

MTD Sales
151.03 L

Brand Share %
13.83 %

Information:

MTD : 01-09-2025 To 03-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.83 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	56.57	18.54 %
Fridge	42.52	16.44 %
Wash-Mac	24.77	12.87 %
Air-Cond	19.56	6.42 %
D-Freez	4.00	66.22 %
W.Heater	2.69	13.79 %
Oven	0.84	19.57 %
W-Disp	0.08	6.47 %
Total	151.03	13.83 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	22.63	12.32 %
SOUTH-01	21.24	11.73 %
CHENNAI-01	18.10	13.53 %
SOUTH-03	16.07	11.43 %
CHENNAI-02	15.80	15.59 %
SOUTH ARCOT	15.57	19.24 %
WEST-02	13.12	16.11 %
WEST-01	12.93	15.84 %
NORTH ARCOT	10.54	18.51 %
KL-SOUTH	5.04	9.98 %
Total	151.03	13.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	8.11	16.12 %
Fridge	5.52	16.24 %
Air-Cond	3.98	5.42 %
Wash-Mac	3.55	16.40 %
D-Freez	1.01	100.00 %
W.Heater	0.47	14.93 %
Total	22.63	12.32 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.24	9.81 %
TNJ1	0.62	8.70 %
TYR1	0.55	7.44 %
TVR2	0.54	7.76 %
TRY2	0.51	8.59 %
MSI1	0.28	8.07 %
JKM1	0.24	11.47 %
TRY3	0.19	4.22 %
PBR1	0.18	8.96 %
TNJ2	0.14	1.96 %
KUM1		0.00 %
Total	22.63	12.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	8.15	17.80 %
LED TV	5.45	13.48 %
Air-Cond	3.53	6.01 %
Wash-Mac	2.53	7.94 %
D-Freez	1.36	59.46 %
Oven	0.22	29.16 %
Total	21.24	11.73 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.40	6.13 %
NGR1	1.39	10.95 %
KVT1	1.09	12.49 %
PKD1	0.98	12.84 %
VNR2	0.68	8.80 %
VL1	0.56	7.88 %
TUT2	0.49	5.45 %
TKS2	0.48	9.88 %
PDI1	0.35	10.48 %
TYI1	0.26	6.99 %
MMT1	0.24	4.56 %
MAR1	0.19	3.62 %
TCN1	0.16	7.21 %
SDI1	0.13	9.42 %
RPM1	0.12	2.25 %
VNR1	0.11	4.51 %
VKM1	0.04	1.06 %
ARM1		0.00 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
STU2		0.00 %
TVL2	-0.04	-6.20 %
Total	21.24	11.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	5.71	22.19 %
LED TV	5.59	21.94 %
Wash-Mac	3.46	14.11 %
Air-Cond	2.50	4.77 %
D-Freez	0.54	100.00 %
Oven	0.12	19.22 %
W.Heater	0.10	2.43 %
W-Disp	0.08	29.38 %
Total	18.10	13.53 %

Branch *	MTD Sales L	Brand Share %
CH16	1.32	11.87 %
CH14	0.61	5.31 %
CH19	0.49	6.33 %
CH08	0.43	7.40 %
CH35	0.37	12.22 %
CH07	0.37	7.28 %
CH11	0.33	10.00 %
GUD1	0.19	5.07 %
SKL1	0.14	5.46 %
KNR1	0.13	9.17 %
CH48	0.11	2.12 %
CH05		0.00 %
CH26		0.00 %
CH29		0.00 %
CH39		0.00 %
Total	18.10	13.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	5.74	15.60 %
Fridge	4.68	12.24 %
Wash-Mac	3.07	11.86 %
Air-Cond	2.19	5.97 %
W.Heater	0.39	18.96 %
Total	16.07	11.43 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.82	12.78 %
MDU3	0.56	10.75 %
USL1	0.39	13.35 %
TPT1	0.39	9.71 %
CBM1	0.37	13.37 %
ADP1	0.31	12.20 %
TMM1	0.29	4.79 %
ATG1	0.27	9.85 %
PNV1	0.27	6.65 %
MDU2	0.24	2.23 %
TDI1	0.18	6.73 %
MDU4	0.16	4.22 %
SGP1	0.14	8.20 %
KRR1	0.14	9.04 %
BTU1	0.13	13.50 %
KPT1	0.12	12.12 %
MPA1	0.12	4.34 %
PVI1	0.12	7.26 %
BNR1		0.00 %
DKI1		0.00 %
MNM1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
Total	16.07	11.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	5.03	15.57 %
Wash-Mac	4.72	24.48 %
Fridge	3.07	16.99 %
Air-Cond	1.64	5.78 %
W.Heater	0.58	28.18 %
D-Freez	0.43	65.88 %
Oven	0.33	70.23 %
Total	15.80	15.59 %

