

MTD Sales
63.49 L

Brand Share %
17.09 %

Information:

MTD : 01-11-2025 To 01-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.09 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	26.65	20.25 %
Fridge	12.80	16.86 %
Wash-Mac	11.23	13.14 %
Air-Cond	6.74	10.96 %
D-Freez	2.54	85.19 %
W.Heater	2.28	26.68 %
Oven	0.56	20.78 %
W-Disp	0.37	50.46 %
Chimney	0.32	15.03 %
Total	63.49	17.09 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	12.83	21.51 %
NORTH ARCOT	8.52	31.81 %
CHENNAI-02	6.82	17.76 %
SOUTH ARCOT	6.72	25.11 %
SOUTH-01	6.36	10.72 %
TRICHY-01	6.08	13.19 %
WEST-02	6.07	19.11 %
SOUTH-03	5.33	11.70 %
WEST-01	3.86	11.20 %
KL-SOUTH	0.88	33.22 %
Total	63.49	17.09 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	4.52	25.66 %
Fridge	4.00	28.48 %
Air-Cond	1.57	14.94 %
Wash-Mac	1.55	11.48 %
W.Heater	0.63	25.07 %
D-Freez	0.23	100.00 %
Chimney	0.14	24.25 %
Oven	0.11	20.52 %
W-Disp	0.07	100.00 %
Total	12.83	21.51 %

Branch *	MTD Sales L	Brand Share %
AVD1	0.50	15.73 %
CH14	0.41	13.74 %
CH05	0.27	5.84 %
SKL1	0.08	8.83 %
CH19	0.06	2.81 %
CGL1		0.00 %
CH22		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CH45		0.00 %
CH48		0.00 %
KNR1		0.00 %
Total	12.83	21.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.26	42.22 %
Wash-Mac	1.62	28.62 %
Air-Cond	1.45	44.22 %
Fridge	0.54	9.23 %
D-Freez	0.41	64.42 %
W.Heater	0.18	23.40 %
Oven	0.05	20.89 %
Total	8.52	31.81 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.23	9.05 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
GDM1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
Total	8.52	31.81 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	2.87	21.21 %
Wash-Mac	1.89	22.39 %
Air-Cond	1.20	13.06 %
Fridge	0.27	4.39 %
W.Heater	0.22	54.23 %
Oven	0.22	46.45 %
W-Disp	0.15	65.23 %
Total	6.82	17.76 %

Branch *	MTD Sales L	Brand Share %
CH24	0.67	16.17 %
CH18	0.42	15.50 %
CH09	0.35	8.64 %
CH20	0.21	8.11 %
CH33	0.19	12.21 %
CH03	0.13	8.42 %
CH43	0.06	6.08 %
CH15		0.00 %
CH21		0.00 %
CH23		0.00 %
CH27		0.00 %
CH36		0.00 %
GPD1		0.00 %
UKI1		0.00 %
Total	6.82	17.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.13	33.01 %
LED TV	1.57	19.21 %
Air-Cond	1.29	24.29 %
Wash-Mac	1.24	20.35 %
D-Freez	0.29	100.00 %
W.Heater	0.20	46.50 %
Total	6.72	25.11 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.29	11.47 %
CUD1	0.14	4.18 %
KML1	0.07	15.66 %
MKM1		0.00 %
NVL2		0.00 %
POY1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM2		0.00 %
WHUT		0.00 %
Total	6.72	25.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	2.58	27.42 %
LED TV	1.91	8.78 %
Wash-Mac	1.36	8.53 %
W.Heater	0.22	36.31 %
D-Freez	0.19	100.00 %
W-Disp	0.07	20.52 %
Air-Cond	0.03	0.27 %
Total	6.36	10.72 %

Branch *	MTD Sales L	Brand Share %
RND1	0.49	13.59 %
TVL1	0.41	7.04 %
RPM1	0.35	16.12 %
NGR1	0.23	4.56 %
VL1	0.16	14.03 %
TKS2	0.14	8.25 %
KYR1	0.13	14.17 %
ASM1	0.11	8.53 %
TUT1	0.07	1.07 %
KGL1	0.07	14.40 %
MAR1	0.06	4.55 %
APK2	0.03	6.66 %
COL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
KVT1	-0.22	-7.87 %
Total	6.36	10.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	2.84	14.74 %
Air-Cond	0.93	9.76 %
Wash-Mac	0.89	10.39 %
Fridge	0.85	12.42 %
D-Freez	0.36	100.00 %
W.Heater	0.21	20.48 %
Total	6.08	13.19 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.80	7.54 %
MDI1	0.52	16.37 %
TVR2	0.35	15.19 %
TVR1	0.25	15.56 %
KUM1	0.24	10.06 %
TNJ2	0.19	11.38 %
TRY4	0.15	15.10 %
PDK1	0.13	13.39 %
PTK1	0.12	4.03 %
TRY2	0.11	9.96 %
TNJ1	0.07	2.10 %
APM1		0.00 %
AYR1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
PBR1		0.00 %
TYR1		0.00 %
WTRZ		0.00 %
Total	6.08	13.19 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	3.22	25.65 %
Fridge	1.81	21.22 %
Wash-Mac	0.72	10.46 %
D-Freez	0.24	100.00 %
W.Heater	0.07	8.56 %
Total	6.07	19.11 %

Branch *	MTD Sales L	Brand Share %
HSR1	0.48	10.30 %
NKL2	0.13	7.05 %
APN1		0.00 %
BMD1		0.00 %
CM11		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TRM1		0.00 %
VKL1		0.00 %
Total	6.07	19.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	3.56	19.86 %
Wash-Mac	1.15	11.68 %
W.Heater	0.27	27.06 %
Air-Cond	0.27	4.35 %
Fridge	0.09	0.84 %
Total	5.33	11.70 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.85	12.57 %
KKD3	0.44	7.39 %
DGL2	0.14	9.71 %
USL1	0.12	12.75 %
CMR1	0.07	10.34 %
ADP1		0.00 %
ATG1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU2		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TEN2		0.00 %
TMM1		0.00 %
WHMD		0.00 %
KYK1	-0.03	-5.88 %
DGL1	-0.07	-3.30 %
Total	5.33	11.70 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	1.89	18.66 %
Wash-Mac	0.82	8.09 %
Fridge	0.53	6.64 %
W.Heater	0.20	24.24 %
Chimney	0.18	20.85 %
Oven	0.18	30.44 %
W-Disp	0.07	100.00 %
Total	3.86	11.20 %

Branch *	MTD Sales L	Brand Share %
UAM1	0.48	13.09 %
SNR1	0.25	11.39 %
CBE2	0.22	5.19 %
DPM2	0.18	14.20 %
CBE4	0.13	5.91 %
TPR1	0.12	8.68 %
KMR1	0.06	1.76 %
CBE1		0.00 %
CBE5		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
WHCB		0.00 %
Total	3.86	11.20 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
D-Freez	0.81	100.00 %
W.Heater	0.07	69.77 %
Total	0.88	33.22 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	0.88	33.22 %