

MTD Sales
1,604.94 L

Brand Share %
13.57 %

Information:

MTD : 01-09-2025 To 30-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.57 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	651.50	16.99 %
Fridge	329.54	14.71 %
Wash-Mac	320.20	15.19 %
Air-Cond	228.26	6.86 %
D-Freez	34.91	65.03 %
W.Heater	25.74	15.32 %
Oven	8.65	20.27 %
W-Disp	5.53	47.86 %
Chimney	0.61	1.49 %
Total	1,604.94	13.57 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	244.35	10.77 %
CHENNAI-01	229.06	13.02 %
CHENNAI-02	208.27	14.71 %
SOUTH-03	183.29	13.21 %
WEST-02	167.38	16.33 %
SOUTH ARCOT	152.16	18.11 %
TRICHY-01	142.73	11.09 %
WEST-01	136.02	15.09 %
NORTH ARCOT	121.97	16.46 %
KL-SOUTH	19.72	9.89 %
Total	1,604.94	13.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	86.05	12.48 %
Fridge	62.81	15.34 %
Air-Cond	42.97	5.67 %
Wash-Mac	42.11	11.68 %
D-Freez	8.35	54.64 %
W.Heater	1.18	5.42 %
Oven	0.67	9.39 %
W-Disp	0.22	19.19 %
Total	244.35	10.77 %

Branch *	MTD Sales L	Brand Share %
TVL1	39.37	12.84 %
KVT1	16.63	9.39 %
RPM1	12.86	9.82 %
TUT1	11.25	4.87 %
NGR1	8.01	6.70 %
TKS2	7.36	11.22 %
TUT2	4.77	4.57 %
MAR1	4.19	5.46 %
TYI1	4.03	9.80 %
APK1	3.98	11.62 %
TCN1	3.85	7.96 %
PKD1	3.31	7.57 %
VKM1	3.05	12.04 %
VNR2	2.78	3.53 %
STU2	2.66	12.32 %
APK2	2.37	9.01 %
TVL2	2.14	8.92 %
MMT1	2.04	6.76 %
KGL1	2.01	11.98 %
UDN1	1.45	3.85 %
ARM1	1.16	8.71 %
TKY1	0.95	3.56 %
ASM1	0.71	2.64 %
S2SD	0.46	1.83 %
Total	244.35	10.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	84.89	16.92 %
Wash-Mac	49.37	15.87 %
Fridge	43.70	14.10 %
Air-Cond	40.55	6.96 %
D-Freez	4.48	61.04 %
W.Heater	3.26	9.89 %
Oven	2.11	28.19 %
W-Disp	0.53	27.12 %
Chimney	0.18	4.33 %
Total	229.06	13.02 %

Branch *	MTD Sales L	Brand Share %
CH16	14.46	11.06 %
CH08	14.18	11.85 %
CH42	10.39	10.98 %
CH07	8.48	10.81 %
WHC3	6.79	6.92 %
CH48	6.32	9.76 %
CH11	6.05	8.51 %
CH30	5.65	9.68 %
CH19	5.30	5.45 %
CH05	4.37	4.33 %
KNR1	2.67	8.45 %
CGL1	1.81	6.34 %
CH29		0.00 %
CH40		0.00 %
Total	229.06	13.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	78.53	17.78 %
Wash-Mac	50.32	21.08 %
Fridge	35.41	17.21 %
Air-Cond	34.83	6.98 %
W.Heater	3.36	19.76 %
Oven	2.42	41.24 %
D-Freez	1.91	58.32 %
W-Disp	1.50	69.63 %
Total	208.27	14.71 %

Branch *	MTD Sales L	Brand Share %
CH03	18.64	12.19 %
CH15	14.48	9.42 %
CH18	11.55	13.04 %
CH21	9.11	9.80 %
CH12	8.98	9.40 %
CH09	6.56	13.03 %
CH44	4.87	12.07 %
CH17	3.76	9.53 %
CH31	2.75	12.05 %
CH27	1.79	8.75 %
CH36	1.10	5.41 %
MC06	0.71	6.45 %
CH32	0.49	4.72 %
CH46	0.30	1.31 %
CH01		0.00 %
Total	208.27	14.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	70.58	15.59 %
Fridge	41.14	13.38 %
Wash-Mac	33.56	13.28 %
Air-Cond	29.44	8.59 %
D-Freez	4.46	74.37 %
W.Heater	3.19	20.44 %
Oven	0.50	11.74 %
W-Disp	0.29	41.86 %
Chimney	0.14	2.52 %
Total	183.29	13.21 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.40	9.86 %
DGL1	9.80	11.39 %
KKD3	8.70	9.24 %
MDU6	8.53	13.25 %
MDU2	8.10	9.28 %
TEN2	3.37	11.17 %
KRR1	2.55	10.19 %
TMM1	2.42	5.38 %
PNV1	2.41	11.44 %
MPA1	2.15	5.64 %
BNR1	2.10	9.38 %
MDU4	1.77	5.63 %
DKI1	1.53	3.82 %
PNI1	1.38	11.85 %
TEN1	1.37	4.52 %
SZSD	0.74	3.06 %
BTU1	0.57	4.40 %
CMR1	0.50	5.16 %
NTM1	0.12	0.59 %
Total	183.29	13.21 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	72.09	19.51 %
Wash-Mac	40.74	17.04 %
Fridge	31.82	14.32 %
Air-Cond	15.21	9.44 %
W.Heater	4.24	24.87 %
D-Freez	2.02	76.01 %
W-Disp	0.76	91.72 %
Oven	0.34	10.57 %
Chimney	0.18	1.91 %
Total	167.38	16.33 %

