

MTD Sales
352.65 L

Brand Share %
14.27 %

Information:

MTD : 01-10-2025 To 04-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.27 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	168.09	17.69 %
Fridge	78.13	17.23 %
Wash-Mac	58.50	13.50 %
Air-Cond	35.86	6.17 %
W.Heater	6.27	20.32 %
D-Freez	3.37	68.20 %
W-Disp	1.14	73.82 %
Oven	1.03	12.91 %
Chimney	0.25	3.18 %
Total	352.65	14.27 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	51.93	19.90 %
CHENNAI-01	50.39	13.77 %
SOUTH-03	47.12	13.87 %
SOUTH-01	45.22	11.72 %
TRICHY-01	39.59	12.40 %
CHENNAI-02	38.31	14.48 %
WEST-01	27.98	13.78 %
SOUTH ARCOT	25.90	15.97 %
NORTH ARCOT	25.12	16.01 %
KL-SOUTH	1.10	8.33 %
Total	352.65	14.27 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	27.57	23.10 %
Fridge	10.07	18.67 %
Wash-Mac	9.82	16.73 %
Air-Cond	2.97	12.78 %
W.Heater	0.85	27.90 %
D-Freez	0.47	100.00 %
Oven	0.11	18.03 %
W-Disp	0.07	100.00 %
Total	51.93	19.90 %

Branch *	MTD Sales L	Brand Share %
ERD1	3.11	12.11 %
SLM1	2.73	10.31 %
PDR1	0.75	13.37 %
PMP1	0.15	7.91 %
CMI1		0.00 %
WZWH		0.00 %
Total	51.93	19.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	21.20	16.71 %
Fridge	12.58	19.87 %
Wash-Mac	8.04	14.05 %
Air-Cond	6.23	5.68 %
W.Heater	1.48	27.02 %
D-Freez	0.46	55.88 %
W-Disp	0.22	100.00 %
Chimney	0.13	10.31 %
Oven	0.05	4.62 %
Total	50.39	13.77 %

Branch *	MTD Sales L	Brand Share %
CH16	3.20	10.97 %
CH08	3.08	11.12 %
CH07	2.61	12.07 %
CH42	1.91	10.03 %
CH48	1.71	11.14 %
GUD2	1.23	11.86 %
TKM1	0.90	11.17 %
KNR1	0.89	11.02 %
CH11	0.85	9.79 %
CH05	0.71	2.65 %
CGL1	0.66	9.18 %
CZWH	0.64	11.70 %
CH39	0.60	10.43 %
CH19	0.50	2.20 %
CH22	0.43	3.95 %
CH29		0.00 %
CH40		0.00 %
WHC3		0.00 %
Total	50.39	13.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	23.71	18.46 %
Fridge	12.36	17.80 %
Wash-Mac	5.94	10.60 %
Air-Cond	3.87	4.93 %
W.Heater	0.57	13.86 %
D-Freez	0.35	100.00 %
W-Disp	0.21	67.57 %
Oven	0.11	10.92 %
Total	47.12	13.87 %

Branch *	MTD Sales L	Brand Share %
DGL1	6.25	13.01 %
MDU1	4.02	11.81 %
MDU2	3.39	9.92 %
ATG1	1.20	12.60 %
TEN2	1.13	9.78 %
TEN1	0.99	10.66 %
CBM1	0.82	9.46 %
SVG1	0.71	8.40 %
TPT1	0.68	14.05 %
ADP1	0.60	13.57 %
TMM1	0.55	4.70 %
DKI1	0.51	6.56 %
PNV1	0.47	13.84 %
ODM1	0.37	12.48 %
CMR1	0.33	10.28 %
KKD2	0.32	7.00 %
BNR1	0.31	6.52 %
MDU6	0.30	5.01 %
KYK1	0.25	8.04 %
BTU1	0.23	8.79 %
SGP1	0.22	10.66 %
MDU4	0.12	1.70 %
NTM1		0.00 %
SZSD		0.00 %
Total	47.12	13.87 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	16.22	13.50 %
Fridge	11.11	15.74 %
Wash-Mac	9.26	13.78 %
Air-Cond	6.26	5.22 %
D-Freez	1.65	74.81 %
W.Heater	0.48	14.50 %
Oven	0.16	10.60 %
W-Disp	0.07	45.84 %
Total	45.22	11.72 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.97	7.90 %
TUT1	2.59	5.76 %
KVT1	2.48	12.08 %
RPM1	2.22	7.58 %
MAR1	1.24	12.12 %
SDI1	1.01	13.74 %
APK2	0.98	11.49 %
PDI1	0.79	13.68 %
VNR1	0.77	12.05 %
VLY1	0.76	10.73 %
TYI1	0.74	11.42 %
TUT2	0.74	5.51 %
ERL2	0.71	10.20 %
PKD1	0.64	8.92 %
APK1	0.57	8.27 %
TVL2	0.50	11.06 %
ASM1	0.40	6.02 %
TKY1	0.36	3.95 %
VKM1	0.14	2.70 %
MMT1	0.10	2.24 %
COL1	0.05	3.09 %
KSM1		0.00 %
S2SD		0.00 %
Total	45.22	11.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	23.69	17.76 %
Air-Cond	5.35	6.31 %
Wash-Mac	5.27	11.03 %
Fridge	4.87	9.89 %
W.Heater	0.32	8.70 %
Oven	0.09	14.14 %
Total	39.59	12.40 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.08	12.56 %
PBR2	1.97	12.27 %
KUM1	1.42	7.59 %
TRY3	1.35	9.49 %
TNJ1	1.22	3.68 %
TYR1	1.18	12.33 %
MDI1	1.11	9.49 %
AYR1	0.86	13.63 %
TVR2	0.69	4.41 %
APM1	0.26	7.55 %
PBR1	0.22	3.43 %
TZSD	0.17	-149.33 %
KRN1	0.15	4.84 %
MSI1		0.00 %
ORU1		0.00 %
Total	39.59	12.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	13.72	14.40 %
Fridge	9.31	20.46 %
Wash-Mac	8.23	17.90 %
Air-Cond	5.06	7.03 %
W.Heater	1.60	42.08 %
Oven	0.25	18.15 %
W-Disp	0.14	48.05 %
Total	38.31	14.48 %

