

MTD Sales
193.46 L

Brand Share %
14.22 %

Information:

MTD : 01-09-2025 To 04-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.22 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	68.09	17.74 %
Fridge	51.46	16.20 %
Air-Cond	32.23	8.58 %
Wash-Mac	32.18	13.18 %
D-Freez	4.78	65.63 %
W.Heater	3.66	14.47 %
Oven	0.84	15.75 %
W-Disp	0.22	16.08 %
Total	193.46	14.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	28.35	11.59 %
TRICHY-01	25.39	11.96 %
SOUTH-03	25.21	14.61 %
CHENNAI-01	25.08	14.98 %
CHENNAI-02	18.29	15.09 %
WEST-02	18.28	17.31 %
SOUTH ARCOT	17.59	17.88 %
WEST-01	16.22	16.09 %
NORTH ARCOT	12.28	17.86 %
KL-SOUTH	6.76	9.81 %
Total	193.46	14.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	10.08	16.70 %
LED TV	7.23	13.21 %
Air-Cond	4.85	6.21 %
Wash-Mac	4.12	9.07 %
D-Freez	1.81	66.18 %
Oven	0.22	20.96 %
W.Heater	0.03	1.69 %
Total	28.35	11.59 %

Branch *	MTD Sales L	Brand Share %
SDI1	2.22	12.11 %
TUT1	1.62	5.67 %
KVT1	1.49	12.78 %
VLY1	0.94	11.35 %
ERL2	0.85	12.10 %
TUT2	0.74	7.36 %
VNR2	0.68	8.56 %
SKD1	0.60	10.08 %
APK2	0.58	11.31 %
MAR1	0.56	4.95 %
TKS2	0.48	8.11 %
UDN1	0.39	12.35 %
PDI1	0.35	9.69 %
VKM1	0.30	5.78 %
TYI1	0.29	6.20 %
MMT1	0.24	4.13 %
TCN1	0.16	3.27 %
RPM1	0.12	1.94 %
VNR1	0.11	3.92 %
ARM1		0.00 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
STU2		0.00 %
TVL2	-0.04	-4.43 %
Total	28.35	11.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	9.04	15.20 %
Fridge	6.53	15.88 %
Air-Cond	4.50	5.45 %
Wash-Mac	4.02	16.51 %
D-Freez	0.70	100.00 %
W.Heater	0.60	16.03 %
Total	25.39	11.96 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.38	9.60 %
TYR1	0.73	9.34 %
KIK1	0.69	12.18 %
TNJ1	0.68	7.98 %
TVR2	0.54	6.09 %
TRY2	0.51	8.39 %
TNJ2	0.43	4.78 %
TRY3	0.31	6.29 %
MSI1	0.28	7.53 %
JKM1	0.24	9.14 %
KRN1	0.12	10.46 %
KUM1		0.00 %
Total	25.39	11.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	9.19	19.03 %
LED TV	6.20	13.52 %
Fridge	5.50	12.61 %
Wash-Mac	3.53	11.41 %
W.Heater	0.50	19.85 %
D-Freez	0.23	56.39 %
W-Disp	0.07	45.81 %
Total	25.21	14.61 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.97	12.17 %
MDU6	1.13	12.52 %
SVG1	0.64	12.08 %
MDU3	0.56	10.42 %
TPT1	0.55	11.47 %
TMM1	0.54	7.49 %
TEN2	0.46	10.40 %
USL1	0.39	8.34 %
MPA1	0.38	11.16 %
CBM1	0.37	12.74 %
MDU2	0.36	3.20 %
TDI1	0.31	9.90 %
ADP1	0.31	10.50 %
ATG1	0.27	8.39 %
NKI1	0.27	12.48 %
PNV1	0.27	6.32 %
PVI1	0.26	10.70 %
MDU4	0.19	4.68 %
CMR1	0.18	13.85 %
SGP1	0.14	7.64 %
KRR1	0.14	5.55 %
BTU1	0.13	11.58 %
KPT1	0.12	10.62 %
DKI1	0.07	1.81 %
BNR1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
TEN1		0.00 %
Total	25.21	14.61 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	7.93	24.12 %
LED TV	7.23	22.06 %
Wash-Mac	5.67	17.59 %
Air-Cond	3.10	4.93 %
D-Freez	0.54	69.74 %
W.Heater	0.42	8.33 %
Oven	0.12	19.22 %
W-Disp	0.08	29.38 %
Total	25.08	14.98 %

