

MTD Sales
290.18 L

Brand Share %
14.01 %

Information:

MTD : 01-10-2025 To 03-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.01 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	141.20	17.41 %
Fridge	62.14	16.59 %
Wash-Mac	48.85	13.33 %
Air-Cond	29.45	6.17 %
W.Heater	4.02	17.08 %
D-Freez	2.37	66.37 %
W-Disp	1.06	72.51 %
Oven	0.83	14.07 %
Chimney	0.25	3.62 %
Total	290.18	14.01 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	41.57	18.92 %
CHENNAI-01	40.28	13.34 %
SOUTH-03	39.32	14.05 %
SOUTH-01	35.24	10.93 %
TRICHY-01	33.48	12.61 %
CHENNAI-02	31.58	14.49 %
SOUTH ARCOT	23.18	16.14 %
WEST-01	22.98	13.13 %
NORTH ARCOT	21.74	16.19 %
KL-SOUTH	0.82	7.99 %
Total	290.18	14.01 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.16	22.24 %
Fridge	7.81	17.48 %
Wash-Mac	7.79	15.69 %
Air-Cond	2.70	13.07 %
W.Heater	0.69	26.53 %
D-Freez	0.24	100.00 %
Oven	0.11	27.61 %
W-Disp	0.07	100.00 %
Total	41.57	18.92 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.76	12.09 %
SLM1	2.62	12.00 %
TRM1	0.58	10.07 %
MCR1	0.57	13.88 %
SLM3	0.38	11.40 %
PMP1	0.11	8.43 %
CMI1		0.00 %
WZWH		0.00 %
Total	41.57	18.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	17.01	15.62 %
Fridge	9.10	18.14 %
Wash-Mac	7.37	15.88 %
Air-Cond	5.44	6.02 %
W.Heater	0.57	16.54 %
D-Freez	0.46	74.57 %
W-Disp	0.15	100.00 %
Chimney	0.13	12.81 %
Oven	0.05	5.26 %
Total	40.28	13.34 %

Branch *	MTD Sales L	Brand Share %
CH08	2.50	11.02 %
CH16	2.42	9.70 %
CH07	2.41	13.22 %
CH28	1.97	12.94 %
CH48	1.34	12.36 %
GUD2	1.23	12.45 %
KNR1	0.89	12.45 %
CH11	0.85	12.18 %
CH42	0.79	5.41 %
CH05	0.65	2.64 %
CH39	0.60	13.51 %
TKM1	0.57	8.64 %
CGL1	0.53	8.48 %
CH19	0.43	2.55 %
CH22	0.31	3.39 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
WHC3		0.00 %
Total	40.28	13.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	20.35	18.88 %
Fridge	10.40	18.01 %
Wash-Mac	4.56	9.47 %
Air-Cond	3.10	5.12 %
W.Heater	0.35	10.30 %
D-Freez	0.35	100.00 %
W-Disp	0.21	67.57 %
Total	39.32	14.05 %

