

MTD Sales
145.20 L

Brand Share %
14.89 %

Information:

MTD : 01-08-2025 To 02-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.89 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	41.49	15.26 %
Fridge	38.58	18.28 %
Air-Cond	32.24	11.46 %
Wash-Mac	27.65	14.49 %
D-Freez	2.15	69.49 %
W.Heater	1.51	14.96 %
Oven	1.50	25.54 %
W-Disp	0.08	6.14 %
Total	145.20	14.89 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	27.71	19.91 %
WEST-02	18.71	17.49 %
SOUTH-01	18.19	12.55 %
SOUTH-03	17.53	13.59 %
TRICHY-01	16.78	12.14 %
CHENNAI-02	15.96	14.78 %
WEST-01	10.39	14.34 %
NORTH ARCOT	9.93	15.66 %
SOUTH ARCOT	9.70	14.81 %
KL-SOUTH	0.30	3.93 %
Total	145.20	14.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	13.31	20.10 %
Fridge	5.48	22.85 %
LED TV	4.49	21.12 %
Wash-Mac	4.02	16.62 %
Oven	0.23	25.48 %
D-Freez	0.18	100.00 %
Total	27.71	19.91 %

Branch *	MTD Sales L	Brand Share %
CH08	1.59	13.52 %
CH07	0.82	12.70 %
CH14	0.77	11.54 %
MRM1	0.54	11.10 %
CH30	0.53	13.46 %
CH22	0.49	13.89 %
CH45	0.32	5.26 %
SKL1	0.31	11.31 %
CH11	0.22	2.60 %
CH19	0.13	1.96 %
CH05		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC10		0.00 %
TKM1		0.00 %
Total	27.71	19.91 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	6.63	26.58 %
LED TV	5.51	13.47 %
Wash-Mac	3.73	15.60 %
Air-Cond	1.85	12.25 %
Oven	0.53	57.22 %
W.Heater	0.25	28.68 %
D-Freez	0.20	100.00 %
Total	18.71	17.49 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.68	8.74 %
HSR2	0.66	8.12 %
KRI1	0.53	9.16 %
TRM1	0.41	12.50 %
SLM3	0.29	4.91 %
TCG1	0.23	13.21 %
ERD1	0.22	3.24 %
DPR1	0.14	12.57 %
DPR2	0.14	13.16 %
OML1	0.12	6.19 %
PLC1	0.06	3.14 %
PMP1	0.03	4.84 %
APN1		0.00 %
EDP1		0.00 %
PDR1		0.00 %
SGG1		0.00 %
Total	18.71	17.49 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	5.46	13.47 %
Wash-Mac	4.29	13.86 %
Fridge	4.09	12.94 %
Air-Cond	3.24	8.41 %
D-Freez	0.84	100.00 %
W.Heater	0.22	18.26 %
Oven	0.05	4.91 %
Total	18.19	12.55 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.84	12.90 %
TUT1	0.94	6.11 %
RPM1	0.91	9.07 %
VNR2	0.90	13.27 %
TKS2	0.83	12.42 %
RND1	0.48	9.01 %
APK1	0.37	11.64 %
NGR1	0.35	5.05 %
VLY1	0.33	5.20 %
KVT1	0.32	3.75 %
TVL2	0.30	10.36 %
VNR1	0.26	13.31 %
VKM1	0.11	7.16 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
PKD1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
Total	18.19	12.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	5.73	16.54 %
Fridge	5.10	16.57 %
Wash-Mac	3.58	12.68 %
Air-Cond	2.60	8.02 %
D-Freez	0.37	42.96 %
W.Heater	0.15	11.34 %
Total	17.53	13.59 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.30	9.42 %
MDU6	1.08	8.46 %
DGL1	0.78	11.01 %
TPT1	0.43	11.99 %
CBM1	0.38	8.71 %
MPA1	0.35	8.41 %
DKI1	0.33	12.73 %
TMM1	0.25	9.49 %
BTU1	0.23	14.27 %
KKD2	0.14	3.96 %
TDI1	0.13	5.82 %
KRR1	0.12	3.50 %
MNM1	0.05	4.31 %
ADP1		0.00 %
ATG1		0.00 %
CMR1		0.00 %
MDU5		0.00 %
MLR1		0.00 %
NTM1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
Total	17.53	13.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	6.11	16.61 %
Fridge	4.57	14.81 %
Air-Cond	3.59	7.71 %
Wash-Mac	2.07	9.39 %
D-Freez	0.19	45.16 %
W.Heater	0.13	12.70 %
Oven	0.12	30.98 %
Total	16.78	12.14 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.27	10.17 %
TNJ1	1.17	7.31 %
PBR2	1.10	10.09 %
TVR2	0.61	13.32 %
TNJ2	0.58	9.04 %
TVR1	0.54	11.79 %
MDI1	0.51	10.60 %
AYR1	0.38	11.07 %
NGT1	0.37	7.51 %
PDK1	0.37	11.12 %
PTK1	0.36	6.66 %
KUM1	0.25	3.81 %
APM1	0.23	12.67 %
TYR1	0.23	6.43 %
TRY3	0.20	4.64 %
PBR1	0.12	12.02 %
MSI1		0.00 %
ORU1		0.00 %
TTP1		0.00 %
Total	16.78	12.14 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	5.00	26.20 %
Wash-Mac	4.39	24.44 %
Air-Cond	3.59	9.04 %
LED TV	2.30	7.91 %
W.Heater	0.34	39.99 %
Oven	0.34	28.39 %
Total	15.96	14.78 %

