

MTD Sales
2,603.86 L

Brand Share %
28.93 %

Information:

MTD : 01-11-2025 To 22-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.93 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,022.30	32.17 %
Wash-Mac	593.82	28.52 %
Fridge	467.35	27.78 %
Air-Cond	372.51	22.67 %
Home-The	57.44	26.41 %
W-Purifi	46.10	52.99 %
Dishwash	24.30	33.88 %
Oven	20.03	50.00 %
Total	2,603.86	28.93 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	390.82	29.80 %
CHENNAI-01	372.25	27.73 %
SOUTH-03	316.04	27.40 %
CHENNAI-02	304.27	27.99 %
TRICHY-01	299.21	27.59 %
NORTH ARCOT	261.02	37.99 %
WEST-02	245.06	29.78 %
SOUTH ARCOT	201.57	29.24 %
WEST-01	193.26	26.26 %
KL-SOUTH	20.36	23.35 %
Total	2,603.86	28.93 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	143.90	32.71 %
Wash-Mac	92.23	29.96 %
Fridge	68.86	26.64 %
Air-Cond	67.41	28.37 %
W-Purifi	7.93	51.72 %
Oven	3.59	55.74 %
Home-The	3.54	10.56 %
Dishwash	3.37	27.50 %
Total	390.82	29.80 %

Branch *	MTD Sales L	Brand Share %
TUT1	42.23	26.65 %
TUT2	15.97	26.94 %
RPM1	14.21	26.00 %
VNR2	11.96	25.37 %
SVK1	11.65	23.89 %
VL1	7.05	23.59 %
TKS1	6.91	18.65 %
APK2	6.09	27.94 %
SKD1	4.51	27.83 %
VNR1	2.75	14.74 %
KYR1	2.65	20.31 %
SNL1	2.41	9.37 %
STU2	2.35	12.09 %
KSM1	1.61	27.08 %
SGT1	1.45	14.44 %
COL1	1.29	17.77 %
S2SD	0.28	4.24 %
WHTV		0.00 %
Total	390.82	29.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	138.19	32.70 %
Wash-Mac	87.59	28.56 %
Fridge	63.25	26.59 %
Air-Cond	55.06	17.76 %
Home-The	10.72	40.70 %
W-Purifi	7.73	49.84 %
Dishwash	7.32	39.77 %
Oven	2.40	45.46 %
Total	372.25	27.73 %

Branch *	MTD Sales L	Brand Share %
CH08	22.53	26.76 %
CH05	21.85	23.11 %
CH28	19.08	24.55 %
CH42	18.14	20.12 %
CH07	15.07	25.73 %
AVD1	13.20	24.60 %
MRM1	9.70	26.24 %
CH30	9.59	18.25 %
SKL1	8.06	22.49 %
CH22	7.62	18.14 %
CH39	6.84	23.78 %
KNR1	5.02	25.96 %
CZWH	4.19	11.15 %
CH26	1.13	12.41 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-4.76	19.56 %
Total	372.25	27.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	121.71	29.87 %
Wash-Mac	70.62	25.82 %
Fridge	61.08	27.34 %
Air-Cond	43.67	23.22 %
W-Purifi	7.34	49.86 %
Home-The	6.25	20.77 %
Oven	3.47	61.18 %
Dishwash	1.90	18.55 %
Total	316.04	27.40 %

Branch *	MTD Sales L	Brand Share %
MDU1	32.67	23.24 %
DGL1	17.26	20.29 %
MDU6	15.97	25.04 %
MDU2	15.42	19.01 %
MDU3	12.03	19.73 %
TMM1	11.79	28.87 %
BNR1	4.77	24.29 %
TEN1	2.74	8.93 %
ODM1	2.73	21.52 %
CMR1	2.15	21.26 %
BTU1	2.11	18.05 %
ADP1	2.02	12.52 %
NKI1	1.54	11.21 %
MNM1	1.48	13.03 %
DGL2	0.95	4.58 %
MDU5	0.85	4.43 %
PNV1		0.00 %
SZSD		0.00 %
Total	316.04	27.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	140.10	35.05 %
Wash-Mac	56.76	24.79 %
Fridge	48.18	28.30 %
Air-Cond	41.05	16.82 %
Home-The	8.50	39.15 %
W-Purifi	5.24	56.66 %
Oven	2.56	41.68 %
Dishwash	1.88	27.30 %
Total	304.27	27.99 %

Branch *	MTD Sales L	Brand Share %
CH03	31.21	27.42 %
CH15	19.31	16.40 %
CH12	17.37	21.76 %
CH41	13.53	28.34 %
CH21	12.78	22.92 %
CH17	11.25	21.76 %
CH24	11.16	18.04 %
MJR1	9.90	24.57 %
CH44	8.90	25.35 %
CH06	4.46	13.58 %
CH31	3.77	21.24 %
GPD1	1.70	10.57 %
Total	304.27	27.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	118.05	29.82 %
Air-Cond	66.58	26.57 %
Wash-Mac	51.65	24.59 %
Fridge	51.41	27.19 %
Home-The	5.01	24.11 %
W-Purifi	2.60	37.31 %
Dishwash	2.33	30.94 %
Oven	1.57	43.62 %
Total	299.21	27.59 %

