

MTD Sales
237.71 L

Brand Share %
15.05 %

Information:

MTD : 01-10-2025 To 02-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.05 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	118.52	18.73 %
Fridge	47.96	16.93 %
Wash-Mac	40.97	14.47 %
Air-Cond	23.89	6.79 %
W.Heater	3.08	19.12 %
D-Freez	1.58	78.63 %
Oven	0.74	16.23 %
W-Disp	0.72	76.83 %
Chimney	0.25	4.92 %
Total	237.71	15.05 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	36.54	15.53 %
WEST-02	34.94	19.76 %
CHENNAI-02	28.30	16.15 %
SOUTH-03	28.23	15.23 %
SOUTH-01	26.68	10.86 %
TRICHY-01	24.77	12.52 %
SOUTH ARCOT	20.27	17.85 %
NORTH ARCOT	19.21	17.85 %
WEST-01	17.95	13.27 %
KL-SOUTH	0.82	11.78 %
Total	237.71	15.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	16.91	18.63 %
Fridge	6.85	18.27 %
Wash-Mac	6.62	18.55 %
Air-Cond	4.86	7.28 %
W.Heater	0.51	18.25 %
D-Freez	0.46	100.00 %
W-Disp	0.15	100.00 %
Chimney	0.13	27.63 %
Oven	0.05	7.19 %
Total	36.54	15.53 %

Branch *	MTD Sales L	Brand Share %
CH16	2.42	11.59 %
CH08	2.39	13.24 %
GUD2	1.23	14.07 %
CH48	1.10	11.21 %
CH11	0.85	14.02 %
CH42	0.79	8.23 %
CH05	0.65	3.24 %
TKM1	0.43	8.55 %
CH22	0.31	3.72 %
CGL1	0.29	5.91 %
CH19	0.23	1.92 %
CH29		0.00 %
Total	36.54	15.53 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.93	22.90 %
Wash-Mac	7.20	17.72 %
Fridge	6.28	17.45 %
Air-Cond	1.75	12.01 %
W.Heater	0.43	30.80 %
D-Freez	0.24	100.00 %
Oven	0.11	27.61 %
Total	34.94	19.76 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.46	13.27 %
SLM1	2.10	12.06 %
VPD1	0.73	14.80 %
TRM1	0.58	12.25 %
MCR1	0.47	11.93 %
PDR1	0.43	10.88 %
SLM3	0.38	13.73 %
PMP1	0.11	13.72 %
APN1		0.00 %
CMI1		0.00 %
WZWH		0.00 %
Total	34.94	19.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	10.69	16.61 %
Fridge	6.90	22.68 %
Wash-Mac	6.12	20.14 %
Air-Cond	3.46	7.35 %
W.Heater	0.86	42.36 %
Oven	0.21	23.24 %
W-Disp	0.07	50.63 %
Total	28.30	16.15 %