Branch *	MTD Sales L	Brand Share %
CH03	1.23	9.73 %
CH21	0.66	7.50 %
MJR1	0.51	10.20 %
CH09	0.48	14.05 %
CH44	0.43	10.12 %
CH15	0.32	3.78 %
UKI1	0.27	8.14 %
PON1	0.27	7.63 %
CH23	0.18	12.99 %
CH31	0.12	4.96 %
CH01		0.00 %
CH17		0.00 %
CH27		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	15.96	14.78 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	4.02	15.95 %
Wash-Mac	3.02	14.34 %
Fridge	1.96	10.73 %
Air-Cond	0.55	9.92 %
D-Freez	0.38	100.00 %
W.Heater	0.23	18.96 %
Oven	0.23	36.75 %
Total	10.39	14.34 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.70	7.16 %
UMP1	0.43	14.80 %
KGM1	0.41	14.41 %
SUL1	0.31	14.13 %
TPR1	0.23	8.83 %
AVI1	0.20	4.99 %
TPR3	0.12	5.37 %
KGI1	0.11	6.78 %
ANR1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
KMD1		0.00 %
KMR1		0.00 %
MPM1		0.00 %
TPR4		0.00 %
WHCB		0.00 %
Total	10.39	14.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.11	19.12 %
Fridge	3.51	22.84 %
Air-Cond	1.06	7.02 %
Wash-Mac	1.06	10.14 %
W.Heater	0.19	22.43 %
Total	9.93	15.66 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.01	12.93 %
KPM2	0.78	9.78 %
CGM1	0.43	13.65 %
VEL2	0.41	7.69 %
KPM1	0.37	10.38 %
ARC2	0.26	12.48 %
SBR1	0.15	13.76 %
TRL1	0.15	3.73 %
WJP1	0.11	2.98 %
ANI1	0.06	7.37 %
BGR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	9.93	15.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.75	20.24 %
Air-Cond	2.44	12.21 %
Fridge	1.93	12.57 %
Wash-Mac	1.50	14.14 %
W-Disp	0.08	49.65 %
Total	9.70	14.81 %

Branch *	MTD Sales L	Brand Share %
POY1	1.11	11.55 %
ULP1	0.60	14.38 %
TRK1	0.54	11.64 %
PRT1	0.26	11.84 %
CDM1	0.25	11.12 %
SJI1	0.25	6.21 %
KLM1	0.16	5.13 %
NVL2	0.12	4.57 %
KML1		0.00 %
TDM1		0.00 %
Total	9.70	14.81 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.30	38.46 %
Total	0.30	3.93 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.30	4.69 %
PAS1		0.00 %
Total	0.30	3.93 %