

MTD Sales
2,469.13 L

Brand Share %
14.99 %

Information:

MTD : 01-08-2025 To 31-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.99 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	931.12	18.81 %
Fridge	641.65	18.05 %
Wash-Mac	477.82	14.45 %
Air-Cond	340.41	7.93 %
W.Heater	35.22	14.94 %
D-Freez	32.17	58.42 %
Oven	8.53	12.27 %
W-Disp	2.22	18.27 %
Total	2,469.13	14.99 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	361.28	13.15 %
CHENNAI-01	326.20	13.43 %
CHENNAI-02	286.76	15.37 %
TRICHY-01	282.74	13.39 %
SOUTH-03	280.28	14.68 %
WEST-02	259.15	16.96 %
SOUTH ARCOT	234.07	17.51 %
NORTH ARCOT	229.93	20.58 %
WEST-01	185.39	15.08 %
KL-SOUTH	23.34	11.47 %
Total	2,469.13	14.99 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	127.62	15.88 %
Fridge	102.40	17.51 %
Wash-Mac	69.46	12.87 %
Air-Cond	52.15	6.84 %
D-Freez	5.84	51.57 %
W.Heater	2.91	9.58 %
Oven	0.89	6.96 %
Total	361.28	13.15 %

Branch *	MTD Sales L	Brand Share %
TVL1	36.46	12.91 %
TUT1	27.40	8.72 %
KVT1	15.61	11.28 %
NGR1	14.92	8.10 %
RPM1	13.65	14.16 %
TKS2	11.55	10.74 %
VNR2	11.25	9.16 %
RND1	11.24	11.16 %
TUT2	10.62	10.25 %
TCN1	9.05	13.40 %
MAR1	6.48	8.98 %
PKD1	5.62	8.03 %
APK1	5.46	9.68 %
TKY1	4.80	12.12 %
STU2	4.57	14.46 %
TYI1	4.30	10.46 %
VNR1	3.96	12.05 %
TVL2	3.88	11.62 %
UDN1	2.83	6.77 %
MMT1	2.47	7.92 %
ARM1	1.98	9.97 %
ASM1	0.93	2.05 %
S2SD		0.00 %
WHTV		0.00 %
Total	361.28	13.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	112.79	18.65 %
Fridge	73.89	16.37 %
Air-Cond	65.59	7.55 %
Wash-Mac	62.56	14.25 %
W.Heater	4.79	10.99 %
D-Freez	3.99	59.30 %
Oven	1.99	16.61 %
W-Disp	0.61	18.11 %
Total	326.20	13.43 %

Branch *	MTD Sales L	Brand Share %
CH16	25.73	14.06 %
CH14	17.75	10.33 %
CH08	17.53	11.57 %
CH07	11.44	11.39 %
CH45	11.40	13.59 %
CH19	11.10	7.86 %
CGL1	8.53	11.46 %
SKL1	8.52	14.71 %
CH22	7.11	9.57 %
CH11	6.59	5.77 %
CH05	4.77	2.87 %
TKM1	4.13	11.97 %
KNR1	1.79	3.82 %
CH40	0.30	1.49 %
WHC3	0.12	0.51 %
CH29		0.00 %
MC02		0.00 %
Total	326.20	13.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	92.04	17.13 %
Fridge	75.64	22.30 %
Wash-Mac	59.43	16.76 %
Air-Cond	50.81	8.48 %
W.Heater	4.64	21.37 %
D-Freez	2.12	78.80 %
Oven	1.62	16.64 %
W-Disp	0.46	27.52 %
Total	286.76	15.37 %

Branch *	MTD Sales L	Brand Share %
CH03	23.48	11.59 %
CH15	23.35	12.46 %
CH12	12.22	9.59 %
CH21	11.50	9.77 %
CH09	10.89	14.94 %
CH06	9.33	10.66 %
CH33	8.75	12.50 %
CH17	6.21	12.44 %
UKI1	4.39	10.98 %
CH44	4.29	7.38 %
CH31	3.52	12.72 %
CH27	1.58	5.08 %
CH32	1.24	8.02 %
CH36	0.30	0.94 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	286.76	15.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	122.99	19.54 %
Fridge	74.94	15.75 %
Wash-Mac	41.95	12.08 %
Air-Cond	35.35	5.75 %
W.Heater	4.98	15.61 %
D-Freez	2.21	39.73 %
Oven	0.31	5.34 %
Total	282.74	13.39 %

