

MTD Sales
118.98 L

Brand Share %
15.70 %

Information:

MTD : 01-10-2025 To 01-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.70 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	61.91	19.34 %
Fridge	24.16	18.74 %
Wash-Mac	20.48	15.39 %
Air-Cond	9.31	5.74 %
W.Heater	1.53	20.16 %
W-Disp	0.58	79.58 %
D-Freez	0.44	50.30 %
Oven	0.32	16.45 %
Chimney	0.25	11.85 %
Total	118.98	15.70 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	19.75	17.08 %
WEST-02	18.51	20.77 %
CHENNAI-02	14.39	16.67 %
SOUTH-01	13.38	10.78 %
SOUTH ARCOT	12.22	21.13 %
TRICHY-01	11.93	13.28 %
SOUTH-03	11.68	13.92 %
NORTH ARCOT	9.35	18.38 %
WEST-01	7.67	13.36 %
KL-SOUTH	0.10	3.84 %
Total	118.98	15.70 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	10.96	22.65 %
Fridge	3.03	16.25 %
Wash-Mac	2.88	18.82 %
Air-Cond	2.32	7.52 %
W.Heater	0.22	14.65 %
W-Disp	0.15	100.00 %
Chimney	0.13	44.62 %
Oven	0.05	13.09 %
Total	19.75	17.08 %

Branch *	MTD Sales L	Brand Share %
CH16	1.28	14.86 %
CH14	0.76	9.72 %
GUD2	0.44	9.51 %
CH42	0.43	9.40 %
TKM1	0.29	9.89 %
CGL1	0.29	9.81 %
CH35	0.23	10.33 %
CH05	0.22	2.11 %
CH22	0.20	5.36 %
CH11	0.11	3.05 %
CH19	0.06	1.43 %
CH29		0.00 %
CH37		0.00 %
Total	19.75	17.08 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	10.66	24.06 %
Fridge	3.27	19.42 %
Wash-Mac	3.13	16.51 %
Air-Cond	1.22	15.40 %
W.Heater	0.13	36.30 %
Oven	0.11	43.11 %
Total	18.51	20.77 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.36	14.80 %
ERD1	0.73	7.17 %
PDR1	0.29	15.36 %
SLM3	0.23	12.96 %
VPD1	0.22	7.98 %
RSP1	0.12	5.18 %
PMP1	0.11	14.03 %
APN1		0.00 %
DPR2		0.00 %
MCR1		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	18.51	20.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	5.40	16.99 %
Fridge	3.99	28.48 %
Wash-Mac	3.70	24.91 %
Air-Cond	0.85	3.47 %
W.Heater	0.41	45.76 %
Oven	0.05	16.37 %
Total	14.39	16.67 %

Branch *	MTD Sales L	Brand Share %
CH15	1.43	12.77 %
CH03	0.94	12.69 %
CH09	0.53	11.43 %
CH20	0.46	13.02 %
CH33	0.41	15.04 %
CH21	0.39	4.92 %
CH12	0.25	3.27 %
UKI1	0.24	9.92 %
GPD1	0.06	3.95 %
CH32		0.00 %
CH36		0.00 %
CH44		0.00 %
CH46		0.00 %
Total	14.39	16.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	6.01	13.23 %
Fridge	3.28	17.22 %
Wash-Mac	2.77	12.00 %
Air-Cond	0.99	2.89 %
W.Heater	0.13	15.30 %
Oven	0.11	14.02 %
W-Disp	0.07	45.84 %
Total	13.38	10.78 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.95	7.09 %
VNR2	0.72	14.34 %
TKS1	0.62	12.58 %
APK2	0.61	15.43 %
NGR1	0.58	9.31 %
TVL1	0.30	2.29 %
TUT1	0.26	1.67 %
TKS2	0.14	3.22 %
VNR1	0.14	14.98 %
ASM1	0.10	3.34 %
KGL1	0.10	13.86 %
TKY1	0.03	1.24 %
ARM1		0.36 %
APK1		0.00 %
COL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SKD1		0.00 %
STU2		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	13.38	10.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.76	25.42 %
Fridge	2.60	25.19 %
Wash-Mac	2.14	19.07 %
Air-Cond	1.40	11.33 %
D-Freez	0.26	100.00 %
W.Heater	0.06	6.78 %
Total	12.22	21.13 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.82	14.27 %
TDM1	0.42	11.32 %
KKI2	0.41	7.94 %
ULP1	0.25	8.89 %
PRT1	0.22	15.42 %
SJI1		0.00 %
Total	12.22	21.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	8.68	19.85 %
Wash-Mac	1.20	8.38 %
Air-Cond	1.01	5.76 %
Fridge	0.85	6.32 %
W.Heater	0.19	24.64 %
Total	11.93	13.28 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.93	11.24 %
TNJ1	0.69	5.85 %
NGT1	0.34	14.82 %
TYR1	0.26	7.97 %
TRY3	0.22	5.13 %
AYR1	0.20	11.51 %
PTK1	0.14	8.67 %
TTP1	0.12	7.30 %
PDK1	0.10	14.64 %
TVR2	0.10	1.86 %
APM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
Total	11.93	13.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	5.57	16.28 %
Fridge	3.32	20.51 %
Wash-Mac	1.77	11.51 %
Air-Cond	0.56	3.44 %
W.Heater	0.20	16.46 %
D-Freez	0.18	100.00 %
W-Disp	0.07	100.00 %
Total	11.68	13.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.56	13.59 %
MDU2	1.10	13.35 %
TEN2	0.52	13.45 %
DKI1	0.31	13.83 %
TMM1	0.31	8.28 %
KRR1	0.31	14.52 %
MDU3	0.26	9.74 %
SVG1	0.22	8.62 %
DGL1	0.21	7.41 %
KKD3	0.19	4.64 %
MDU5	0.17	10.65 %
CBM1	0.14	4.69 %
BTU1	0.12	14.67 %
MDU4	0.12	6.36 %
PVI1	0.10	4.58 %
MDU6	0.07	4.57 %
ADP1		0.00 %
BNR1		0.00 %
CMR1		0.00 %
KKD2		0.00 %
MNM1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
TPT1		0.00 %
Total	11.68	13.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.89	22.73 %
Fridge	2.23	27.89 %
Air-Cond	0.95	7.82 %
Wash-Mac	0.75	9.54 %
W-Disp	0.21	100.00 %
W.Heater	0.18	32.39 %
Chimney	0.12	43.69 %
Total	9.35	18.38 %

Branch *	MTD Sales L	Brand Share %
WJD1	0.46	15.11 %
VEL2	0.44	14.27 %
SBR1	0.35	10.75 %
TRL1	0.35	6.25 %
KPM2	0.34	6.72 %
TRT1	0.20	14.42 %
VSI1	0.06	7.01 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
Total	9.35	18.38 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	3.88	14.64 %
Wash-Mac	2.14	18.47 %
Fridge	1.58	13.43 %
W-Disp	0.07	100.00 %
Total	7.67	13.36 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.38	6.03 %
KMD1	0.31	14.78 %
CBE2	0.20	2.63 %
AVI1	0.17	6.10 %
KGM1	0.17	14.41 %
SUL1	0.15	6.77 %
UMP1	0.13	8.22 %
SYM2	0.10	15.10 %
CBE1		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
MPM1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
UAM1		0.00 %
Total	7.67	13.36 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.10	6.49 %
Total	0.10	3.84 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.10	10.40 %
PAS1		0.00 %
TVP1		0.00 %
Total	0.10	3.84 %