

MTD Sales
125.65 L

Brand Share %
16.75 %

Information:

MTD : 01-11-2025 To 02-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.75 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	56.07	20.65 %
Fridge	27.70	18.64 %
Wash-Mac	21.59	12.13 %
Air-Cond	10.54	8.68 %
D-Freez	4.05	90.16 %
W.Heater	3.70	22.91 %
Oven	1.19	22.06 %
Chimney	0.43	11.73 %
W-Disp	0.36	50.05 %
Total	125.65	16.75 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	24.16	18.74 %
CHENNAI-02	17.32	18.36 %
WEST-02	14.52	19.19 %
SOUTH-01	14.26	12.68 %
NORTH ARCOT	12.74	24.01 %
SOUTH-03	12.18	13.75 %
WEST-01	10.22	14.98 %
SOUTH ARCOT	9.86	19.85 %
TRICHY-01	9.48	12.89 %
KL-SOUTH	0.91	15.91 %
Total	125.65	16.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	10.03	26.36 %
Fridge	5.81	23.53 %
Wash-Mac	3.36	11.31 %
Air-Cond	2.75	9.26 %
W.Heater	1.17	25.30 %
D-Freez	0.43	100.00 %
Oven	0.40	43.43 %
Chimney	0.14	18.28 %
W-Disp	0.07	100.00 %
Total	24.16	18.74 %

Branch *	MTD Sales L	Brand Share %
CH48	0.69	11.02 %
CH07	0.68	11.70 %
CH05	0.67	6.75 %
AVD1	0.66	10.52 %
CH19	0.46	6.33 %
CGL1	0.20	16.37 %
SKL1	0.20	9.27 %
CH22	0.14	5.62 %
KNR1	0.07	1.69 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
Total	24.16	18.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	8.14	22.58 %
Fridge	3.15	17.55 %
Wash-Mac	3.01	15.95 %
Air-Cond	2.19	11.94 %
Oven	0.39	40.36 %
W.Heater	0.35	23.04 %
W-Disp	0.08	48.68 %
Total	17.32	18.36 %

