

MTD Sales
358.03 L

Brand Share %
14.88 %

Information:

MTD : 01-08-2025 To 04-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.88 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	106.77	15.37 %
Fridge	90.14	17.15 %
Wash-Mac	75.86	14.84 %
Air-Cond	75.23	11.88 %
D-Freez	4.37	75.60 %
W.Heater	3.77	16.14 %
Oven	1.79	18.07 %
W-Disp	0.08	4.65 %
Total	358.03	14.88 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	59.43	16.14 %
SOUTH-03	51.69	16.39 %
WEST-02	42.89	16.76 %
SOUTH-01	41.64	11.64 %
TRICHY-01	39.51	13.43 %
WEST-01	36.38	14.33 %
CHENNAI-02	36.38	14.17 %
NORTH ARCOT	25.90	18.22 %
SOUTH ARCOT	23.56	16.16 %
KL-SOUTH	0.65	4.24 %
Total	358.03	14.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	23.45	13.59 %
LED TV	13.19	20.22 %
Fridge	10.90	17.21 %
Wash-Mac	10.52	17.39 %
D-Freez	0.64	100.00 %
W.Heater	0.44	10.05 %
Oven	0.29	22.07 %
Total	59.43	16.14 %

Branch *	MTD Sales L	Brand Share %
CH08	3.76	14.88 %
CH42	2.40	13.30 %
CH14	1.76	7.19 %
CH07	1.69	11.56 %
CH19	1.61	9.13 %
CH11	1.34	3.86 %
CH22	1.25	11.58 %
CGL1	0.75	14.53 %
SKL1	0.69	8.78 %
CH05	0.50	1.87 %
KNR1	0.14	2.12 %
TKM1	0.13	1.95 %
CH29		0.00 %
CH40		0.00 %
WHC3		0.00 %
Total	59.43	16.14 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	13.77	17.19 %
LED TV	13.73	15.43 %
Fridge	13.37	18.67 %
Wash-Mac	9.82	14.14 %
W.Heater	0.57	18.23 %
D-Freez	0.37	42.96 %
Oven	0.06	5.27 %
Total	51.69	16.39 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.79	9.17 %
MDU6	2.30	10.37 %
DGL1	1.98	9.71 %
CBM1	1.73	13.92 %
TMM1	1.03	12.83 %
ADP1	0.66	14.43 %
KRR1	0.66	5.59 %
KKD2	0.56	6.83 %
BNR1	0.53	9.82 %
MNM1	0.52	14.34 %
TDI1	0.48	13.76 %
MPA1	0.48	6.96 %
TEN2	0.44	5.27 %
ATG1	0.38	5.33 %
DKI1	0.33	3.33 %
MDU5	0.29	4.98 %
CMR1	0.12	4.02 %
TEN1	0.12	1.29 %
NTM1	0.11	3.64 %
SZSD		0.00 %
Total	51.69	16.39 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	14.25	14.65 %
Fridge	13.98	22.10 %
Wash-Mac	8.41	13.52 %
Air-Cond	4.92	16.63 %
Oven	0.65	61.94 %
W.Heater	0.48	21.64 %
D-Freez	0.20	100.00 %
Total	42.89	16.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.64	11.41 %
NKL2	1.77	13.28 %
HSR2	1.62	11.28 %
KRI1	1.52	13.98 %
TRM1	0.73	9.94 %
OML1	0.71	10.97 %
KMM1	0.65	13.83 %
ERD1	0.64	4.25 %
SLM2	0.41	7.89 %
SLM3	0.41	3.62 %
EDP1	0.34	10.27 %
PLC1	0.18	4.07 %
APN1	0.17	7.13 %
PMP1	0.03	1.03 %
SGG1		0.00 %
WZWH		0.00 %
Total	42.89	16.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	12.90	11.98 %
Fridge	11.67	13.95 %
Wash-Mac	10.36	12.78 %
Air-Cond	5.33	6.79 %
D-Freez	1.03	68.89 %
W.Heater	0.29	9.25 %
Oven	0.05	2.92 %
Total	41.64	11.64 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.35	10.86 %
TUT1	3.32	8.21 %
KVT1	2.47	8.81 %
RPM1	2.43	11.41 %
VNR2	1.80	12.25 %
SVK1	1.80	13.46 %
TCN1	1.59	14.84 %
TKS2	1.46	11.05 %
APK1	1.35	13.77 %
RND1	1.07	8.55 %
VLY1	1.00	8.59 %
MAR1	0.93	12.59 %
NGR1	0.71	4.02 %
TVL2	0.66	12.75 %
STU2	0.63	11.11 %
PKD1	0.60	4.85 %
VNR1	0.53	9.11 %
MMT1	0.47	13.23 %
TKY1	0.37	10.09 %
TYI1	0.23	3.59 %
ARM1	0.13	6.26 %
ASM1		0.00 %
COL1		0.00 %
S2SD		0.00 %
UDN1		0.00 %
Total	41.64	11.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	13.84	16.55 %
Fridge	10.66	15.88 %
Wash-Mac	7.18	14.86 %
Air-Cond	7.01	7.71 %
D-Freez	0.38	62.22 %
W.Heater	0.33	12.93 %
Oven	0.12	12.22 %
Total	39.51	13.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.21	10.85 %
MVM1	2.77	13.65 %
TNJ2	1.84	10.61 %
TNJ1	1.41	5.18 %
PTK1	1.36	11.24 %
TRY3	1.14	11.72 %
MDI1	1.13	9.40 %
TYR1	1.11	10.87 %
KUM1	1.07	5.59 %
TVR2	0.97	8.34 %
PDK1	0.79	12.06 %
NGT1	0.74	8.62 %
PBR1	0.69	14.79 %
MSI1	0.58	9.22 %
ORU1		0.00 %
TTP1		0.00 %
TZSD		0.00 %
Total	39.51	13.43 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	14.00	16.19 %
Wash-Mac	11.67	14.58 %
Fridge	7.87	12.30 %
Air-Cond	1.61	8.92 %
W.Heater	0.57	19.01 %
D-Freez	0.38	100.00 %
Oven	0.29	16.86 %
Total	36.38	14.33 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.04	8.05 %
KMR1	1.43	3.66 %
SUL1	1.19	13.00 %
AVI1	1.08	11.48 %
TPR1	1.07	11.79 %
DPM2	1.04	9.27 %
CBE6	0.98	8.55 %
TPR3	0.75	12.39 %
KGM1	0.41	9.55 %
KMD1	0.28	5.58 %
ANR1	0.17	8.14 %
TPR4	0.14	3.52 %
MPM1	0.12	1.59 %
WHCB		0.00 %
Total	36.38	14.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	10.07	22.89 %
Wash-Mac	9.67	19.99 %
LED TV	7.84	10.84 %
Air-Cond	7.40	8.41 %
W.Heater	0.57	33.02 %
D-Freez	0.49	100.00 %
Oven	0.34	20.70 %
Total	36.38	14.17 %