Branch *	MTD Sales L	Brand Share %
CH21	1.50	13.29 %
CH18	1.01	12.23 %
CH15	0.90	9.36 %
CH12	0.87	11.30 %
CH43	0.21	5.93 %
CH36	0.18	7.60 %
CH03	0.12	1.19 %
CH31		0.00 %
CH32		0.00 %
CH46		0.00 %
MC06		0.00 %
CH17	-0.02	-1.90 %
Total	15.80	15.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.77	24.08 %
Air-Cond	3.19	18.36 %
Wash-Mac	2.83	18.74 %
Fridge	2.54	13.73 %
D-Freez	0.19	44.21 %
Oven	0.05	31.07 %
Total	15.57	19.24 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.00	10.14 %
NVL2	0.61	12.12 %
KKI2	0.42	11.85 %
ULP1	0.28	3.83 %
PRT1	0.27	7.56 %
VCM1	0.12	13.05 %
KML1		0.00 %
Total	15.57	19.24 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	6.79	25.25 %
Fridge	2.76	11.65 %
Wash-Mac	1.49	7.55 %
Air-Cond	1.12	12.80 %
D-Freez	0.49	100.00 %
W.Heater	0.48	30.21 %
Total	13.12	16.11 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.64	8.37 %
ERD2	0.61	10.39 %
HSR2	0.52	13.54 %
OML1	0.39	13.11 %
SLM3	0.30	10.92 %
SGI1	0.30	7.54 %
KRI1	0.28	13.38 %
VPD1	0.27	7.19 %
KVP1	0.21	9.00 %
PLC1	0.17	11.95 %
SLM2	0.14	8.53 %
BMD1	0.11	8.61 %
PDR1	0.08	4.06 %
ATU1		0.00 %
CMI1		0.00 %
HRR1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
Total	13.12	16.11 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.98	25.83 %
Fridge	4.88	20.00 %
Wash-Mac	1.80	9.25 %
W.Heater	0.27	9.69 %
Total	12.93	15.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.08	7.78 %
AVI1	0.26	13.81 %
TPR3	0.23	9.19 %
CBE1	0.17	10.41 %
CBE4	0.14	7.99 %
SUL1	0.14	5.78 %
CNR1	0.13	11.62 %
CBE3	0.12	13.23 %
KMR1	0.03	0.52 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
TPR1		0.00 %
Total	12.93	15.84 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.26	25.38 %
Fridge	2.83	19.68 %
Air-Cond	1.12	9.04 %
Wash-Mac	0.81	10.40 %
W.Heater	0.40	35.80 %
Oven	0.12	22.05 %
Total	10.54	18.51 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.60	10.69 %
ABR1	0.26	8.12 %
KPM2	0.23	3.09 %
GDM1	0.22	12.71 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VSI1		0.00 %
Total	10.54	18.51 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.38	15.02 %
LED TV	1.86	8.83 %
Wash-Mac	0.51	7.18 %
Air-Cond	0.30	4.86 %
Total	5.04	9.98 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.17	9.91 %
KLR1	1.05	11.08 %
PAS1	0.82	9.07 %
Total	5.04	9.98 %