Branch *	MTD Sales L	Brand Share %
TRY1	38.82	12.61 %
KUM1	13.92	9.43 %
TNJ2	11.49	10.68 %
TVR2	8.93	7.13 %
NGT1	8.88	12.41 %
TRY3	7.53	11.63 %
TNJ1	6.79	5.55 %
TYR1	6.68	12.56 %
JKM1	6.52	10.57 %
ORU1	5.05	13.35 %
APM1	4.28	13.86 %
PBR1	3.38	8.76 %
MSI1	1.94	5.10 %
TTP1	0.73	1.31 %
TZSD		0.00 %
Total	282.74	13.39 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	93.05	16.28 %
Fridge	82.47	18.00 %
Wash-Mac	61.96	15.15 %
Air-Cond	34.40	7.97 %
D-Freez	3.94	64.32 %
W.Heater	3.81	14.33 %
Oven	0.66	11.82 %
Total	280.28	14.68 %

Branch *	MTD Sales L	Brand Share %
MDU1	32.00	10.65 %
MDU2	18.66	14.75 %
DGL1	16.87	12.27 %
MDU6	12.59	13.73 %
ATG1	9.88	12.71 %
TMM1	5.96	10.47 %
MDU3	5.19	11.31 %
TEN2	4.41	10.48 %
KRR1	3.57	9.58 %
BTU1	3.51	14.71 %
MPA1	2.90	6.81 %
BNR1	2.56	8.98 %
DKI1	2.31	4.07 %
KYK1	2.26	6.10 %
CMR1	0.83	5.12 %
TEN1	0.51	1.13 %
NTM1	0.23	1.03 %
SZSD		0.00 %
WHMD		0.00 %
Total	280.28	14.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	104.88	19.54 %
Fridge	74.74	20.24 %
Wash-Mac	53.96	14.50 %
Air-Cond	16.81	7.68 %
W.Heater	5.10	23.97 %
D-Freez	2.34	73.66 %
Oven	1.10	18.15 %
W-Disp	0.23	25.69 %
Total	259.15	16.96 %

Branch *	MTD Sales L	Brand Share %
ERD1	14.98	12.64 %
SLM1	14.86	11.50 %
HSR2	12.97	14.91 %
HSR1	10.01	14.49 %
SLM2	6.36	11.05 %
KRI1	6.30	12.49 %
SLM3	5.08	7.81 %
KVP1	4.97	13.88 %
TRM1	4.43	10.54 %
EDP1	2.77	10.69 %
PMP1	2.26	10.83 %
SGG1	1.98	11.58 %
WZWH	1.11	10.61 %
PLC1	0.88	3.21 %
WHPD		0.00 %
Total	259.15	16.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	102.33	25.57 %
Fridge	50.64	17.98 %
Wash-Mac	41.57	15.79 %
Air-Cond	31.90	8.84 %
D-Freez	4.38	59.22 %
W.Heater	2.19	11.08 %
W-Disp	0.61	60.83 %
Oven	0.44	15.95 %
Total	234.07	17.51 %

Branch *	MTD Sales L	Brand Share %
POY1	22.30	13.39 %
CUD1	15.01	12.36 %
CDM1	11.34	12.74 %
SJI1	7.22	14.72 %
KML1	1.94	4.49 %
WHNV		0.00 %
WHUT		0.00 %
Total	234.07	17.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	98.93	27.48 %
Fridge	47.44	19.64 %
Wash-Mac	40.08	18.36 %
Air-Cond	35.11	13.07 %
D-Freez	4.56	71.97 %
W.Heater	3.59	21.13 %
Oven	0.22	5.24 %
Total	229.93	20.58 %

Branch *	MTD Sales L	Brand Share %
VEL1	9.51	14.88 %
TRL1	7.70	9.22 %
CGM1	0.81	2.49 %
BGR1	0.33	1.61 %
Total	229.93	20.58 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	72.85	16.47 %
Fridge	51.97	17.74 %
Wash-Mac	45.34	13.86 %
Air-Cond	8.41	6.47 %
W.Heater	3.22	14.37 %
D-Freez	2.06	50.18 %
Oven	1.23	14.20 %
W-Disp	0.31	23.09 %
Total	185.39	15.08 %

Branch *	MTD Sales L	Brand Share %
CBE2	18.25	8.89 %
CBE6	7.00	13.94 %
TPR1	6.83	13.89 %
SUL1	5.33	14.47 %
KMR1	5.10	5.45 %
TPR3	4.82	14.62 %
CNR1	2.72	14.61 %
KGI1	1.88	9.80 %
TPR4	1.47	5.85 %
MPM1	1.17	2.80 %
ANR1	1.04	9.73 %
KGM1	0.79	4.74 %
WZSD	0.73	13.78 %
WHCB		0.00 %
Total	185.39	15.08 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	9.89	25.75 %
Fridge	7.52	12.46 %
LED TV	3.64	5.72 %
Wash-Mac	1.51	4.15 %
D-Freez	0.72	45.02 %
Oven	0.05	3.17 %
W.Heater		0.00 %
Total	23.34	11.47 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.43	7.32 %
PAS1	3.18	7.63 %
Total	23.34	11.47 %