

MTD Sales
3,363.65 L

Brand Share %
29.28 %

Information:

MTD : 01-11-2025 To 28-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **29.28 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,328.03	32.37 %
Wash-Mac	748.00	28.72 %
Fridge	596.95	27.97 %
Air-Cond	490.26	23.27 %
Home-The	74.71	26.87 %
W-Purifi	63.51	55.76 %
Dishwash	35.71	37.68 %
Oven	26.48	50.75 %
Total	3,363.65	29.28 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	512.96	29.84 %
CHENNAI-01	470.51	28.13 %
CHENNAI-02	417.75	28.86 %
SOUTH-03	389.40	27.49 %
TRICHY-01	377.18	27.74 %
NORTH ARCOT	333.28	38.20 %
WEST-02	323.07	30.35 %
SOUTH ARCOT	270.67	29.70 %
WEST-01	246.96	26.71 %
KL-SOUTH	21.88	22.42 %
Total	3,363.65	29.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	187.19	32.14 %
Wash-Mac	115.58	29.41 %
Fridge	93.78	28.07 %
Air-Cond	87.94	27.87 %
W-Purifi	12.53	57.15 %
Dishwash	6.06	33.58 %
Home-The	5.01	11.11 %
Oven	4.85	53.77 %
Total	512.96	29.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	58.10	28.58 %
RPM1	18.89	25.57 %
VNR2	15.23	26.74 %
RND1	15.14	27.28 %
SVK1	14.57	23.66 %
TKS1	9.39	19.98 %
VLY1	8.93	23.46 %
MMT1	8.14	28.37 %
APK2	7.86	27.89 %
ERL2	7.53	28.66 %
KYR1	4.03	21.66 %
STU2	3.61	14.69 %
VNR1	3.18	12.30 %
SNL1	2.99	9.10 %
SGT1	2.67	20.71 %
COL1	2.43	23.60 %
S2SD	0.28	2.73 %
WHTV	-0.38	4.86 %
Total	512.96	29.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	177.72	32.97 %
Wash-Mac	104.90	27.92 %
Fridge	79.32	26.38 %
Air-Cond	72.24	19.35 %
Home-The	13.91	41.51 %
W-Purifi	10.27	50.62 %
Dishwash	8.48	38.08 %
Oven	3.66	46.32 %
Total	470.51	28.13 %

Branch *	MTD Sales L	Brand Share %
CH08	27.80	27.13 %
CH19	26.56	29.15 %
CH05	26.07	22.13 %
CH28	23.81	24.30 %
CH42	20.79	19.62 %
CH07	17.41	22.77 %
AVD1	17.40	26.54 %
CH30	11.69	18.15 %
SKL1	9.61	21.88 %
CH22	8.83	17.60 %
CH39	8.13	24.40 %
KNR1	5.02	21.98 %
CZWH	4.19	10.84 %
CH26	1.83	16.09 %
MC10	0.34	22.22 %
WHC3		0.00 %
WCHN	-5.06	19.94 %
Total	470.51	28.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	196.25	36.21 %
Wash-Mac	73.44	25.36 %
Fridge	62.21	28.35 %
Air-Cond	60.58	17.99 %
Home-The	11.39	38.82 %
W-Purifi	6.90	59.37 %
Oven	3.61	44.48 %
Dishwash	3.37	31.56 %
Total	417.75	28.86 %

Branch *	MTD Sales L	Brand Share %
CH03	44.98	27.57 %
CH15	26.03	15.89 %
CH12	25.66	24.69 %
CH21	21.52	27.38 %
MJR1	16.61	29.08 %
CH17	15.89	23.25 %
CH24	14.29	18.97 %
CH44	11.11	24.73 %
CH06	9.76	21.81 %
CH31	4.54	22.55 %
GPD1	2.12	9.59 %
Total	417.75	28.86 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	145.55	29.20 %
Wash-Mac	85.01	25.51 %
Fridge	76.99	27.79 %
Air-Cond	58.12	24.63 %
W-Purifi	9.53	52.23 %
Home-The	8.02	21.76 %
Oven	3.90	65.15 %
Dishwash	2.28	20.86 %
Total	389.40	27.49 %

Branch *	MTD Sales L	Brand Share %
MDU1	40.77	23.91 %
DGL1	23.86	21.52 %
MDU2	20.08	20.59 %
MDU6	17.63	24.43 %
MDU3	14.19	20.19 %
TMM1	13.44	27.86 %
BNR1	5.94	25.37 %
ODM1	3.57	23.20 %
TEN1	3.31	8.71 %
BTU1	3.10	22.24 %
CMR1	2.50	18.60 %
DGL2	2.45	9.99 %
ADP1	2.42	12.33 %
NKI1	1.93	12.32 %
MNM1	1.90	12.59 %
MDU5	0.85	3.23 %
PNV1		0.00 %
SZSD		0.00 %
Total	389.40	27.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	149.45	29.44 %
Air-Cond	81.21	26.77 %
Wash-Mac	68.24	25.73 %
Fridge	62.73	26.66 %
Home-The	5.74	22.29 %
W-Purifi	3.67	39.06 %
Dishwash	3.50	40.22 %
Oven	2.63	56.43 %
Total	377.18	27.74 %

