

MTD Sales
281.82 L

Brand Share %
15.25 %

Information:

MTD : 01-08-2025 To 03-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.25 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	81.39	15.24 %
Fridge	71.53	17.69 %
Air-Cond	61.32	12.61 %
Wash-Mac	59.64	15.23 %
D-Freez	3.29	77.66 %
W.Heater	2.90	15.74 %
Oven	1.68	21.45 %
W-Disp	0.08	5.06 %
Total	281.82	15.25 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	50.10	17.51 %
SOUTH-03	43.12	17.22 %
SOUTH-01	33.77	11.62 %
WEST-02	32.71	16.26 %
TRICHY-01	30.97	13.55 %
CHENNAI-02	29.31	14.48 %
WEST-01	23.60	15.42 %
NORTH ARCOT	20.34	17.82 %
SOUTH ARCOT	17.59	16.09 %
KL-SOUTH	0.31	2.52 %
Total	281.82	15.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	20.39	16.05 %
LED TV	11.09	20.79 %
Fridge	9.36	17.92 %
Wash-Mac	7.95	16.71 %
D-Freez	0.64	100.00 %
W.Heater	0.37	10.34 %
Oven	0.29	22.07 %
Total	50.10	17.51 %

Branch *	MTD Sales L	Brand Share %
CH08	2.70	12.73 %
CH42	2.09	13.28 %
CH07	1.69	13.39 %
CH14	1.53	8.80 %
CH22	1.25	14.35 %
MRM1	1.20	13.35 %
CH19	1.07	7.40 %
CH11	0.90	4.69 %
SKL1	0.69	12.16 %
KNR1	0.14	2.48 %
CH05		0.00 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
TKM1		0.00 %
Total	50.10	17.51 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	12.98	20.57 %
LED TV	11.19	16.23 %
Fridge	9.90	17.42 %
Wash-Mac	8.26	14.41 %
W.Heater	0.42	17.20 %
D-Freez	0.37	42.96 %
Total	43.12	17.22 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.72	9.33 %
MDU6	2.18	10.76 %
CBM1	1.50	13.86 %
DGL1	1.45	9.55 %
KRR1	0.66	6.13 %
KKD2	0.56	10.61 %
BNR1	0.53	11.84 %
MPA1	0.48	7.98 %
DKI1	0.33	3.94 %
TEN2	0.31	4.67 %
MDU5	0.15	3.20 %
CMR1	0.12	4.57 %
ATG1		0.00 %
NTM1		0.00 %
TEN1		0.00 %
Total	43.12	17.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	10.10	12.17 %
Fridge	9.45	13.58 %
Wash-Mac	8.52	12.68 %
Air-Cond	4.52	6.91 %
D-Freez	0.84	100.00 %
W.Heater	0.29	11.05 %
Oven	0.05	3.49 %
Total	33.77	11.62 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.72	11.73 %
TUT1	2.62	8.08 %
RPM1	2.43	12.70 %
KVT1	2.00	8.50 %
VNR2	1.32	10.47 %
TKS2	1.18	11.11 %
APK1	1.09	12.38 %
RND1	0.83	9.01 %
VLY1	0.75	6.89 %
MAR1	0.73	12.55 %
NGR1	0.71	4.76 %
STU2	0.63	12.31 %
MMT1	0.47	15.20 %
VNR1	0.41	8.51 %
TKY1	0.37	13.47 %
PKD1	0.35	3.62 %
ARM1	0.13	6.26 %
TYI1	0.12	2.70 %
ASM1		0.00 %
COL1		0.00 %
UDN1		0.00 %
Total	33.77	11.62 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	11.54	23.39 %
LED TV	9.82	13.01 %
Wash-Mac	7.28	14.60 %
Air-Cond	2.87	12.23 %
Oven	0.65	61.94 %
W.Heater	0.35	20.07 %
D-Freez	0.20	100.00 %
Total	32.71	16.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.11	10.27 %
HSR2	1.62	11.86 %
NKL2	0.92	10.14 %
TRM1	0.57	9.33 %
PDR1	0.50	15.22 %
SLM2	0.41	11.60 %
SLM3	0.41	4.57 %
BMD1	0.37	9.89 %
ERD1	0.37	2.99 %
PLC1	0.18	5.35 %
APN1	0.17	8.88 %
OML1	0.12	2.46 %
PMP1	0.03	1.33 %
SGG1		0.00 %
Total	32.71	16.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	11.80	17.84 %
Fridge	6.49	13.00 %
Air-Cond	6.18	8.80 %
Wash-Mac	5.85	15.06 %
D-Freez	0.38	62.22 %
W.Heater	0.16	8.05 %
Oven	0.12	18.68 %
Total	30.97	13.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.23	10.02 %
MVM1	2.11	15.19 %
TNJ2	1.53	11.24 %
TNJ1	1.29	5.71 %
MDI1	1.13	12.37 %
TRY3	1.01	12.10 %
TVR2	0.97	11.16 %
PDK1	0.79	14.19 %
TYR1	0.72	9.03 %
NGT1	0.61	8.82 %
PTK1	0.61	7.31 %
KUM1	0.59	4.31 %
PBR1	0.44	12.12 %
MSI1	0.17	3.35 %
ORU1		0.00 %
TTP1		0.00 %
Total	30.97	13.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	8.68	25.29 %
Wash-Mac	8.24	22.36 %
LED TV	6.51	10.69 %
Air-Cond	4.60	6.89 %
D-Freez	0.49	100.00 %
W.Heater	0.45	32.22 %
Oven	0.34	20.70 %
Total	29.31	14.48 %

