

MTD Sales
172.79 L

Brand Share %
16.35 %

Information:

MTD : 01-11-2025 To 04-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.35 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	77.48	21.43 %
Fridge	38.32	18.18 %
Wash-Mac	31.27	12.80 %
Air-Cond	12.91	6.63 %
W.Heater	5.09	20.02 %
D-Freez	4.97	81.85 %
Oven	1.69	24.20 %
W-Disp	0.73	53.49 %
Chimney	0.32	5.84 %
Total	172.79	16.35 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	30.31	18.36 %
SOUTH-01	23.53	14.31 %
CHENNAI-02	21.01	16.97 %
SOUTH-03	18.97	14.10 %
WEST-02	18.55	18.37 %
NORTH ARCOT	16.81	21.66 %
WEST-01	16.57	17.10 %
TRICHY-01	14.05	11.99 %
SOUTH ARCOT	11.58	17.99 %
KL-SOUTH	1.40	12.06 %
Total	172.79	16.35 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	13.12	29.02 %
Fridge	6.89	25.73 %
Wash-Mac	5.10	13.46 %
Air-Cond	2.78	5.97 %
W.Heater	1.24	19.94 %
Oven	0.46	41.82 %
D-Freez	0.43	100.00 %
W-Disp	0.15	100.00 %
Chimney	0.14	18.28 %
Total	30.31	18.36 %

Branch *	MTD Sales L	Brand Share %
CH14	1.80	14.71 %
CH45	1.14	16.00 %
CH07	0.87	13.78 %
AVD1	0.80	11.47 %
CH19	0.78	7.02 %
CH05	0.77	5.61 %
CH48	0.69	7.64 %
CH11	0.63	13.30 %
CH22	0.33	7.95 %
SKL1	0.20	8.31 %
KNR1	0.07	1.54 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.06	0.68 %
Total	30.31	18.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	8.41	15.11 %
Fridge	8.23	25.23 %
Wash-Mac	4.29	9.73 %
Air-Cond	1.60	5.77 %
W.Heater	0.54	22.10 %
W-Disp	0.22	37.34 %
D-Freez	0.19	40.45 %
Oven	0.06	9.50 %
Total	23.53	14.31 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.21	11.27 %
TUT1	1.08	4.89 %
TUT2	0.94	13.53 %
RND1	0.80	10.39 %
RPM1	0.76	12.99 %
TKS2	0.74	13.20 %
MMT1	0.60	16.24 %
VNR2	0.53	7.91 %
VLY1	0.41	9.61 %
VNR1	0.38	12.39 %
ASM1	0.35	11.77 %
TVL2	0.26	7.80 %
SKD1	0.25	11.07 %
UDN1	0.20	6.94 %
S2SD	0.18	-67.55 %
VKM1	0.13	5.17 %
TCN1	0.12	3.60 %
STU2		0.00 %
TKY1		0.00 %
KVT1	-0.41	-6.30 %
Total	23.53	14.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	8.66	19.12 %
Wash-Mac	4.84	19.48 %
Fridge	3.91	18.17 %
Air-Cond	2.46	9.19 %
W.Heater	0.55	19.33 %
Oven	0.50	38.27 %
W-Disp	0.08	22.55 %
Total	21.01	16.97 %

