

MTD Sales
105.55 L

Brand Share %
19.05 %

Information:

MTD : 01-12-2025 To 03-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **19.05 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	54.15	26.05 %
Wash-Mac	19.98	12.99 %
Fridge	19.11	17.65 %
W.Heater	5.26	18.24 %
Air-Cond	3.25	7.58 %
D-Freez	1.85	50.43 %
Oven	0.80	18.88 %
W-Disp	0.59	41.62 %
Chimney	0.55	17.44 %
Total	105.55	19.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	16.78	17.69 %
SOUTH-03	16.61	17.11 %
WEST-02	15.61	25.94 %
CHENNAI-01	13.67	18.46 %
TRICHY-01	10.84	17.90 %
WEST-01	10.75	16.64 %
NORTH ARCOT	8.29	25.80 %
CHENNAI-02	7.38	19.79 %
SOUTH ARCOT	5.46	19.02 %
KL-SOUTH	0.15	3.31 %
Total	105.55	19.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	8.35	24.49 %
Wash-Mac	3.95	12.44 %
Fridge	3.14	20.92 %
W.Heater	0.59	12.97 %
D-Freez	0.58	49.75 %
Oven	0.16	23.14 %
Total	16.78	17.69 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.00	18.32 %
TUT1	1.25	16.02 %
KVT1	1.01	11.17 %
RPM1	0.74	17.22 %
NGR1	0.61	17.14 %
TCN1	0.40	16.73 %
MAR1	0.28	13.62 %
TKS2	0.27	6.38 %
SDI1	0.25	8.62 %
VNR2	0.25	5.83 %
TVL2	0.13	18.66 %
ASM1	0.12	14.64 %
PKD1	0.11	5.12 %
RND1	0.11	4.18 %
UDN1	0.11	6.69 %
TUT2	0.07	2.23 %
SKD1	0.07	9.78 %
VKM1	0.03	2.66 %
COL1		0.00 %
STU2		0.00 %
TKY1		0.00 %
TYI1		0.00 %
Total	16.78	17.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	10.10	27.02 %
Wash-Mac	2.38	8.64 %
Fridge	2.27	11.73 %
W.Heater	0.70	12.65 %
Air-Cond	0.59	11.99 %
D-Freez	0.29	37.03 %
W-Disp	0.15	62.48 %
Oven	0.12	12.93 %
Total	16.61	17.11 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.69	18.59 %
DGL1	1.12	16.13 %
MDU2	1.04	11.43 %
ADP1	0.50	15.83 %
KRR1	0.37	10.97 %
TEN1	0.36	10.10 %
ATG1	0.34	10.95 %
DGL2	0.32	12.13 %
USL1	0.15	5.77 %
TMM1	0.13	6.91 %
MNM1	0.12	14.15 %
SVG1	0.12	5.51 %
MDU5	0.07	5.71 %
DKI1	0.07	2.48 %
TEN2	0.03	0.85 %
BTU1		0.00 %
CMR1		0.00 %
MDU6		0.00 %
PKM1		0.00 %
PNV2		0.00 %
Total	16.61	17.11 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	6.81	35.20 %
Fridge	3.92	27.28 %
Wash-Mac	3.07	15.55 %
W.Heater	1.25	39.70 %
Air-Cond	0.33	14.47 %
Oven	0.12	20.28 %
Chimney	0.11	16.22 %
Total	15.61	25.94 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.79	13.61 %
HSR1	0.40	15.31 %
SLM1	0.34	9.71 %
NKL2	0.34	12.25 %
SLM3	0.34	15.09 %
PDR1	0.21	14.79 %
HRR1	0.17	18.82 %
EDP1	0.13	18.48 %
OML1	0.09	4.44 %
MTR1	0.07	6.16 %
SLM2	0.03	2.03 %
DPR2		0.00 %
PMP1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	15.61	25.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	5.77	21.61 %
Wash-Mac	3.47	17.71 %
Fridge	3.41	24.40 %
Chimney	0.43	100.00 %
W.Heater	0.25	6.73 %
W-Disp	0.21	45.53 %
Oven	0.11	23.75 %
Total	13.67	18.46 %