Branch *	MTD Sales L	Brand Share %
KUM1	19.53	28.70 %
TVR2	17.45	27.11 %
TNJ1	15.51	21.62 %
PBR2	14.62	21.88 %
MVM1	14.48	22.39 %
TNJ2	12.87	24.18 %
MDI1	10.03	24.60 %
JKM1	6.76	25.56 %
AYR1	6.76	25.23 %
TRY3	6.34	15.97 %
PDK1	5.43	21.42 %
KIK1	4.16	15.46 %
NCK1	3.92	28.89 %
MSI1	2.29	11.73 %
APM1	2.14	15.95 %
ORU1	0.31	2.47 %
TZSD		0.00 %
WTRZ	-1.48	26.00 %
Total	299.21	27.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	123.01	45.22 %
Wash-Mac	54.65	35.80 %
Fridge	43.06	33.97 %
Air-Cond	24.94	25.14 %
Home-The	9.51	38.44 %
W-Purifi	4.14	64.94 %
Oven	1.72	57.03 %
Total	261.02	37.99 %

Branch *	MTD Sales L	Brand Share %
VEL2	17.03	27.88 %
ABR1	8.70	28.01 %
KPM1	6.13	24.58 %
TRT1	5.13	26.82 %
CYR1	3.59	21.21 %
WJD1	2.94	13.06 %
SLG1	2.05	21.12 %
ANI1	1.79	17.27 %
WHVL	-0.32	24.87 %
Total	261.02	37.99 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	85.27	28.77 %
Wash-Mac	74.07	32.29 %
Fridge	50.20	28.31 %
Air-Cond	20.56	24.62 %
W-Purifi	6.10	82.33 %
Home-The	5.50	23.68 %
Dishwash	2.28	72.61 %
Oven	1.07	44.75 %
Total	245.06	29.78 %

Branch *	MTD Sales L	Brand Share %
SLM1	15.53	19.85 %
ERD2	14.48	19.83 %
ERD1	13.63	26.71 %
HSR2	12.81	24.59 %
HSR1	10.20	27.61 %
MTR1	5.87	25.15 %
RSP1	4.84	27.08 %
TRM1	4.36	22.54 %
PLC1	2.54	15.61 %
DPR1	1.91	11.19 %
OML1	1.40	6.37 %
WZWH		0.00 %
WHKP	-0.37	28.22 %
WHPD	-1.05	22.56 %
Total	245.06	29.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	81.36	30.84 %
Wash-Mac	46.61	33.43 %
Fridge	32.35	27.42 %
Air-Cond	31.06	21.96 %
Home-The	4.74	25.92 %
W-Purifi	2.90	62.34 %
Oven	1.41	65.35 %
Dishwash	1.14	64.29 %
Total	201.57	29.24 %

Branch *	MTD Sales L	Brand Share %
POY2	19.81	28.47 %
CUD1	13.70	20.88 %
NVL2	10.00	25.74 %
SJI2	5.65	15.94 %
CDM1	4.55	10.45 %
STP1	3.01	26.93 %
TVM2	2.09	12.03 %
VPM1	1.98	21.37 %
MKM1	1.20	10.48 %
Total	201.57	29.24 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	67.96	26.99 %
Wash-Mac	54.99	25.38 %
Fridge	41.84	26.40 %
Air-Cond	17.19	23.70 %
Dishwash	3.70	41.82 %
Home-The	3.44	20.12 %
W-Purifi	2.12	37.77 %
Oven	2.01	41.43 %
Total	193.26	26.26 %

Branch *	MTD Sales L	Brand Share %
CBE2	27.32	20.73 %
KMR1	11.55	28.32 %
CBE4	9.73	23.16 %
TPR2	9.64	27.32 %
PLI1	9.44	25.70 %
SNR1	9.02	28.74 %
TPR1	7.67	20.39 %
SUL1	7.05	28.33 %
UMP1	5.65	27.86 %
KMD1	4.91	28.53 %
AVI1	4.54	22.69 %
MPM1	4.33	22.83 %
UAM1	3.93	14.17 %
CBE1	3.22	11.17 %
TPR3	3.10	20.10 %
CBE3	1.92	16.67 %
SYM2	1.86	11.63 %
PDM1	1.24	7.59 %
WZSD		0.00 %
Total	193.26	26.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.13	31.56 %
Air-Cond	4.99	30.91 %
Wash-Mac	4.65	28.03 %
LED TV	2.76	9.82 %
Dishwash	0.37	100.00 %
Oven	0.24	45.26 %
Home-The	0.23	13.29 %
Total	20.36	23.35 %

Branch *	MTD Sales L	Brand Share %
TVP1	14.78	26.15 %
PAS1	2.87	17.47 %
KLR1	2.71	20.14 %
TVSD		0.00 %
Total	20.36	23.35 %