Branch *	MTD Sales L	Brand Share %
CH24	1.23	14.79 %
CH03	1.12	9.49 %
CH15	1.05	8.03 %
CH12	0.98	12.98 %
CH09	0.75	9.14 %
CH44	0.65	12.50 %
CH33	0.46	14.40 %
MJR1	0.43	10.28 %
CH43	0.35	10.20 %
UKI1	0.21	11.97 %
CH27	0.19	9.55 %
GPD1	0.12	8.15 %
MC06		0.00 %
CH41	-0.06	-1.14 %
Total	21.01	16.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	11.40	22.57 %
Wash-Mac	4.46	13.73 %
Fridge	2.18	8.05 %
W.Heater	0.47	13.68 %
Air-Cond	0.27	1.40 %
Oven	0.15	13.66 %
D-Freez	0.08	100.00 %
W-Disp	0.07	100.00 %
Chimney	-0.12	-20.17 %
Total	18.97	14.10 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.14	14.49 %
MDU6	1.46	9.12 %
DGL1	0.89	10.76 %
KKD3	0.83	8.12 %
MDU3	0.66	16.32 %
MDU2	0.43	6.03 %
MDU5	0.37	12.80 %
USL1	0.36	13.53 %
SVG1	0.33	11.19 %
KRR1	0.32	12.28 %
PKM1	0.24	10.91 %
BTU1	0.14	7.77 %
TMM1	0.12	2.63 %
KPT1	0.11	10.36 %
ATG1	0.10	3.76 %
CMR1	0.07	4.08 %
ADP1		0.00 %
DKI1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TEN2		0.00 %
WHMD		0.00 %
Total	18.97	14.10 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	8.64	21.26 %
Fridge	5.56	19.49 %
Wash-Mac	3.14	15.77 %
D-Freez	0.99	100.00 %
W.Heater	0.55	22.25 %
Air-Cond	-0.32	-4.34 %
Total	18.55	18.37 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.51	14.67 %
HSR1	0.94	12.66 %
OML1	0.44	12.91 %
PDR1	0.28	15.47 %
KVP1	0.22	12.68 %
SLM2	0.15	5.97 %
KMM1	0.11	5.09 %
APN1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
PMP1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
SGG1	-0.03	-6.23 %
SGI1	-0.21	-25.24 %
Total	18.55	18.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.63	30.69 %
Fridge	2.41	13.84 %
Wash-Mac	2.14	11.98 %
Air-Cond	1.71	16.91 %
D-Freez	1.10	74.36 %
W.Heater	0.47	25.00 %
Oven	0.16	44.33 %
Chimney	0.12	38.66 %
W-Disp	0.07	100.00 %
Total	16.81	21.66 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.61	13.72 %
KPM2	0.94	10.49 %
VEL2	0.92	14.13 %
WJP1	0.21	7.16 %
PTU1	0.14	15.99 %
BGR1		0.00 %
WHVL		0.00 %
Total	16.81	21.66 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	7.69	25.41 %
Wash-Mac	3.79	12.41 %
Fridge	2.87	13.30 %
Air-Cond	0.92	10.18 %
W.Heater	0.50	23.03 %
D-Freez	0.32	59.90 %
Oven	0.23	17.27 %
Chimney	0.18	12.96 %
W-Disp	0.07	100.00 %
Total	16.57	17.10 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.38	15.53 %
UAM1	0.72	11.46 %
CBE6	0.67	16.31 %
TPR3	0.55	16.24 %
CBE4	0.45	6.83 %
TPR2	0.42	11.14 %
MPM1	0.30	9.40 %
TPR4	0.23	14.87 %
TPR1	0.12	3.36 %
KMR1	0.06	0.98 %
ANR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
WHCB		0.00 %
Total	16.57	17.10 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	6.69	16.66 %
Fridge	2.76	14.89 %
Air-Cond	1.86	5.80 %
Wash-Mac	1.77	7.98 %
D-Freez	0.48	100.00 %
W.Heater	0.40	13.55 %
W-Disp	0.08	100.00 %
Oven	0.02	5.33 %
Total	14.05	11.99 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.07	9.78 %
TRY3	0.98	12.60 %
MVM1	0.79	10.61 %
TVR2	0.62	10.10 %
TRY2	0.54	10.09 %
MDI1	0.52	12.24 %
TNJ2	0.49	11.96 %
KIK1	0.37	8.40 %
KUM1	0.35	6.09 %
NGT1	0.34	14.58 %
TYR1	0.33	11.64 %
AYR1	0.27	8.85 %
TNJ1	0.24	2.42 %
TTP1	0.23	10.24 %
PTK1	0.12	2.66 %
KRN1	0.11	13.12 %
NCK1	0.10	10.66 %
APM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
WTRZ		0.00 %
Total	14.05	11.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.25	19.61 %
Fridge	3.31	23.65 %
Wash-Mac	1.73	13.93 %
Air-Cond	1.63	11.34 %
D-Freez	0.29	100.00 %
W.Heater	0.26	31.44 %
Oven	0.11	25.36 %
Total	11.58	17.99 %

Branch *	MTD Sales L	Brand Share %
POY1	0.81	11.52 %
CUD1	0.81	11.43 %
KKI2	0.75	11.38 %
VCM1	0.31	9.18 %
TRK1	0.24	9.77 %
KML1	0.07	7.03 %
NVL2		0.00 %
TDM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VPM2		0.00 %
WHUT		0.00 %
Total	11.58	17.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
D-Freez	1.09	100.00 %
Fridge	0.21	7.69 %
W.Heater	0.10	77.03 %
Total	1.40	12.06 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.13	15.52 %
PAS1	0.27	7.93 %
KLR1		0.00 %
Total	1.40	12.06 %