Branch *	MTD Sales L	Brand Share %
CH16	1.09	18.82 %
CH28	0.67	15.39 %
CH07	0.43	11.30 %
CH08	0.37	12.63 %
CH05	0.31	8.62 %
CGL1	0.30	14.44 %
KNR1	0.24	16.89 %
CH11	0.15	17.20 %
TKM1	0.11	6.57 %
CH19		0.00 %
CH29		0.00 %
CH48		0.00 %
CZWH		0.00 %
SKL1		0.00 %
WHC3		0.00 %
Total	13.67	18.46 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	6.76	27.45 %
Wash-Mac	1.19	9.59 %
W.Heater	1.02	24.59 %
Air-Cond	0.94	11.77 %
Fridge	0.76	7.33 %
D-Freez	0.18	100.00 %
Total	10.84	17.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.75	7.47 %
PBR2	0.70	13.66 %
MVM1	0.43	16.56 %
TNJ1	0.35	10.62 %
TRY2	0.14	7.42 %
PTK1	0.11	4.61 %
TNJ2	0.11	4.97 %
TRY3	0.11	3.40 %
APM1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	10.84	17.90 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	3.88	20.01 %
Wash-Mac	2.76	13.81 %
Fridge	2.39	14.02 %
Air-Cond	0.64	14.75 %
D-Freez	0.55	72.52 %
W.Heater	0.45	21.53 %
W-Disp	0.08	30.76 %
Total	10.75	16.64 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.60	14.38 %
AVI1	0.45	15.81 %
CBE1	0.31	15.20 %
WZSD	0.30	6.88 %
CBE2	0.30	2.38 %
TPR1	0.23	13.61 %
DPM2	0.20	12.92 %
GBM1	0.14	14.07 %
KMD1	0.13	10.09 %
KMR1	0.11	2.01 %
KGM1		0.00 %
SUL1		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1	-0.20	-19.56 %
Total	10.75	16.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.95	30.45 %
Fridge	1.41	32.19 %
Wash-Mac	1.22	15.16 %
W.Heater	0.42	27.83 %
D-Freez	0.24	100.00 %
Oven	0.06	37.25 %
Total	8.29	25.80 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.88	17.23 %
CPT1	0.13	13.62 %
TRT1	0.13	10.42 %
TRL1	0.06	2.83 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
VEL1		0.00 %
Total	8.29	25.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	3.75	24.44 %
Fridge	1.26	15.03 %
Wash-Mac	1.19	15.59 %
Air-Cond	0.48	16.03 %
W.Heater	0.36	20.76 %
Oven	0.17	19.35 %
W-Disp	0.16	65.49 %
Total	7.38	19.79 %

Branch *	MTD Sales L	Brand Share %
CH41	0.38	17.05 %
CH34	0.35	15.45 %
CH33	0.35	16.53 %
CH12	0.28	16.61 %
CH15	0.23	6.57 %
CH32	0.14	16.41 %
CH03		0.00 %
CH23		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
Total	7.38	19.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.79	28.38 %
Wash-Mac	0.75	13.21 %
Fridge	0.39	8.02 %
Air-Cond	0.26	11.14 %
W.Heater	0.21	9.41 %
Oven	0.06	39.43 %
Total	5.46	19.02 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.40	16.76 %
TRK1	0.38	10.30 %
SJI2	0.26	7.90 %
KLM1	0.25	11.68 %
NVL2	0.23	16.72 %
VPM2	0.20	9.81 %
CUD1	0.14	9.42 %
POY2	0.06	5.31 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TVM2		0.00 %
WHUT		0.00 %
Total	5.46	19.02 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.15	33.25 %
Total	0.15	3.31 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.15	4.54 %
KLR1		0.00 %
PAS1		0.00 %
Total	0.15	3.31 %