Branch *	MTD Sales L	Brand Share %
CH15	3.05	13.16 %
CH09	0.99	13.93 %
CH12	0.69	5.17 %
CH33	0.54	9.39 %
CH21	0.39	3.32 %
UKI1	0.36	9.59 %
GPD1	0.27	8.25 %
CH46	0.27	3.35 %
CH27	0.24	9.55 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	28.30	16.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	15.34	21.13 %
Fridge	6.41	17.94 %
Wash-Mac	3.49	11.00 %
Air-Cond	2.24	5.39 %
D-Freez	0.35	100.00 %
W.Heater	0.32	14.51 %
W-Disp	0.07	100.00 %
Total	28.23	15.23 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.23	14.22 %
MDU2	2.26	11.62 %
TEN2	0.86	11.71 %
SVG1	0.60	13.77 %
TMM1	0.55	5.98 %
DGL1	0.49	7.07 %
MPA1	0.41	14.65 %
TEN1	0.35	5.35 %
DKI1	0.31	5.66 %
CBM1	0.26	5.23 %
MDU6	0.19	5.62 %
BTU1	0.12	6.80 %
MDU4	0.12	2.53 %
SGP1	0.12	6.91 %
BNR1	0.12	3.46 %
TPT1	0.11	4.53 %
CMR1	0.10	9.67 %
KKD2	0.10	6.68 %
ADP1		0.00 %
KYK1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
Total	28.23	15.23 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	11.25	14.29 %
Fridge	5.99	14.08 %
Wash-Mac	5.46	11.61 %
Air-Cond	3.24	4.43 %
D-Freez	0.28	57.00 %
W.Heater	0.22	13.63 %
Oven	0.16	13.83 %
W-Disp	0.07	45.84 %
Total	26.68	10.86 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.07	8.06 %
KVT1	1.54	12.45 %
TUT1	1.50	5.23 %
RPM1	1.46	5.90 %
SVK1	1.24	14.22 %
TKS2	1.10	12.98 %
VNR2	1.05	9.16 %
APK2	0.86	12.24 %
SDI1	0.75	14.58 %
TUT2	0.74	10.61 %
MAR1	0.69	12.08 %
ERL2	0.57	11.22 %
TYI1	0.53	13.02 %
APK1	0.31	7.09 %
TVL2	0.26	9.48 %
VNR1	0.25	10.25 %
KYR1	0.21	13.97 %
VKM1	0.14	3.55 %
TKY1	0.14	2.45 %
PKD1	0.11	3.33 %
ASM1	0.10	2.25 %
KGL1	0.10	7.66 %
MMT1	0.10	2.48 %
UDN1	0.10	5.27 %
COL1	0.05	9.90 %
ARM1		0.22 %
KSM1		0.00 %
S2SD		0.00 %
SKD1		0.00 %
Total	26.68	10.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	16.92	19.23 %
Air-Cond	2.71	5.91 %
Wash-Mac	2.70	9.09 %
Fridge	2.19	6.89 %
W.Heater	0.19	9.46 %
Oven	0.05	13.12 %
Total	24.77	12.52 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.94	14.45 %
TNJ2	1.64	13.22 %
KUM1	1.35	10.66 %
PBR2	1.30	11.23 %
TNJ1	0.79	3.46 %
TRY3	0.65	6.89 %
TYR1	0.63	12.75 %
MDI1	0.55	8.58 %
AYR1	0.53	10.56 %
TVR2	0.44	4.29 %
PBR1	0.22	12.23 %
TTP1	0.12	3.02 %
APM1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
KRN1	-0.07	-5.76 %
Total	24.77	12.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.80	22.00 %
Fridge	3.78	18.69 %
Wash-Mac	3.47	16.78 %
Air-Cond	2.81	10.95 %
D-Freez	0.26	100.00 %
W.Heater	0.15	11.24 %
Total	20.27	17.85 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.83	13.27 %
NVL2	1.62	13.89 %
TDM1	1.01	14.46 %
KKI2	0.97	11.28 %
ULP1	0.47	10.84 %
KML1	0.36	8.91 %
SJI1		0.00 %
Total	20.27	17.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.19	20.06 %
Fridge	5.07	24.92 %
Air-Cond	2.19	10.21 %
Wash-Mac	2.02	11.39 %
W.Heater	0.33	30.15 %
W-Disp	0.28	100.00 %
Chimney	0.12	18.83 %
Total	19.21	17.85 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.89	7.82 %
TRL1	0.65	6.35 %
PLR1	0.42	10.94 %
VEL1	0.30	5.02 %
VSI1	0.16	5.10 %
CPT1	0.10	3.76 %
BGR1		0.00 %
CGM1		0.00 %
Total	19.21	17.85 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	9.28	14.82 %
Fridge	4.48	16.20 %
Wash-Mac	3.89	13.82 %
Oven	0.16	36.43 %
W-Disp	0.07	100.00 %
W.Heater	0.06	4.05 %
Total	17.95	13.27 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.98	9.86 %
CBE2	0.98	3.73 %
UAM1	0.70	14.04 %
KMR1	0.51	4.43 %
AVI1	0.47	7.95 %
SUL1	0.26	5.29 %
UMP1	0.23	5.03 %
TPR4	0.20	8.57 %
CBE6	0.12	2.76 %
DPM2	0.12	5.70 %
CNR1		0.00 %
MPM1		0.00 %
TPR3		0.00 %
Total	17.95	13.27 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.62	31.75 %
LED TV	0.20	7.78 %
Total	0.82	11.78 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.62	13.19 %
KLR1	0.10	6.26 %
Total	0.82	11.78 %