Branch *	MTD Sales L	Brand Share %
CH15	4.69	13.46 %
CH03	3.25	13.49 %
CH12	1.95	7.70 %
CH20	1.68	12.02 %
CH09	1.39	13.31 %
UKI1	0.92	13.07 %
CH33	0.66	8.38 %
CH17	0.59	14.08 %
CH21	0.39	2.72 %
CH27	0.36	9.77 %
GPD1	0.27	7.09 %
CH46	0.27	2.83 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	38.31	14.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	15.97	17.29 %
Fridge	6.35	16.18 %
Wash-Mac	5.00	11.35 %
Air-Cond	0.26	1.19 %
W.Heater	0.17	6.42 %
Oven	0.16	18.74 %
W-Disp	0.07	100.00 %
Total	27.98	13.78 %

Branch *	MTD Sales L	Brand Share %
UAM1	1.25	13.93 %
CBE2	1.22	3.50 %
TPR2	1.11	8.44 %
AVI1	0.90	12.72 %
CBE4	0.78	8.25 %
TPR1	0.70	13.97 %
KMR1	0.68	4.86 %
MPM1	0.58	6.72 %
TPR4	0.41	11.72 %
CBE5	0.28	10.43 %
SUL1	0.26	3.81 %
CNR1	0.22	8.44 %
UMP1	0.12	2.55 %
CBE6	0.12	2.14 %
TPR3		0.00 %
WZSD		0.00 %
Total	27.98	13.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.23	20.92 %
Fridge	5.28	17.33 %
Wash-Mac	3.83	14.13 %
Air-Cond	2.81	7.52 %
W.Heater	0.42	16.31 %
D-Freez	0.26	100.00 %
W-Disp	0.07	53.44 %
Total	25.90	15.97 %

Branch *	MTD Sales L	Brand Share %
POY1	2.55	12.68 %
CUD1	1.90	12.04 %
NVL2	1.75	11.56 %
ULP1	0.94	13.58 %
CDM1	0.87	12.82 %
KML1	0.36	7.13 %
SJI1		0.00 %
Total	25.90	15.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.48	18.90 %
Fridge	6.20	21.65 %
Wash-Mac	3.11	11.46 %
Air-Cond	2.44	7.92 %
W.Heater	0.39	17.45 %
W-Disp	0.28	100.00 %
Chimney	0.12	12.04 %
Oven	0.09	26.45 %
Total	25.12	16.01 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.39	13.31 %
KPM2	1.36	9.23 %
SBR1	1.35	12.72 %
TRL1	0.91	5.45 %
PLR1	0.64	11.07 %
ARC2	0.45	14.15 %
CGM1	0.42	11.94 %
VEL1	0.30	2.96 %
CPT1	0.21	6.83 %
BGR1		0.00 %
Total	25.12	16.01 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.62	27.64 %
LED TV	0.30	5.67 %
D-Freez	0.18	100.00 %
Total	1.10	8.33 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.79	10.34 %
KLR1	0.20	5.93 %
PAS1	0.10	4.89 %
Total	1.10	8.33 %