Branch *	MTD Sales L	Brand Share %
CH15	0.79	7.08 %
CH09	0.75	14.09 %
CH12	0.70	12.56 %
CH03	0.60	6.82 %
CH33	0.46	14.88 %
MJR1	0.43	14.96 %
CH23	0.27	14.05 %
CH36	0.27	16.48 %
CH27	0.19	11.81 %
GPD1	0.12	8.15 %
MC06		0.00 %
UKI1		0.00 %
Total	17.32	18.36 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	6.74	21.54 %
Fridge	4.24	23.04 %
Wash-Mac	2.28	14.35 %
D-Freez	0.81	100.00 %
W.Heater	0.46	23.87 %
Total	14.52	19.19 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.35	14.72 %
HSR1	0.94	14.12 %
ERD1	0.64	13.83 %
NKL2	0.48	13.88 %
KVP1	0.22	12.68 %
OML1	0.16	7.55 %
KMM1	0.11	10.12 %
APN1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TRM1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
SGG1	-0.03	-9.55 %
Total	14.52	19.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	5.69	28.10 %
LED TV	4.28	11.15 %
Wash-Mac	2.63	8.14 %
Air-Cond	1.07	5.74 %
W.Heater	0.32	21.13 %
D-Freez	0.19	100.00 %
W-Disp	0.07	20.52 %
Total	14.26	12.68 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.75	15.67 %
NGR1	1.07	13.50 %
TKS2	0.68	15.70 %
TUT2	0.68	12.63 %
SVK1	0.67	14.72 %
TUT1	0.54	3.73 %
VNR2	0.53	12.14 %
RND1	0.49	10.72 %
VNR1	0.38	14.71 %
RPM1	0.35	11.51 %
VLY1	0.28	14.27 %
SKD1	0.25	13.86 %
UDN1	0.14	5.79 %
SNL1	0.13	9.91 %
COL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
STU2		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
KVT1	-0.78	-21.97 %
Total	14.26	12.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.48	32.10 %
Wash-Mac	1.74	14.11 %
Air-Cond	1.71	29.58 %
Fridge	1.28	11.04 %
D-Freez	0.93	80.33 %
W.Heater	0.26	20.01 %
Oven	0.16	44.33 %
Chimney	0.12	38.75 %
W-Disp	0.07	100.00 %
Total	12.74	24.01 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.05	14.23 %
VEL2	0.50	11.26 %
KPM2	0.23	6.44 %
WJP1	0.21	10.00 %
ANI1	0.15	16.54 %
VNB1	0.13	10.13 %
BGR1		0.00 %
Total	12.74	24.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	7.70	20.53 %
Wash-Mac	3.07	14.52 %
Fridge	0.80	4.57 %
W.Heater	0.34	18.18 %
Air-Cond	0.27	2.83 %
Total	12.18	13.75 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.91	13.78 %
MDU6	1.20	9.63 %
DGL1	0.51	11.96 %
KKD3	0.44	6.39 %
MDU2	0.38	7.62 %
KRR1	0.32	16.49 %
TPT1	0.23	13.77 %
PVI1	0.23	11.71 %
PKM1	0.13	7.51 %
TMM1	0.12	4.01 %
BNR1	0.11	11.88 %
KPT1	0.11	15.31 %
CMR1	0.07	10.34 %
ATG1	0.07	3.50 %
ADP1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
MDU4		0.00 %
MPA1		0.00 %
NTM1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TEN2		0.00 %
WHMD		0.00 %
Total	12.18	13.75 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	4.23	18.57 %
Wash-Mac	2.58	11.98 %
Fridge	2.45	15.42 %
W.Heater	0.31	22.46 %
D-Freez	0.23	51.70 %
Chimney	0.18	20.85 %
Oven	0.18	17.87 %
W-Disp	0.07	100.00 %
Total	10.22	14.98 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.03	12.47 %
UAM1	0.61	10.34 %
TPR3	0.26	11.35 %
TPR4	0.23	16.30 %
TPR2	0.23	9.58 %
DPM2	0.18	9.52 %
MPM1	0.16	7.34 %
CBE4	0.13	2.88 %
PDM1	0.13	8.03 %
TPR1	0.12	4.64 %
KMR1	0.06	1.15 %
ANR1		0.00 %
CBE1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
WHCB		0.00 %
Total	10.22	14.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.49	21.09 %
Fridge	2.64	24.79 %
Air-Cond	1.63	14.27 %
Wash-Mac	1.56	15.82 %
D-Freez	0.29	100.00 %
W.Heater	0.20	37.69 %
Oven	0.06	14.84 %
Total	9.86	19.85 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.75	14.92 %
CUD1	0.62	10.42 %
POY1	0.58	11.58 %
TRK1	0.24	10.32 %
VCM1	0.18	6.19 %
MKM1	0.13	13.96 %
KML1	0.07	12.42 %
NVL2		0.00 %
TDM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VPM2		0.00 %
WHUT		0.00 %
Total	9.86	19.85 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	4.97	16.83 %
Fridge	1.64	16.70 %
Wash-Mac	1.36	8.88 %
Air-Cond	0.93	5.64 %
D-Freez	0.36	100.00 %
W.Heater	0.21	14.48 %
Total	9.48	12.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.50	9.78 %
MVM1	0.79	16.01 %
MDI1	0.52	15.01 %
KIK1	0.37	13.03 %
TVR2	0.35	8.56 %
AYR1	0.27	10.77 %
TVR1	0.25	14.36 %
KUM1	0.24	5.27 %
TTP1	0.23	11.53 %
TRY2	0.22	8.55 %
TNJ2	0.19	9.14 %
TNJ1	0.18	3.04 %
PTK1	0.12	3.13 %
NGT1	0.11	9.56 %
KRN1	0.11	14.92 %
NCK1	0.10	14.53 %
APM1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TYR1		0.00 %
WTRZ		0.00 %
Total	9.48	12.89 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
D-Freez	0.81	100.00 %
W.Heater	0.10	77.03 %
Total	0.91	15.91 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	0.91	15.91 %