

MTD Sales
3,084.10 L

Brand Share %
28.84 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.84 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,208.69	31.78 %
Wash-Mac	694.64	28.27 %
Fridge	555.96	27.71 %
Air-Cond	437.34	22.81 %
Home-The	69.79	26.53 %
W-Purifi	60.50	55.72 %
Dishwash	32.36	35.97 %
Oven	24.82	50.66 %
Total	3,084.10	28.84 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	488.97	29.66 %
CHENNAI-01	423.26	27.32 %
SOUTH-03	371.58	27.31 %
TRICHY-01	354.19	27.73 %
CHENNAI-02	345.85	27.76 %
NORTH ARCOT	309.77	37.81 %
WEST-02	299.47	30.01 %
SOUTH ARCOT	237.27	29.05 %
WEST-01	232.75	26.32 %
KL-SOUTH	20.99	22.14 %
Total	3,084.10	28.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	179.88	32.17 %
Wash-Mac	111.23	29.42 %
Fridge	88.38	27.44 %
Air-Cond	81.62	27.49 %
W-Purifi	12.39	56.88 %
Dishwash	5.70	31.37 %
Home-The	5.01	11.48 %
Oven	4.76	54.19 %
Total	488.97	29.66 %

Branch *	MTD Sales L	Brand Share %
TUT1	55.90	28.27 %
RPM1	18.43	26.44 %
RND1	15.14	27.36 %
VNR2	14.44	26.23 %
SVK1	13.99	23.53 %
TKS1	9.22	20.09 %
VLV1	8.22	22.56 %
APK2	7.52	27.94 %
ERL2	6.91	28.01 %
KYR1	3.32	19.39 %
VNR1	3.06	12.78 %
STU2	2.89	12.43 %
SNL1	2.85	9.05 %
SGT1	2.67	21.61 %
COL1	2.43	23.60 %
S2SD	0.28	2.73 %
WHTV	-0.38	4.86 %
Total	488.97	29.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	157.26	31.83 %
Wash-Mac	97.73	27.55 %
Fridge	72.56	26.14 %
Air-Cond	62.36	18.15 %
Home-The	12.65	40.63 %
W-Purifi	9.23	48.93 %
Dishwash	8.11	37.01 %
Oven	3.36	45.12 %
Total	423.26	27.32 %

Branch *	MTD Sales L	Brand Share %
CH08	25.50	26.20 %
CH19	25.07	28.34 %
CH05	23.80	22.06 %
CH28	21.89	23.11 %
CH42	20.13	20.02 %
CH07	16.49	23.75 %
AVD1	15.72	25.20 %
CH30	9.89	16.63 %
SKL1	9.61	23.44 %
CH22	8.71	17.79 %
CH39	7.30	23.21 %
KNR1	5.02	22.90 %
CZWH	4.19	10.84 %
CH26	1.63	16.16 %
MC10	0.34	22.22 %
WHC3		0.00 %
WCHN	-5.06	19.94 %
Total	423.26	27.32 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	139.87	29.20 %
Wash-Mac	81.46	25.24 %
Fridge	75.04	27.86 %
Air-Cond	52.12	23.68 %
W-Purifi	9.13	53.10 %
Home-The	7.88	22.29 %
Oven	3.80	64.61 %
Dishwash	2.28	20.86 %
Total	371.58	27.31 %

Branch *	MTD Sales L	Brand Share %
MDU1	38.41	23.56 %
DGL1	22.99	22.12 %
MDU2	19.16	20.37 %
MDU6	17.39	24.56 %
TMM1	13.19	27.66 %
MDU3	13.04	19.07 %
BNR1	5.57	25.11 %
ODM1	3.23	21.65 %
TEN1	3.20	8.55 %
BTU1	2.81	21.20 %
ADP1	2.42	13.07 %
DGL2	2.28	9.43 %
CMR1	2.26	17.86 %
NKI1	1.93	12.79 %
MNM1	1.90	13.06 %
MDU5	0.85	3.26 %
PNV1		0.00 %
SZSD		0.00 %
Total	371.58	27.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	138.88	29.36 %
Air-Cond	77.18	27.14 %
Wash-Mac	64.83	25.61 %
Fridge	58.77	26.62 %
Home-The	5.45	22.61 %
W-Purifi	3.67	41.02 %
Dishwash	3.11	37.40 %
Oven	2.30	53.13 %
Total	354.19	27.73 %

Branch *	MTD Sales L	Brand Share %
PBR2	23.51	24.24 %
TVR2	19.46	26.25 %
MVM1	17.90	22.90 %
TNJ1	16.75	21.68 %
TNJ2	13.74	22.43 %
MDI1	12.35	25.54 %
TRY4	10.67	26.17 %
JKM1	8.21	26.87 %
AYR1	7.87	25.72 %
PDK1	7.63	24.22 %
TRY3	6.79	14.90 %
KIK1	5.36	17.17 %
MSI1	4.13	18.06 %
APM1	2.34	15.87 %
ORU1	0.31	2.14 %
TZSD		0.00 %
WTRZ	-1.48	25.14 %
Total	354.19	27.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	159.11	34.72 %
Wash-Mac	61.79	23.96 %
Fridge	55.11	28.22 %
Air-Cond	47.93	16.99 %
Home-The	10.06	38.69 %
W-Purifi	6.37	59.65 %
Oven	3.21	44.52 %
Dishwash	2.28	27.58 %
Total	345.85	27.76 %

