

MTD Sales
2,015.20 L

Brand Share %
13.94 %

Information:

MTD : 01-07-2025 To 31-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.94 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	650.67	16.40 %
Air-Cond	471.20	10.69 %
Fridge	462.57	15.03 %
Wash-Mac	360.54	13.13 %
D-Freez	37.63	66.54 %
W.Heater	25.39	17.23 %
Oven	7.20	12.84 %
Total	2,015.20	13.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	321.34	12.32 %
CHENNAI-01	275.88	12.25 %
CHENNAI-02	258.58	15.18 %
TRICHY-01	228.06	12.12 %
SOUTH-03	221.88	13.43 %
WEST-02	211.99	15.82 %
SOUTH ARCOT	178.00	16.56 %
NORTH ARCOT	164.33	18.62 %
WEST-01	130.46	13.92 %
KL-SOUTH	24.67	19.56 %
Total	2,015.20	13.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	104.53	14.13 %
Fridge	77.80	14.88 %
Air-Cond	75.97	9.65 %
Wash-Mac	52.95	10.31 %
D-Freez	6.39	59.82 %
W.Heater	2.96	12.38 %
Oven	0.73	6.89 %
Total	321.34	12.32 %

Branch *	MTD Sales L	Brand Share %
TVL1	21.57	9.56 %
TUT1	18.29	6.47 %
TKS2	13.61	13.84 %
KVT1	13.18	8.69 %
TUT2	12.15	10.08 %
MAR1	10.97	9.67 %
RPM1	10.65	12.09 %
VLY1	10.06	12.72 %
NGR1	8.96	6.57 %
TCN1	7.07	12.23 %
VNR2	6.29	6.13 %
VNR1	6.03	13.09 %
SDI1	5.07	13.49 %
MMT1	5.02	13.01 %
TKY1	3.95	10.25 %
ASM1	3.45	10.53 %
TVL2	3.26	10.13 %
APK1	2.83	4.89 %
ARM1	2.57	12.17 %
PKD1	2.46	2.92 %
UDN1	0.57	1.04 %
S2SD	0.36	1.32 %
Total	321.34	12.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	79.85	15.88 %
Air-Cond	78.72	8.71 %
Fridge	59.00	13.55 %
Wash-Mac	48.09	13.14 %
D-Freez	5.07	77.41 %
W.Heater	3.52	12.33 %
Oven	1.63	18.85 %
Total	275.88	12.25 %

Branch *	MTD Sales L	Brand Share %
CH08	20.46	12.95 %
CH16	18.69	12.02 %
CH42	13.08	13.31 %
CH05	10.30	6.08 %
CH48	9.52	11.90 %
CH19	9.31	6.55 %
CH07	8.99	9.37 %
CH14	8.93	5.99 %
CH22	8.68	9.82 %
CH11	8.21	9.54 %
CH45	8.03	12.24 %
CZWH	7.87	13.94 %
KNR1	5.81	10.43 %
SKL1	5.63	12.66 %
WHC3	5.63	5.35 %
CH29	1.72	7.47 %
TKM1	1.46	5.98 %
CH40	0.31	2.08 %
MC10	0.21	7.03 %
MC09		0.00 %
WCHN	-0.95	10.00 %
Total	275.88	12.25 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	80.01	12.80 %
LED TV	64.69	14.05 %
Fridge	53.55	17.56 %
Wash-Mac	52.52	18.21 %
D-Freez	3.28	80.19 %
W.Heater	2.74	18.67 %
Oven	1.77	31.34 %
Total	258.58	15.18 %