Branch *	MTD Sales L	Brand Share %
DGL1	5.18	12.38 %
MDU1	3.57	12.08 %
MDU2	3.15	12.01 %
TEN2	0.98	9.65 %
SVG1	0.71	9.72 %
CBM1	0.60	8.49 %
TMM1	0.55	5.49 %
DKI1	0.41	6.02 %
TEN1	0.35	4.41 %
ADP1	0.30	8.16 %
ODM1	0.22	9.40 %
MDU6	0.19	4.02 %
BTU1	0.12	6.00 %
MDU4	0.12	2.13 %
SGP1	0.12	6.04 %
BNR1	0.12	3.02 %
CMR1	0.10	4.17 %
KKD2	0.10	2.65 %
KYK1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
Total	39.32	14.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	13.83	13.12 %
Fridge	8.53	15.00 %
Wash-Mac	6.72	12.07 %
Air-Cond	4.49	4.58 %
D-Freez	1.07	65.68 %
W.Heater	0.41	16.63 %
Oven	0.12	8.94 %
W-Disp	0.07	45.84 %
Total	35.24	10.93 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.79	9.21 %
VNR2	1.99	13.80 %
KVT1	1.90	11.48 %
TUT1	1.70	4.53 %
RPM1	1.68	6.06 %
TKS2	1.31	11.42 %
APK2	0.98	13.09 %
SDI1	0.75	12.12 %
TUT2	0.74	7.38 %
ERL2	0.71	10.86 %
APK1	0.57	9.23 %
TCN1	0.54	12.18 %
TYI1	0.53	10.43 %
PKD1	0.44	6.89 %
KGL1	0.41	12.47 %
VNR1	0.40	10.12 %
TVL2	0.38	8.68 %
TKY1	0.36	4.25 %
UDN1	0.26	8.68 %
KYR1	0.21	11.70 %
VKM1	0.14	2.85 %
SKD1	0.12	3.98 %
ASM1	0.10	1.85 %
MMT1	0.10	2.53 %
COL1	0.05	3.09 %
KSM1		0.00 %
S2SD		0.00 %
Total	35.24	10.93 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	21.23	18.66 %
Wash-Mac	4.52	10.74 %
Air-Cond	4.02	6.11 %
Fridge	3.43	8.42 %
W.Heater	0.19	6.43 %
Oven	0.09	18.51 %
Total	33.48	12.61 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.57	13.97 %
MVM1	2.40	13.85 %
PBR2	1.69	12.52 %
KUM1	1.35	8.48 %
TRY3	1.35	10.11 %
TNJ1	1.22	4.27 %
TYR1	1.05	13.38 %
MDI1	0.98	10.47 %
AYR1	0.73	12.72 %
TVR2	0.44	3.28 %
PBR1	0.22	4.62 %
TTP1	0.22	3.99 %
TZSD	0.17	-149.33 %
APM1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
KRN1	-0.07	-2.66 %
Total	33.48	12.61 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	11.43	14.70 %
Fridge	7.92	20.72 %
Wash-Mac	6.91	18.27 %
Air-Cond	3.83	6.38 %
W.Heater	1.09	38.07 %
Oven	0.25	27.07 %
W-Disp	0.14	48.05 %
Total	31.58	14.49 %

Branch *	MTD Sales L	Brand Share %
CH15	3.96	13.88 %
CH09	1.25	12.54 %
CH12	1.04	5.65 %
UKI1	0.70	12.16 %
CH33	0.54	8.18 %
CH21	0.39	2.76 %
CH23	0.36	13.12 %
GPD1	0.27	7.37 %
CH46	0.27	3.25 %
CH27	0.24	7.60 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	31.58	14.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.80	21.15 %
Fridge	4.12	15.98 %
Wash-Mac	3.83	15.33 %
Air-Cond	2.81	8.35 %
W.Heater	0.29	14.46 %
D-Freez	0.26	100.00 %
W-Disp	0.07	53.44 %
Total	23.18	16.14 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.83	12.11 %
NVL2	1.62	11.31 %
KKI2	1.21	11.21 %
TDM1	1.01	12.14 %
PRT1	0.53	10.91 %
ULP1	0.53	8.79 %
KML1	0.36	7.73 %
SJI1		0.00 %
Total	23.18	16.14 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	12.66	15.48 %
Fridge	5.09	15.44 %
Wash-Mac	4.63	12.55 %
Air-Cond	0.26	1.39 %
Oven	0.16	29.30 %
W.Heater	0.09	4.64 %
W-Disp	0.07	100.00 %
Total	22.98	13.13 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.22	3.95 %
TPR2	0.98	7.80 %
CBE4	0.78	11.38 %
KMR1	0.68	5.37 %
AVI1	0.58	8.73 %
TPR4	0.41	12.17 %
SUL1	0.26	4.89 %
CNR1	0.22	8.44 %
CBE6	0.12	2.37 %
UMP1	0.02	0.43 %
MPM1		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	22.98	13.13 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.53	19.04 %
Fridge	5.74	22.26 %
Wash-Mac	2.51	10.84 %
Air-Cond	2.19	8.16 %
W.Heater	0.33	19.65 %
W-Disp	0.28	100.00 %
Chimney	0.12	12.04 %
Oven	0.05	50.00 %
Total	21.74	16.19 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.18	13.69 %
KPM2	0.89	7.26 %
TRL1	0.79	5.30 %
PLR1	0.54	11.06 %
VS11	0.43	9.01 %
VEL1	0.30	3.64 %
CPT1	0.21	7.00 %
CGM1	0.20	6.90 %
BGR1		0.00 %
Total	21.74	16.19 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.62	27.64 %
LED TV	0.20	4.25 %
Total	0.82	7.99 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.62	9.23 %
KLR1	0.10	4.19 %
PAS1	0.10	8.83 %
Total	0.82	7.99 %