

MTD Sales
62.91 L

Brand Share %
14.78 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	26.42	22.00 %
Fridge	16.90	17.32 %
Wash-Mac	10.01	13.83 %
Air-Cond	6.59	5.47 %
D-Freez	1.66	64.44 %
W.Heater	0.90	9.11 %
Oven	0.43	20.66 %
Total	62.91	14.78 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	11.19	11.35 %
SOUTH-01	9.02	13.67 %
CHENNAI-02	7.07	21.76 %
CHENNAI-01	6.47	14.10 %
WEST-01	6.43	18.56 %
SOUTH-03	6.40	12.44 %
NORTH ARCOT	6.13	26.65 %
SOUTH ARCOT	5.62	20.18 %
WEST-02	3.62	12.66 %
KL-SOUTH	0.97	5.64 %
Total	62.91	14.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	4.51	14.75 %
Fridge	2.71	18.67 %
Air-Cond	1.85	4.45 %
Wash-Mac	1.74	16.92 %
W.Heater	0.21	15.63 %
D-Freez	0.17	100.00 %
Total	11.19	11.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.07	8.49 %
TRY2	0.35	10.74 %
NGT1	0.32	11.02 %
MSI1	0.28	14.74 %
TRY3	0.19	8.31 %
AYR1	0.15	7.18 %
TYR1	0.14	5.74 %
PTK1	0.11	2.77 %
APM1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
KUM1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TZSD		0.00 %
Total	11.19	11.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	3.84	20.52 %
LED TV	3.03	22.92 %
Air-Cond	0.79	3.82 %
D-Freez	0.62	53.97 %
Wash-Mac	0.54	4.72 %
Oven	0.21	48.07 %
Total	9.02	13.67 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.94	9.91 %
NGR1	0.60	13.07 %
VNR2	0.27	9.67 %
TKS2	0.24	13.00 %
KVT1	0.23	6.53 %
SNL1	0.22	14.17 %
MAR1	0.19	12.82 %
MMT1	0.18	10.19 %
TUT2	0.13	5.20 %
RPM1	0.12	4.92 %
VKM1	0.04	2.41 %
ARM1		0.00 %
ASM1		0.00 %
KSM1		0.00 %
SDI1		0.00 %
STU2		0.00 %
TCN1		0.00 %
TKS1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
Total	9.02	13.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	2.79	25.25 %
Wash-Mac	1.77	31.36 %
Fridge	1.43	21.52 %
Air-Cond	0.53	6.63 %
D-Freez	0.25	100.00 %
Oven	0.22	100.00 %
W.Heater	0.07	11.82 %
Total	7.07	21.76 %

Branch *	MTD Sales L	Brand Share %
CH15	0.30	8.63 %
CH18	0.24	12.67 %
CH03		0.00 %
CH12		0.00 %
CH23		0.00 %
CH24		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
MC06		0.00 %
Total	7.07	21.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	2.95	31.29 %
Wash-Mac	1.52	17.43 %
Fridge	1.49	16.40 %
Air-Cond	0.27	1.79 %
D-Freez	0.24	100.00 %
Total	6.47	14.10 %

Branch *	MTD Sales L	Brand Share %
CH14	0.33	11.79 %
CH30	0.25	13.92 %
CH19	0.23	11.31 %
CGL1	0.14	6.92 %
KNR1	0.13	14.46 %
CH48	0.11	5.76 %
CH45	0.11	6.72 %
CH05		0.00 %
CH07		0.00 %
CH11		0.00 %
CH16		0.00 %
CH37		0.00 %
CH39		0.00 %
GUD1		0.00 %
SKL1		0.00 %
WHC3		0.00 %
Total	6.47	14.10 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	3.07	26.64 %
Fridge	1.62	19.07 %
Wash-Mac	1.52	18.32 %
W.Heater	0.20	14.70 %
Total	6.43	18.56 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.14	14.73 %
CBE2	0.13	3.30 %
SYM2	0.12	6.64 %
KMR1	0.03	1.04 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	6.43	18.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	2.51	21.68 %
Fridge	1.55	12.22 %
Air-Cond	1.36	8.56 %
Wash-Mac	0.85	8.40 %
W.Heater	0.13	16.21 %
Total	6.40	12.44 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.39	13.96 %
DGL1	0.27	7.97 %
TMM1	0.26	6.72 %
MDU2	0.24	8.71 %
ADP1	0.19	13.89 %
ATG1	0.11	12.68 %
TPT1	0.07	6.59 %
BNR1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SVG1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
USL1		0.00 %
Total	6.40	12.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.47	33.28 %
Fridge	2.20	34.49 %
Wash-Mac	0.66	18.95 %
Air-Cond	0.61	12.38 %
W.Heater	0.19	33.11 %
Total	6.13	26.65 %

Branch *	MTD Sales L	Brand Share %
ABR1	0.07	8.26 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
GDM1		0.00 %
KPM2		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
Total	6.13	26.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.79	29.10 %
Wash-Mac	1.03	18.19 %
Air-Cond	0.93	24.56 %
Fridge	0.68	8.73 %
D-Freez	0.19	100.00 %
Total	5.62	20.18 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.28	9.47 %
CUD1	0.27	-224.64 %
TRK1	0.12	9.35 %
KML1		0.00 %
NVL2		0.00 %
PRT1		0.00 %
VPM2		0.00 %
Total	5.62	20.18 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	1.96	24.03 %
Fridge	0.99	11.59 %
Air-Cond	0.26	6.33 %
D-Freez	0.19	100.00 %
Wash-Mac	0.13	1.90 %
W.Heater	0.09	12.95 %
Total	3.62	12.66 %

Branch *	MTD Sales L	Brand Share %
SGI1	0.23	9.59 %
HSR1	0.19	11.75 %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
ERD1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
TRM1		0.00 %
VPD1		0.00 %
ERD2	-0.49	-78.43 %
Total	3.62	12.66 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.39	8.28 %
LED TV	0.33	4.38 %
Wash-Mac	0.25	12.68 %
Total	0.97	5.64 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.36	10.14 %
TVP1	0.13	1.24 %
Total	0.97	5.64 %