Branch *	MTD Sales L	Brand Share %
CH03	26.18	12.80 %
CH15	18.79	10.22 %
CH06	11.86	13.60 %
CH12	11.39	11.90 %
CH44	7.56	12.93 %
CH09	7.39	9.87 %
CH21	5.47	5.47 %
CH46	3.37	9.17 %
CH31	3.23	12.46 %
CH32	1.39	9.96 %
CH27	1.09	4.07 %
CH36	0.09	0.32 %
CH01		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	258.58	15.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	73.36	14.78 %
Air-Cond	63.61	9.11 %
Fridge	50.20	12.89 %
Wash-Mac	36.46	13.20 %
W.Heater	2.03	16.06 %
D-Freez	1.84	50.95 %
Oven	0.57	11.84 %
Total	228.06	12.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	40.71	9.68 %
MVM1	13.62	12.25 %
TVR2	11.11	11.41 %
TNJ1	10.87	8.57 %
TNJ2	10.14	9.63 %
KUM1	7.32	6.17 %
TRY3	5.11	11.78 %
NCK1	1.91	12.35 %
JKM1	1.75	3.89 %
APM1	1.46	6.48 %
TTP1	0.86	2.59 %
MSI1	0.37	1.38 %
TZSD	0.36	2.04 %
WTRZ	-0.34	12.87 %
Total	228.06	12.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	64.76	14.00 %
Air-Cond	54.64	11.80 %
Fridge	53.43	14.33 %
Wash-Mac	41.52	12.84 %
D-Freez	5.51	70.19 %
W.Heater	1.75	10.76 %
Oven	0.26	4.12 %
Total	221.88	13.43 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.10	7.52 %
DGL1	14.86	11.33 %
MDU2	13.21	11.68 %
ATG1	8.76	11.55 %
CBM1	7.54	11.56 %
SVG1	7.42	13.85 %
TMM1	7.28	10.28 %
MDU5	5.40	13.52 %
KKD2	5.01	10.00 %
MPA1	4.00	11.95 %
PNV1	3.65	12.42 %
TEN2	3.34	7.79 %
KRR1	2.76	7.97 %
DKI1	2.49	5.13 %
BNR1	1.36	5.85 %
SZSD	0.96	3.40 %
CMR1	0.74	7.04 %
TEN1	0.46	1.60 %
MDWH		0.00 %
NTM1		0.00 %
WHMD		0.00 %
Total	221.88	13.43 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	82.74	18.65 %
Fridge	59.76	16.85 %
Wash-Mac	43.46	12.95 %
Air-Cond	17.53	9.59 %
D-Freez	4.28	92.48 %
W.Heater	3.89	30.98 %
Oven	0.34	5.71 %
Total	211.99	15.82 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.93	11.12 %
HSR2	10.80	12.89 %
ERD1	9.35	12.79 %
RSP1	7.27	12.18 %
SLM3	4.86	10.09 %
OML1	4.52	13.59 %
SLM2	4.18	7.75 %
TRM1	3.98	10.65 %
KRI1	3.92	11.78 %
EDP1	2.59	11.10 %
WZWH	1.97	7.14 %
DPR2	1.91	9.04 %
PLC1	1.36	5.13 %
SGG1	0.42	3.57 %
WHKP		0.00 %
WHPD		0.00 %
Total	211.99	15.82 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	67.76	25.85 %
Air-Cond	46.33	12.25 %
Fridge	34.77	15.12 %
Wash-Mac	23.81	12.77 %
D-Freez	3.33	60.83 %
W.Heater	1.63	16.81 %
Oven	0.39	11.46 %
Total	178.00	16.56 %

Branch *	MTD Sales L	Brand Share %
CUD1	11.06	11.62 %
CDM1	7.72	11.61 %
ULP1	5.56	9.27 %
KML1	5.13	13.69 %
WHNV		0.00 %
WHUT		0.00 %
Total	178.00	16.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	62.58	24.18 %
Air-Cond	35.09	14.45 %
Fridge	32.69	16.96 %
Wash-Mac	25.47	15.45 %
D-Freez	4.93	57.03 %
W.Heater	2.97	25.89 %
Oven	0.60	19.23 %
Total	164.33	18.62 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.04	10.81 %
SBR1	6.01	10.65 %
TRL1	5.83	8.80 %
BGR1	0.75	3.56 %
CGM1	0.46	1.86 %
NASD		0.00 %
Total	164.33	18.62 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	46.68	14.98 %
Fridge	36.74	15.33 %
Wash-Mac	34.51	12.76 %
Air-Cond	5.81	6.55 %
W.Heater	3.91	22.99 %
D-Freez	1.92	63.37 %
Oven	0.90	13.19 %
Total	130.46	13.92 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.75	4.23 %
TPR1	4.94	13.54 %
CBE6	3.29	9.92 %
KGM1	2.87	12.99 %
SYM2	2.44	11.69 %
KMR1	2.11	6.83 %
PPI1	1.92	10.77 %
WZSD	1.78	9.37 %
ANR1	1.18	9.99 %
KGI1	0.68	5.56 %
CNR1	0.63	4.51 %
MPM1	0.58	2.12 %
Total	130.46	13.92 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	13.50	35.02 %
Fridge	4.63	13.44 %
LED TV	3.71	12.77 %
Wash-Mac	1.76	8.49 %
D-Freez	1.06	54.15 %
Total	24.67	19.56 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	24.67	19.56 %