

MTD Sales
2,811.43 L

Brand Share %
28.76 %

Information:

MTD : 01-11-2025 To 24-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.76 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,107.12	31.79 %
Wash-Mac	634.23	28.13 %
Fridge	507.23	27.69 %
Air-Cond	394.08	22.60 %
Home-The	64.58	27.04 %
W-Purifi	53.30	55.36 %
Dishwash	28.57	34.70 %
Oven	22.33	50.16 %
Total	2,811.43	28.76 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	442.46	29.90 %
CHENNAI-01	396.25	27.38 %
SOUTH-03	334.06	27.08 %
CHENNAI-02	328.79	28.08 %
TRICHY-01	314.93	27.42 %
NORTH ARCOT	278.03	37.32 %
WEST-02	263.60	29.81 %
SOUTH ARCOT	220.93	28.84 %
WEST-01	211.70	26.16 %
KL-SOUTH	20.68	22.84 %
Total	2,811.43	28.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	164.82	32.85 %
Wash-Mac	101.90	29.80 %
Fridge	78.61	27.19 %
Air-Cond	74.57	27.82 %
W-Purifi	10.16	56.11 %
Dishwash	4.19	26.47 %
Home-The	4.13	10.98 %
Oven	4.08	53.87 %
Total	442.46	29.90 %

Branch *	MTD Sales L	Brand Share %
TUT1	49.94	27.74 %
TUT2	18.69	28.44 %
RPM1	16.46	26.10 %
VNR2	13.53	26.55 %
SVK1	12.74	23.34 %
TKS1	7.74	19.03 %
VLY1	7.49	22.57 %
APK2	6.69	27.27 %
SKD1	4.76	27.26 %
KYR1	3.21	20.72 %
STU2	2.89	13.04 %
VNR1	2.75	13.40 %
SNL1	2.54	8.98 %
SGT1	2.07	18.42 %
COL1	2.07	23.04 %
S2SD	0.28	3.82 %
WHTV		0.00 %
Total	442.46	29.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	147.16	31.86 %
Wash-Mac	91.22	27.56 %
Fridge	67.56	26.29 %
Air-Cond	58.39	17.98 %
Home-The	11.78	41.49 %
W-Purifi	9.11	51.57 %
Dishwash	8.11	40.21 %
Oven	2.93	44.57 %
Total	396.25	27.38 %

Branch *	MTD Sales L	Brand Share %
CH08	25.00	27.32 %
CH05	23.05	22.78 %
CH19	22.37	26.97 %
CH28	21.11	23.85 %
CH42	18.94	19.73 %
CH07	15.40	24.03 %
AVD1	14.24	24.68 %
CH30	10.02	18.21 %
SKL1	9.00	22.91 %
CH22	8.00	17.72 %
CH39	6.96	23.27 %
KNR1	5.02	23.72 %
CZWH	4.19	11.05 %
CH26	1.44	15.08 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-4.76	19.48 %
Total	396.25	27.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	129.03	29.45 %
Wash-Mac	74.19	25.30 %
Fridge	65.25	26.86 %
Air-Cond	45.06	23.06 %
W-Purifi	8.01	52.04 %
Home-The	7.06	22.09 %
Oven	3.56	63.09 %
Dishwash	1.90	17.71 %
Total	334.06	27.08 %

Branch *	MTD Sales L	Brand Share %
MDU1	35.82	23.56 %
DGL1	18.82	20.78 %
MDU6	16.39	24.75 %
MDU2	16.00	18.45 %
MDU3	12.46	19.19 %
TMM1	12.22	28.53 %
BNR1	4.98	23.97 %
TEN1	2.74	8.39 %
ODM1	2.73	20.82 %
BTU1	2.52	20.34 %
CMR1	2.15	19.69 %
ADP1	2.02	12.13 %
NKI1	1.67	11.64 %
MNM1	1.48	11.69 %
DGL2	1.41	6.44 %
MDU5	0.85	3.97 %
PNV1		0.00 %
SZSD		0.00 %
Total	334.06	27.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	152.07	34.88 %
Wash-Mac	59.07	24.18 %
Fridge	53.06	29.02 %
Air-Cond	44.03	17.01 %
Home-The	9.65	39.32 %
W-Purifi	5.94	59.69 %
Oven	3.09	43.98 %
Dishwash	1.88	25.44 %
Total	328.79	28.08 %

Branch *	MTD Sales L	Brand Share %
CH03	33.95	26.63 %
CH15	22.40	17.18 %
CH12	20.09	23.40 %
CH21	13.79	22.83 %
CH24	13.54	19.69 %
MJR1	12.08	26.73 %
CH17	11.69	21.41 %
CH44	9.54	25.21 %
CH06	4.69	13.95 %
CH31	4.05	22.05 %
GPD1	1.87	10.41 %
Total	328.79	28.08 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	124.31	29.28 %
Air-Cond	68.48	26.59 %
Wash-Mac	55.53	24.50 %
Fridge	53.73	27.10 %
Home-The	5.30	24.26 %
W-Purifi	2.96	38.32 %
Dishwash	2.72	34.30 %
Oven	1.91	48.41 %
Total	314.93	27.42 %