Branch *	MTD Sales L	Brand Share %
CH03	3.63	14.77 %
CH06	1.74	12.19 %
CH12	1.27	11.15 %
CH21	1.18	8.73 %
CH43	0.89	13.45 %
CH15	0.82	4.27 %
MJR1	0.81	9.80 %
CH17	0.73	12.20 %
CH44	0.55	7.52 %
UKI1	0.48	10.57 %
CH23	0.42	14.75 %
CH31	0.35	12.16 %
CH27	0.13	2.41 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	29.31	14.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	7.81	15.62 %
Wash-Mac	7.72	16.09 %
Fridge	5.93	14.85 %
Air-Cond	1.03	8.68 %
W.Heater	0.50	24.42 %
D-Freez	0.38	100.00 %
Oven	0.23	36.75 %
Total	23.60	15.42 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.24	11.96 %
DPM2	1.04	10.33 %
CBE2	0.94	6.09 %
SUL1	0.75	11.68 %
TPR1	0.63	8.58 %
TPR3	0.61	12.74 %
UMP1	0.56	11.46 %
KGM1	0.41	10.44 %
KMR1	0.28	3.21 %
ANR1	0.17	12.18 %
TPR4	0.14	3.91 %
KMD1	0.14	6.34 %
CBE6	0.13	2.03 %
MPM1		0.00 %
WHCB		0.00 %
Total	23.60	15.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.82	18.43 %
Fridge	5.62	22.48 %
Air-Cond	4.92	18.38 %
Wash-Mac	2.66	11.22 %
W.Heater	0.32	20.25 %
Total	20.34	17.82 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.15	8.72 %
VEL1	0.72	12.86 %
WJP1	0.62	9.30 %
ARC2	0.51	12.87 %
CGM1	0.43	11.46 %
TRL1	0.41	4.46 %
WJD1	0.24	13.92 %
UGI1	0.14	11.70 %
TRT1	0.14	5.22 %
PLR1	0.13	7.33 %
ANI1	0.06	3.50 %
BGR1		0.00 %
Total	20.34	17.82 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.24	18.20 %
Fridge	4.47	17.34 %
Air-Cond	3.83	13.47 %
Wash-Mac	2.94	15.16 %
W-Disp	0.08	49.65 %
W.Heater	0.03	3.45 %
Total	17.59	16.09 %

Branch *	MTD Sales L	Brand Share %
POY1	1.11	6.45 %
ULP1	0.95	13.24 %
TRK1	0.77	10.69 %
VPM2	0.63	9.26 %
KLM1	0.55	9.72 %
NVL2	0.36	7.73 %
TVM2	0.36	10.11 %
SJI1	0.25	6.01 %
KML1		0.00 %
Total	17.59	16.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.22	7.82 %
Fridge	0.09	6.32 %
Total	0.31	2.52 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.22	14.70 %
TVP1	0.09	0.84 %
Total	0.31	2.52 %