Branch *	MTD Sales L	Brand Share %
CH03	35.39	26.06 %
CH15	23.28	16.21 %
CH12	21.10	23.40 %
CH21	16.28	25.53 %
CH41	15.26	28.75 %
MJR1	12.95	26.47 %
CH24	12.86	18.34 %
CH17	11.69	20.80 %
CH44	10.22	25.82 %
CH06	5.63	15.99 %
CH31	4.42	23.11 %
GPD1	1.99	10.06 %
Total	345.85	27.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	144.48	44.90 %
Wash-Mac	66.39	36.35 %
Fridge	51.04	33.17 %
Air-Cond	28.80	24.57 %
Home-The	11.49	39.13 %
W-Purifi	4.63	67.91 %
Oven	1.81	52.50 %
Dishwash	1.14	27.70 %
Total	309.77	37.81 %

Branch *	MTD Sales L	Brand Share %
VEL2	20.05	28.18 %
KPM1	6.58	23.27 %
TRT1	5.87	27.19 %
CYR1	3.95	20.36 %
WJD1	3.19	12.17 %
ANI1	2.49	19.14 %
WHVL	-0.32	19.59 %
Total	309.77	37.81 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	109.95	30.18 %
Wash-Mac	85.75	31.69 %
Fridge	59.61	28.29 %
Air-Cond	25.79	24.14 %
W-Purifi	7.54	84.28 %
Home-The	6.73	23.78 %
Dishwash	2.70	51.08 %
Oven	1.40	50.36 %
Total	299.47	30.01 %

Branch *	MTD Sales L	Brand Share %
ERD2	18.68	21.83 %
SLM1	18.05	19.42 %
ERD1	16.43	26.02 %
HSR2	14.85	25.06 %
HSR1	11.37	27.96 %
MTR1	7.04	25.14 %
TRM1	6.30	26.35 %
PLC1	3.98	19.29 %
DPR1	2.22	11.82 %
OML1	1.40	5.05 %
WZWH		0.00 %
WHPD	-1.05	19.99 %
Total	299.47	30.01 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	94.59	29.94 %
Wash-Mac	56.02	34.06 %
Fridge	39.31	27.76 %
Air-Cond	33.76	20.77 %
Home-The	5.69	27.25 %
W-Purifi	4.26	66.92 %
Dishwash	2.24	77.90 %
Oven	1.41	63.67 %
Total	237.27	29.05 %

Branch *	MTD Sales L	Brand Share %
POY1	27.31	27.42 %
POY2	22.60	27.33 %
CUD1	19.68	24.52 %
NVL2	11.09	26.08 %
SJI2	7.71	19.42 %
CDM1	4.55	9.42 %
STP1	3.13	25.18 %
VPM1	2.16	20.72 %
TVM2	2.09	10.92 %
MKM1	1.20	8.32 %
Total	237.27	29.05 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	81.92	26.77 %
Wash-Mac	63.59	25.03 %
Fridge	50.64	26.30 %
Air-Cond	21.89	25.43 %
Home-The	4.46	20.18 %
Dishwash	4.45	45.47 %
W-Purifi	3.29	43.13 %
Oven	2.52	41.08 %
Total	232.75	26.32 %

Branch *	MTD Sales L	Brand Share %
CBE2	33.15	21.20 %
KMR1	13.04	26.43 %
CBE4	12.03	24.28 %
TPR2	11.96	27.14 %
PLI1	10.92	25.75 %
SNR1	10.77	28.32 %
TPR1	9.15	20.58 %
UMP1	6.31	28.01 %
MPM1	5.48	23.40 %
TPR3	5.13	22.47 %
AVI1	4.96	19.87 %
UAM1	4.69	15.30 %
CBE1	4.15	11.86 %
CBE3	3.33	22.11 %
SYM2	2.97	14.61 %
PDM1	1.65	9.09 %
WZSD		0.00 %
Total	232.75	26.32 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	5.88	34.02 %
Wash-Mac	5.84	30.91 %
Fridge	5.51	24.58 %
LED TV	2.76	8.77 %
Home-The	0.38	17.00 %
Dishwash	0.37	100.00 %
Oven	0.24	31.91 %
Total	20.99	22.14 %

Branch *	MTD Sales L	Brand Share %
TVP1	16.05	25.79 %
PAS1	3.02	16.74 %
KLR1	3.00	20.29 %
TVSD		0.00 %
Total	20.99	22.14 %