Branch *	MTD Sales L	Brand Share %
TVR2	18.81	26.81 %
TNJ1	16.25	21.94 %
PBR2	16.16	22.97 %
MVM1	15.63	22.89 %
TNJ2	12.92	22.86 %
MDI1	11.39	26.09 %
TRY4	10.10	27.90 %
AYR1	7.06	25.30 %
JKM1	6.89	25.30 %
TRY3	6.34	15.16 %
PDK1	5.56	21.04 %
KIK1	4.91	16.85 %
NCK1	4.20	28.67 %
MSI1	3.17	14.97 %
APM1	2.14	15.81 %
ORU1	0.31	2.25 %
TZSD		0.00 %
WTRZ	-1.48	25.14 %
Total	314.93	27.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	128.88	43.89 %
Wash-Mac	57.97	35.07 %
Fridge	47.16	33.63 %
Air-Cond	26.75	25.30 %
Home-The	10.66	39.41 %
W-Purifi	4.14	66.65 %
Oven	1.72	53.44 %
Dishwash	0.75	21.35 %
Total	278.03	37.32 %

Branch *	MTD Sales L	Brand Share %
VEL2	18.04	27.90 %
ABR1	9.08	27.77 %
KPM1	6.34	23.44 %
TRT1	5.13	26.64 %
CYR1	3.87	20.54 %
WJD1	2.94	11.96 %
ANI1	2.49	19.85 %
SLG1	2.29	22.78 %
WHVL	-0.32	22.03 %
Total	278.03	37.32 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	94.43	29.36 %
Wash-Mac	77.64	31.71 %
Fridge	53.59	27.99 %
Air-Cond	21.18	24.73 %
W-Purifi	6.74	82.73 %
Home-The	6.14	23.93 %
Dishwash	2.70	60.02 %
Oven	1.19	47.44 %
Total	263.60	29.81 %

Branch *	MTD Sales L	Brand Share %
ERD2	16.52	21.29 %
SLM1	15.98	19.66 %
ERD1	14.19	25.98 %
HSR2	14.17	24.94 %
HSR1	10.20	26.85 %
MTR1	6.61	26.41 %
TRM1	4.65	23.31 %
PLC1	3.61	20.04 %
DPR1	2.03	11.48 %
OML1	1.40	5.93 %
WZWH		0.00 %
WHPD	-1.05	21.34 %
Total	263.60	29.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	87.48	29.56 %
Wash-Mac	52.78	34.23 %
Fridge	36.57	27.55 %
Air-Cond	31.93	20.87 %
Home-The	5.17	25.89 %
W-Purifi	3.71	66.30 %
Dishwash	1.88	74.70 %
Oven	1.41	65.35 %
Total	220.93	28.84 %

Branch *	MTD Sales L	Brand Share %
POY1	26.44	28.18 %
POY2	22.35	27.67 %
CUD1	17.18	22.36 %
KLM1	12.36	27.63 %
NVL2	10.53	25.51 %
SJI2	6.82	18.15 %
CDM1	4.55	9.80 %
STP1	3.13	26.53 %
VPM1	2.16	21.14 %
TVM2	2.09	11.61 %
MKM1	1.20	9.40 %
Total	220.93	28.84 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	76.19	27.29 %
Wash-Mac	59.10	25.03 %
Fridge	44.56	25.50 %
Air-Cond	18.70	23.80 %
Home-The	4.31	21.84 %
Dishwash	4.08	43.37 %
W-Purifi	2.54	40.13 %
Oven	2.20	42.12 %
Total	211.70	26.16 %

Branch *	MTD Sales L	Brand Share %
CBE2	29.86	20.72 %
KMR1	12.42	27.07 %
CBE4	10.64	23.46 %
TPR2	10.52	26.75 %
PLI1	10.19	26.31 %
SNR1	9.33	27.55 %
TPR1	8.93	21.55 %
UMP1	5.88	27.26 %
KMD1	5.68	28.63 %
MPM1	5.15	24.65 %
AVI1	4.84	20.08 %
TPR3	4.84	22.81 %
UAM1	4.21	14.29 %
CBE1	4.15	12.69 %
CBE3	2.04	16.04 %
SYM2	1.72	10.03 %
PDM1	1.65	9.49 %
WZSD		0.00 %
Total	211.70	26.16 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.13	31.34 %
Air-Cond	4.99	30.40 %
Wash-Mac	4.82	27.34 %
LED TV	2.76	9.34 %
Home-The	0.38	18.29 %
Dishwash	0.37	100.00 %
Oven	0.24	37.21 %
Total	20.68	22.84 %

Branch *	MTD Sales L	Brand Share %
TVP1	14.95	25.61 %
PAS1	3.02	17.89 %
KLR1	2.71	19.56 %
TVSD		0.00 %
Total	20.68	22.84 %