Branch *	MTD Sales L	Brand Share %
SLM1	8.61	11.10 %
HSR2	8.59	11.20 %
ERD1	6.74	11.35 %
HSR1	4.52	8.98 %
SLM3	4.43	12.09 %
TRM1	3.33	8.67 %
KRI1	2.71	11.95 %
HRR1	1.31	11.00 %
WZWH	1.02	3.98 %
Total	167.38	16.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.97	24.30 %
Wash-Mac	27.45	19.36 %
Fridge	26.98	17.57 %
Air-Cond	21.02	8.80 %
D-Freez	4.06	79.68 %
W.Heater	2.68	22.69 %
Oven	0.50	26.67 %
W-Disp	0.38	54.18 %
Chimney	0.12	5.31 %
Total	152.16	18.11 %

Branch *	MTD Sales L	Brand Share %
TVM2	1.50	9.77 %
KML1	1.45	6.16 %
WHNV		0.00 %
Total	152.16	18.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	62.41	14.79 %
Fridge	28.45	11.63 %
Wash-Mac	24.52	12.77 %
Air-Cond	21.59	5.42 %
W.Heater	2.71	13.38 %
D-Freez	2.26	63.95 %
W-Disp	0.68	63.12 %
Oven	0.11	4.22 %
Total	142.73	11.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	22.39	8.29 %
MVM1	8.56	12.20 %
TNJ2	7.82	11.44 %
PTK1	7.79	12.83 %
KUM1	6.65	8.00 %
NGT1	6.25	12.23 %
JKM1	3.37	11.60 %
TRY3	3.05	9.45 %
TVR2	2.94	4.67 %
PBR1	2.44	11.69 %
TRY2	2.36	9.66 %
TNJ1	2.32	3.05 %
TZSD	1.53	8.86 %
ORU1	1.37	6.67 %
TTP1	1.07	4.59 %
APM1	0.89	5.36 %
MSI1	0.40	1.60 %
Total	142.73	11.09 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	59.27	17.61 %
Wash-Mac	31.46	15.14 %
Fridge	29.84	15.58 %
Air-Cond	8.27	6.33 %
D-Freez	3.41	68.75 %
W.Heater	2.80	15.71 %
Oven	0.61	10.51 %
W-Disp	0.36	29.36 %
Total	136.02	15.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.95	6.80 %
TPR2	5.68	11.24 %
TPR1	5.28	11.70 %
CBE6	3.83	11.46 %
SUL1	2.57	10.85 %
KMR1	2.35	4.95 %
TPR4	0.92	7.03 %
KGI1	0.87	6.52 %
MPM1	0.81	2.49 %
KGM1	0.49	3.05 %
WZSD	0.48	2.36 %
Total	136.02	15.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	61.62	23.57 %
Fridge	22.13	15.73 %
Wash-Mac	18.71	14.18 %
Air-Cond	12.24	6.70 %
D-Freez	3.18	72.30 %
W.Heater	2.26	17.80 %
Oven	1.00	32.81 %
W-Disp	0.82	47.91 %
Total	121.97	16.46 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.91	10.00 %
TRL1	6.53	10.69 %
TRR1	5.38	13.06 %
VEL1	3.81	9.20 %
CGM1	1.50	3.42 %
CPT1	1.46	9.94 %
BGR1	0.30	2.03 %
NASD		0.00 %
Total	121.97	16.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.27	13.22 %
LED TV	7.09	9.32 %
Air-Cond	2.15	6.72 %
Wash-Mac	1.98	6.05 %
D-Freez	0.79	68.06 %
Oven	0.38	29.70 %
W.Heater	0.07	6.05 %
Total	19.72	9.89 %

Branch *	MTD Sales L	Brand Share %
TVP1	9.66	7.97 %
KLR1	3.18	10.31 %
Total	19.72	9.89 %