Branch *	MTD Sales L	Brand Share %
CH03	3.48	12.56 %
CH15	2.43	8.08 %
CH06	1.98	9.99 %
CH12	1.84	12.38 %
CH21	1.18	6.75 %
CH43	0.89	11.79 %
MJR1	0.81	9.03 %
CH44	0.55	6.24 %
UKI1	0.48	8.40 %
CH46	0.47	14.15 %
CH23	0.42	13.56 %
CH31	0.35	9.63 %
CH27	0.13	2.04 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	36.38	14.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.10	19.17 %
Air-Cond	6.84	19.61 %
Fridge	6.25	18.85 %
Wash-Mac	3.95	13.41 %
D-Freez	0.44	100.00 %
W.Heater	0.32	17.26 %
Total	25.90	18.22 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.15	8.49 %
VEL1	1.06	14.19 %
WJP1	0.89	11.67 %
CGM1	0.43	9.03 %
TRL1	0.41	3.95 %
TRT1	0.39	8.50 %
PLR1	0.25	11.32 %
UGI1	0.14	11.47 %
BGR1		0.00 %
Total	25.90	18.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.58	19.26 %
Fridge	5.28	15.72 %
Air-Cond	4.90	13.12 %
Wash-Mac	4.07	14.52 %
D-Freez	0.46	66.81 %
W.Heater	0.20	14.58 %
W-Disp	0.08	49.65 %
Total	23.56	16.16 %

Branch *	MTD Sales L	Brand Share %
POY1	2.20	10.84 %
ULP1	1.29	12.70 %
VPM2	1.12	12.28 %
NVL2	0.81	14.30 %
TRK1	0.77	9.07 %
KLM1	0.73	10.06 %
SJI1	0.25	4.82 %
KML1		0.00 %
WHUT		0.00 %
Total	23.56	16.16 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.34	5.51 %
Wash-Mac	0.22	5.70 %
Fridge	0.09	4.68 %
Total	0.65	4.24 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.43	3.24 %
PAS1	0.22	10.91 %
Total	0.65	4.24 %