	23.74 %
MRM1	9.56	26.50 %
CH30	9.23	17.97 %
SKL1	7.61	22.70 %
CH22	7.28	18.11 %
CH39	6.71	24.28 %
KNR1	5.02	26.28 %
CZWH	3.84	10.74 %
CH26	1.13	12.58 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-4.76	19.56 %
Total	349.26	27.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	118.65	30.69 %
Wash-Mac	68.57	26.11 %
Fridge	57.75	27.26 %
Air-Cond	42.58	23.82 %
W-Purifi	6.99	49.14 %
Home-The	6.02	21.27 %
Oven	3.12	62.58 %
Dishwash	1.90	18.55 %
Total	305.58	27.84 %

Branch *	MTD Sales L	Brand Share %
MDU1	31.20	23.21 %
DGL1	16.31	20.50 %
MDU6	15.75	25.30 %
MDU2	15.42	20.21 %
MDU3	11.67	19.48 %
TMM1	11.01	28.39 %
TEN2	7.81	29.01 %
BNR1	4.51	25.48 %
TEN1	2.64	8.95 %
CMR1	2.15	22.63 %
BTU1	2.11	19.20 %
ADP1	2.02	13.78 %
ODM1	2.02	20.30 %
MNM1	1.48	13.91 %
NKI1	1.41	11.16 %
DGL2	0.95	5.01 %
MDU5	0.85	4.66 %
PNV1		0.00 %
SZSD		0.00 %
Total	305.58	27.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	135.59	35.74 %
Wash-Mac	55.79	25.00 %
Fridge	46.32	28.04 %
Air-Cond	37.94	16.38 %
Home-The	8.26	39.39 %
W-Purifi	5.00	56.36 %
Oven	2.25	40.13 %
Dishwash	1.50	23.09 %
Total	292.65	28.11 %

Branch *	MTD Sales L	Brand Share %
CH03	30.75	27.98 %
CH15	18.40	15.84 %
CH12	16.87	23.42 %
CH21	11.90	22.65 %
CH17	11.13	22.61 %
CH24	10.76	17.33 %
MJR1	9.90	25.51 %
CH44	8.76	25.42 %
CH06	4.46	13.79 %
CH31	3.33	19.43 %
GPD1	1.70	10.85 %
Total	292.65	28.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	114.15	30.12 %
Air-Cond	63.80	26.29 %
Fridge	49.41	27.10 %
Wash-Mac	48.87	24.54 %
Home-The	4.76	24.08 %
W-Purifi	2.48	37.64 %
Dishwash	2.33	31.74 %
Oven	1.48	43.23 %
Total	287.28	27.61 %

Branch *	MTD Sales L	Brand Share %
KUM1	18.75	28.61 %
TVR2	15.90	26.37 %
TNJ1	14.81	21.48 %
PBR2	14.01	21.71 %
MVM1	13.89	22.29 %
TNJ2	12.69	24.82 %
MDI1	9.79	24.53 %
TRY3	6.34	17.15 %
JKM1	6.22	24.79 %
AYR1	6.17	23.74 %
PDK1	5.43	21.90 %
KIK1	4.16	16.05 %
NCK1	3.50	28.30 %
APM1	2.14	16.45 %
MSI1	2.00	11.22 %
ORU1	0.31	2.59 %
TZSD		0.00 %
WTRZ	-1.48	26.00 %
Total	287.28	27.61 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	119.81	45.82 %
Wash-Mac	52.91	36.59 %
Fridge	41.83	34.57 %
Air-Cond	24.31	25.38 %
Home-The	9.51	42.70 %
W-Purifi	3.98	64.82 %
Oven	1.49	55.66 %
Total	253.84	38.68 %

Branch *	MTD Sales L	Brand Share %
VEL2	16.38	28.41 %
ABR1	8.70	28.44 %
KPM1	5.85	24.04 %
TRT1	5.00	27.18 %
CYR1	3.59	21.90 %
WJD1	2.94	13.52 %
ANI1	1.79	18.01 %
SLG1	1.79	21.01 %
WHVL	-0.32	24.87 %
Total	253.84	38.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	79.90	28.13 %
Wash-Mac	72.40	32.63 %
Fridge	48.60	28.43 %
Air-Cond	19.93	25.06 %
W-Purifi	5.54	82.50 %
Home-The	4.61	22.20 %
Dishwash	1.91	82.21 %
Oven	1.07	45.81 %
Total	233.97	29.67 %

Branch *	MTD Sales L	Brand Share %
SLM1	14.51	19.23 %
ERD2	13.83	19.90 %
ERD1	12.67	25.50 %
HSR2	12.33	24.42 %
HSR1	9.68	26.77 %
ATU1	7.07	28.86 %
MTR1	6.39	27.29 %
RSP1	4.65	28.22 %
TRM1	3.82	21.73 %
PLC1	2.15	13.58 %
DPR1	1.91	11.54 %
OML1	1.40	6.37 %
WZWH		0.00 %
WHKP	-0.37	28.22 %
WHPD	-1.05	22.56 %
Total	233.97	29.67 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	79.93	31.39 %
Wash-Mac	45.34	33.89 %
Fridge	31.58	27.41 %
Air-Cond	30.48	21.95 %
Home-The	4.50	25.74 %
W-Purifi	2.90	62.34 %
Oven	1.41	65.35 %
Dishwash	1.14	64.29 %
Total	197.28	29.51 %

Branch *	MTD Sales L	Brand Share %
POY2	19.81	28.85 %
CUD1	13.44	20.74 %
NVL2	9.64	25.72 %
SJI2	5.52	16.29 %
CDM1	4.42	10.65 %
STP1	3.01	27.31 %
VPM1	1.98	21.95 %
TVM2	1.74	10.41 %
MKM1	1.20	10.81 %
WHUT	-0.96	28.20 %
Total	197.28	29.51 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	64.84	26.41 %
Wash-Mac	54.31	25.79 %
Fridge	40.57	26.37 %
Air-Cond	16.87	24.23 %
Dishwash	3.70	41.82 %
Home-The	3.44	21.59 %
W-Purifi	2.12	38.65 %
Oven	1.67	40.13 %
Total	187.52	26.26 %

Branch *	MTD Sales L	Brand Share %
CBE2	27.32	21.38 %
KMR1	11.09	28.66 %
CBE4	9.55	23.98 %
PLI1	9.26	25.77 %
TPR2	9.25	26.83 %
SNR1	8.78	28.51 %
TPR1	7.12	19.34 %
SUL1	6.96	28.21 %
UMP1	5.53	27.59 %
KMD1	4.73	28.19 %
AVI1	4.22	21.51 %
MPM1	4.05	21.99 %
UAM1	3.76	13.87 %
TPR3	3.10	20.47 %
CBE1	3.09	11.10 %
CBE3	1.75	15.68 %
SYM2	1.72	11.27 %
PDM1	1.24	7.76 %
WZSD		0.00 %
Total	187.52	26.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.98	31.87 %
Air-Cond	4.66	31.05 %
Wash-Mac	4.36	27.39 %
LED TV	2.76	10.10 %
Dishwash	0.37	100.00 %
Oven	0.24	45.26 %
Home-The	0.23	13.29 %
Total	19.60	23.40 %

Branch *	MTD Sales L	Brand Share %
TVP1	14.02	25.81 %
PAS1	2.87	17.82 %
KLR1	2.71	21.61 %
TVSD		0.00 %
Total	19.60	23.40 %