

MTD Sales
107.35 L

Brand Share %
13.93 %

Information:

MTD : 01-09-2025 To 02-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.93 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	42.16	19.30 %
Fridge	28.12	15.97 %
Wash-Mac	17.24	13.33 %
Air-Cond	13.96	6.25 %
D-Freez	3.07	63.37 %
W.Heater	2.01	13.73 %
Oven	0.72	23.65 %
W-Disp	0.08	7.56 %
Total	107.35	13.93 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	15.82	10.97 %
SOUTH-01	15.27	12.96 %
CHENNAI-01	13.39	13.71 %
SOUTH-03	12.39	13.18 %
CHENNAI-02	11.11	16.25 %
SOUTH ARCOT	10.83	19.44 %
WEST-02	9.16	16.10 %
WEST-01	8.54	14.39 %
NORTH ARCOT	8.33	20.39 %
KL-SOUTH	2.50	7.04 %
Total	107.35	13.93 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	5.85	14.34 %
Fridge	4.05	16.04 %
Air-Cond	2.65	4.39 %
Wash-Mac	2.28	15.42 %
D-Freez	0.71	100.00 %
W.Heater	0.27	12.73 %
Total	15.82	10.97 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.99	8.51 %
TVR2	0.43	8.37 %
PTK1	0.38	6.39 %
PDK1	0.37	12.94 %
TNJ1	0.37	8.96 %
TRY2	0.35	8.08 %
MSI1	0.28	9.96 %
AYR1	0.27	9.40 %
JKM1	0.24	12.02 %
TRY3	0.19	5.50 %
PBR1	0.18	12.55 %
TNJ2	0.14	2.74 %
TYR1	0.14	4.21 %
KUM1		0.00 %
Total	15.82	10.97 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	5.85	19.71 %
LED TV	4.28	16.15 %
Air-Cond	2.98	7.85 %
Wash-Mac	1.06	5.14 %
D-Freez	0.89	49.11 %
Oven	0.21	48.07 %
Total	15.27	12.96 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.16	7.97 %
PKD1	0.66	12.61 %
NGR1	0.60	7.56 %
KVT1	0.47	8.05 %
ERL2	0.47	10.78 %
SNL1	0.44	12.32 %
VNR2	0.40	7.55 %
APK2	0.35	10.28 %
UDN1	0.28	13.70 %
TUT2	0.27	4.32 %
VLY1	0.26	7.65 %
TKS2	0.24	8.55 %
MAR1	0.19	7.37 %
MMT1	0.18	5.34 %
RPM1	0.12	3.15 %
VNR1	0.11	10.44 %
VKM1	0.04	1.43 %
ARM1		0.00 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
STU2		0.00 %
TCN1		0.00 %
TYI1		0.00 %
Total	15.27	12.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	4.45	24.08 %
Fridge	3.85	22.23 %
Wash-Mac	2.41	13.96 %
Air-Cond	1.88	4.72 %
D-Freez	0.54	100.00 %
Oven	0.12	32.85 %
W-Disp	0.08	29.38 %
W.Heater	0.07	1.91 %
Total	13.39	13.71 %

Branch *	MTD Sales L	Brand Share %
CH16	0.61	6.41 %
CH19	0.49	8.01 %
CH08	0.43	9.62 %
CH14	0.33	5.48 %
CH11	0.33	11.46 %
CH30	0.25	9.04 %
CH07	0.22	5.37 %
GUD1	0.19	8.86 %
SKL1	0.14	5.95 %
CH37	0.14	13.53 %
KNR1	0.13	9.17 %
CH48	0.11	3.74 %
CH05		0.00 %
CH26		0.00 %
CH39		0.00 %
Total	13.39	13.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	4.28	20.60 %
Fridge	3.45	13.39 %
Air-Cond	2.19	7.75 %
Wash-Mac	2.19	12.87 %
W.Heater	0.29	19.88 %
Total	12.39	13.18 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.47	10.57 %
PNV1	0.27	8.27 %
TMM1	0.26	5.84 %
CBM1	0.24	13.83 %
MDU2	0.24	3.66 %
TDI1	0.18	9.25 %
MDU4	0.16	5.13 %
SGP1	0.14	9.97 %
ATG1	0.14	8.05 %
NKI1	0.14	11.63 %
BTU1	0.13	11.84 %
PVI1	0.12	10.59 %
BNR1		0.00 %
DKI1		0.00 %
KPT1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
Total	12.39	13.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	3.97	16.46 %
Wash-Mac	3.12	25.63 %
Fridge	2.00	17.34 %
Air-Cond	1.04	5.67 %
W.Heater	0.51	37.01 %
D-Freez	0.25	52.96 %
Oven	0.22	100.00 %
Total	11.11	16.25 %

Branch *	MTD Sales L	Brand Share %
CH12	0.70	12.06 %
CH06	0.52	13.08 %
CH18	0.44	8.88 %
CH15	0.30	5.07 %
CH43	0.21	8.21 %
CH03		0.00 %
CH31		0.00 %
CH32		0.00 %
CH46		0.00 %
MC06		0.00 %
CH17	-0.02	-3.27 %
Total	11.11	16.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.23	24.38 %
Wash-Mac	2.03	20.12 %
Air-Cond	1.77	19.26 %
Fridge	1.56	11.56 %
D-Freez	0.19	44.21 %
Oven	0.05	31.07 %
Total	10.83	19.44 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.79	9.30 %
ULP1	0.28	8.03 %
KKI2	0.28	13.00 %
PRT1	0.27	8.88 %
KML1		0.00 %
Total	10.83	19.44 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	4.44	23.88 %
Fridge	2.10	12.75 %
Wash-Mac	1.21	9.27 %
Air-Cond	0.59	8.73 %
D-Freez	0.49	100.00 %
W.Heater	0.34	26.77 %
Total	9.16	16.10 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.50	12.08 %
SLM1	0.40	7.65 %
SGI1	0.23	6.50 %
PMP1	0.16	-109.53 %
SLM2	0.14	9.82 %
BMD1	0.11	12.37 %
PDR1	0.08	4.90 %
KRI1	0.07	4.49 %
SLM3	0.03	1.69 %
ATU1		0.00 %
CM11		0.00 %
KVP1		0.00 %
PLC1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
Total	9.16	16.10 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	4.51	25.47 %
Fridge	2.03	12.87 %
Wash-Mac	1.80	12.75 %
W.Heater	0.20	9.12 %
Total	8.54	14.39 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.26	2.67 %
TPR3	0.23	12.93 %
CBE1	0.17	11.46 %
CBE4	0.14	9.29 %
SUL1	0.14	7.04 %
SYM2	0.12	5.51 %
KMR1	0.03	0.68 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
Total	8.54	14.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.20	28.07 %
Fridge	2.20	22.39 %
Air-Cond	0.85	9.44 %
Wash-Mac	0.63	11.13 %
W.Heater	0.33	35.37 %
Oven	0.12	27.87 %
Total	8.33	20.39 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.45	10.55 %
ABR1	0.26	10.09 %
KPM2	0.23	4.22 %
AKM1	0.14	8.35 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VSI1		0.00 %
Total	8.33	20.39 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.05	9.44 %
LED TV	0.95	6.32 %
Wash-Mac	0.51	11.26 %
Total	2.50	7.04 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.00	4.43 %
KLR1	0.79	13.01 %
PAS1	0.71	10.33 %
Total	2.50	7.04 %