Branch *	MTD Sales L	Brand Share %
PBR2	25.87	25.20 %
KUM1	25.66	29.20 %
TVR2	19.88	25.81 %
TNJ1	19.43	22.94 %
MVM1	19.26	23.36 %
MDI1	13.80	26.52 %
TNJ2	13.74	21.50 %
TRY4	11.07	26.03 %
PDK1	8.80	25.80 %
JKM1	8.33	26.22 %
AYR1	7.87	25.07 %
TRY3	6.79	14.37 %
KIK1	5.63	17.05 %
MSI1	4.62	18.71 %
APM1	2.56	16.04 %
ORU1	0.96	6.32 %
TZSD		0.00 %
WTRZ	-1.48	25.14 %
Total	377.18	27.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	152.93	44.93 %
Wash-Mac	71.64	36.92 %
Fridge	54.28	33.26 %
Air-Cond	33.95	26.24 %
Home-The	11.95	39.93 %
W-Purifi	5.09	68.60 %
Oven	1.93	50.62 %
Dishwash	1.51	33.81 %
Total	333.28	38.20 %

Branch *	MTD Sales L	Brand Share %
VEL2	21.35	28.88 %
ABR1	10.75	29.05 %
KPM1	7.87	25.90 %
TRT1	6.66	28.77 %
CYR1	3.95	19.15 %
WJD1	3.19	11.93 %
ANI1	2.68	16.34 %
WHVL	-0.32	19.59 %
Total	333.28	38.20 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	120.45	30.87 %
Wash-Mac	92.71	32.42 %
Fridge	63.15	28.10 %
Air-Cond	27.48	23.66 %
W-Purifi	7.81	84.74 %
Home-The	7.25	24.52 %
Dishwash	2.70	47.15 %
Oven	1.52	48.46 %
Total	323.07	30.35 %

Branch *	MTD Sales L	Brand Share %
SLM1	21.29	21.08 %
ERD2	19.81	22.18 %
ERD1	17.45	26.52 %
HSR2	16.03	25.81 %
HSR1	12.49	28.50 %
MTR1	7.04	24.89 %
TRM1	6.59	26.67 %
PLC1	3.98	17.85 %
DPR1	2.65	12.69 %
OML1	1.40	4.91 %
WZWH		0.00 %
WHPD	-1.05	19.99 %
Total	323.07	30.35 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	108.27	30.70 %
Wash-Mac	63.45	34.88 %
Fridge	45.69	28.94 %
Air-Cond	37.79	20.62 %
Home-The	6.61	28.92 %
W-Purifi	4.26	64.24 %
Dishwash	2.99	82.48 %
Oven	1.62	66.87 %
Total	270.67	29.70 %

Branch *	MTD Sales L	Brand Share %
POY2	25.26	28.75 %
CUD1	23.50	26.08 %
NVL2	14.72	28.05 %
SJI2	8.60	18.48 %
CDM1	5.36	9.81 %
VPM1	2.88	24.60 %
TVM2	2.34	11.31 %
MKM1	1.20	7.90 %
Total	270.67	29.70 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	87.46	27.49 %
Wash-Mac	66.86	25.19 %
Fridge	53.28	26.71 %
Air-Cond	24.48	25.85 %
Home-The	4.46	19.45 %
Dishwash	4.45	44.70 %
W-Purifi	3.46	44.37 %
Oven	2.52	39.56 %
Total	246.96	26.71 %

Branch *	MTD Sales L	Brand Share %
CBE2	34.44	21.28 %
KMR1	15.13	28.18 %
CBE4	12.94	25.25 %
TPR2	12.66	27.83 %
SNR1	11.11	28.19 %
PLI1	10.92	24.87 %
TPR1	9.55	20.14 %
TPR3	6.41	25.97 %
UAM1	5.70	17.20 %
AVI1	5.59	21.44 %
MPM1	5.48	21.87 %
CBE1	4.52	12.23 %
CBE3	3.33	21.51 %
SYM2	3.32	15.90 %
PDM1	1.65	8.89 %
WZSD		0.00 %
Total	246.96	26.71 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	6.46	35.19 %
Wash-Mac	6.16	30.63 %
Fridge	5.51	24.43 %
LED TV	2.76	8.66 %
Home-The	0.38	17.00 %
Dishwash	0.37	100.00 %
Oven	0.24	31.91 %
Total	21.88	22.42 %

Branch *	MTD Sales L	Brand Share %
TVP1	16.94	26.40 %
PAS1	3.02	16.19 %
KLR1	3.00	19.96 %
TVSD		0.00 %
Total	21.88	22.42 %