Branch *	MTD Sales L	Brand Share %
CH16	1.94	13.20 %
CH14	1.17	8.19 %
CH08	0.72	9.82 %
CH22	0.63	13.85 %
CGL1	0.60	14.05 %
CH19	0.49	5.22 %
CH35	0.37	12.22 %
GUD1	0.33	6.68 %
CH11	0.33	8.04 %
CH39	0.32	10.03 %
CH48	0.32	5.60 %
SKL1	0.14	5.46 %
CH26	0.13	12.72 %
CH05		0.00 %
CH29		0.00 %
MC10		0.00 %
Total	25.08	14.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	5.23	13.33 %
Wash-Mac	5.14	22.20 %
Fridge	3.42	16.59 %
Air-Cond	2.76	8.11 %
W.Heater	0.75	28.77 %
D-Freez	0.65	74.66 %
Oven	0.33	70.23 %
Total	18.29	15.09 %

Branch *	MTD Sales L	Brand Share %
CH15	0.90	8.13 %
CH12	0.87	10.49 %
CH44	0.65	12.84 %
CH43	0.21	4.44 %
CH36	0.18	7.60 %
CH03	0.12	0.92 %
CH31		0.00 %
CH32		0.00 %
CH46		0.00 %
MC06		0.00 %
CH17	-0.02	-1.42 %
Total	18.29	15.09 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	9.86	27.69 %
Fridge	3.52	12.11 %
Wash-Mac	2.49	9.55 %
Air-Cond	1.31	11.26 %
W.Heater	0.61	27.04 %
D-Freez	0.49	100.00 %
Total	18.28	17.31 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.81	12.30 %
SLM1	0.64	6.79 %
HSR2	0.52	7.33 %
VPD1	0.43	8.94 %
KVP1	0.35	13.09 %
SLM3	0.30	9.07 %
SGI1	0.30	7.31 %
KRI1	0.28	8.37 %
ATU1	0.26	8.76 %
PDR1	0.21	8.78 %
PLC1	0.17	9.58 %
DPR1	0.15	12.27 %
KMM1	0.14	11.28 %
HRR1		0.00 %
SGG1		0.00 %
Total	18.28	17.31 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.46	22.50 %
Air-Cond	3.78	17.15 %
Fridge	3.10	13.48 %
Wash-Mac	3.01	17.14 %
D-Freez	0.19	28.87 %
Oven	0.05	31.07 %
Total	17.59	17.88 %

Branch *	MTD Sales L	Brand Share %
KLM1	1.10	14.17 %
KKI2	0.42	10.61 %
NVL2	0.33	5.54 %
ULP1	0.28	3.46 %
PRT1	0.27	5.88 %
KML1	0.13	2.94 %
VCM1	0.12	13.05 %
Total	17.59	17.88 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	7.34	25.30 %
Fridge	5.32	18.26 %
Wash-Mac	2.88	11.73 %
Air-Cond	0.38	2.90 %
W.Heater	0.31	8.82 %
Total	16.22	16.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.78	10.70 %
TPR2	0.29	13.96 %
TPR3	0.27	10.36 %
AVI1	0.26	10.80 %
CBE1	0.17	9.85 %
CBE4	0.14	5.78 %
SUL1	0.14	4.98 %
CBE3	0.12	8.06 %
KMR1	0.03	0.39 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
TPR1		0.00 %
Total	16.22	16.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.93	24.95 %
Fridge	3.22	18.63 %
Air-Cond	1.69	11.00 %
Wash-Mac	0.81	8.01 %
W.Heater	0.43	27.74 %
Oven	0.12	22.05 %
W-Disp	0.08	100.00 %
Total	12.28	17.86 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.63	10.89 %
TRR1	0.60	12.64 %
VSI1	0.32	13.23 %
ABR1	0.26	6.91 %
KPM2	0.23	2.75 %
GDM1	0.22	8.86 %
ARC2	0.11	3.76 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
Total	12.28	17.86 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.83	13.82 %
LED TV	2.58	8.52 %
Air-Cond	0.67	8.90 %
Wash-Mac	0.51	5.19 %
D-Freez	0.18	45.30 %
Total	6.76	9.81 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.55	8.60 %
PAS1	1.69	11.45 %
KLR1	1.52	11.84 %
Total	6.76	9.81 %