

MTD Sales
270.26 L

Brand Share %
13.20 %

Information:

MTD : 01-12-2025 To 04-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.20 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	134.39	18.03 %
Fridge	48.51	12.64 %
Wash-Mac	47.38	9.48 %
Air-Cond	23.34	7.12 %
W.Heater	9.09	14.31 %
D-Freez	4.14	63.13 %
Oven	1.36	14.59 %
W-Disp	1.14	55.53 %
Chimney	0.93	9.65 %
Total	270.26	13.20 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	44.82	13.11 %
CHENNAI-01	36.08	13.69 %
WEST-02	34.07	15.11 %
TRICHY-01	33.41	11.59 %
SOUTH-03	30.58	11.72 %
CHENNAI-02	24.37	13.44 %
NORTH ARCOT	23.61	17.75 %
WEST-01	20.96	12.89 %
SOUTH ARCOT	20.35	11.86 %
KL-SOUTH	2.01	10.64 %
Total	270.26	13.20 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	22.90	18.89 %
Fridge	8.47	14.35 %
Wash-Mac	5.95	6.47 %
Air-Cond	5.10	9.04 %
D-Freez	1.07	64.58 %
W.Heater	0.86	9.84 %
Oven	0.28	15.73 %
Chimney	0.13	12.43 %
W-Disp	0.07	100.00 %
Total	44.82	13.11 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.14	9.97 %
TUT1	1.90	5.28 %
RPM1	1.81	10.11 %
KVT1	1.34	5.16 %
RND1	1.18	11.83 %
TCN1	1.13	12.92 %
TKS2	1.01	7.70 %
UDN1	0.85	11.04 %
VNR2	0.73	5.26 %
PKD1	0.65	8.36 %
TUT2	0.62	3.62 %
SDI1	0.50	8.03 %
ASM1	0.23	3.87 %
TVL2	0.13	12.89 %
TYI1	0.11	2.74 %
VKM1	0.03	0.48 %
COL1		0.00 %
Total	44.82	13.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	15.72	17.26 %
Fridge	9.49	21.64 %
Wash-Mac	8.16	13.08 %
Air-Cond	0.79	1.48 %
Chimney	0.69	56.22 %
W.Heater	0.55	5.82 %
W-Disp	0.35	57.82 %
Oven	0.33	24.61 %
Total	36.08	13.69 %

Branch *	MTD Sales L	Brand Share %
CH42	2.60	12.40 %
CH08	2.53	12.41 %
CH16	1.73	10.76 %
CH14	1.16	12.54 %
AVD1	1.03	11.59 %
CH22	0.93	9.21 %
CH48	0.70	5.14 %
CH05	0.64	3.50 %
CH35	0.62	8.85 %
SKL1	0.60	10.22 %
CH37	0.57	10.73 %
CH11	0.43	5.63 %
CGL1	0.43	7.78 %
CH19	0.30	1.46 %
TKM1	0.11	3.38 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	36.08	13.69 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	13.35	17.77 %
Fridge	7.53	16.88 %
Wash-Mac	7.37	10.65 %
Air-Cond	3.48	13.01 %
W.Heater	1.72	28.44 %
W-Disp	0.27	100.00 %
Oven	0.23	24.52 %
Chimney	0.11	4.88 %
Total	34.07	15.11 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.93	5.00 %
SLM1	0.76	4.10 %
KVP1	0.48	12.23 %
EDP1	0.40	12.32 %
APN1	0.32	12.61 %
CMI1	0.24	9.73 %
OML1	0.23	5.74 %
PDR1	0.21	3.73 %
BMD1	0.18	5.00 %
HRR1	0.17	5.60 %
DPR2	0.16	3.02 %
SGG1	0.13	8.21 %
PMP1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	34.07	15.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	21.10	18.23 %
Wash-Mac	4.17	7.31 %
Air-Cond	3.89	8.41 %
Fridge	2.21	3.95 %
W.Heater	1.67	15.69 %
D-Freez	0.37	100.00 %
Total	33.41	11.59 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.54	11.82 %
PBR2	2.22	11.89 %
KUM1	1.98	11.77 %
TNJ2	1.66	11.56 %
MVM1	1.64	9.02 %
TVR2	1.48	8.75 %
PTK1	1.39	9.47 %
JKM1	1.36	12.36 %
TNJ1	1.30	5.74 %
NGT1	0.71	6.75 %
TYR1	0.69	8.55 %
TTP1	0.57	11.11 %
TRY3	0.49	7.32 %
TVR1	0.36	5.24 %
TRY2	0.27	3.88 %
APM1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	33.41	11.59 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	16.74	18.48 %
Wash-Mac	5.83	8.62 %
Fridge	5.04	8.75 %
Air-Cond	1.40	4.35 %
W.Heater	1.00	10.85 %
D-Freez	0.29	29.79 %
W-Disp	0.15	62.48 %
Oven	0.12	7.62 %
Total	30.58	11.72 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.12	8.40 %
MPA1	0.73	9.00 %
USL1	0.59	12.55 %
ATG1	0.51	5.21 %
TMM1	0.51	6.47 %
KRR1	0.50	4.60 %
ADP1	0.50	7.66 %
MDU4	0.45	9.53 %
MDU5	0.42	12.97 %
NKI1	0.39	12.37 %
MDU6	0.35	2.41 %
DKI1	0.33	3.89 %
TDI1	0.33	10.01 %
MNM1	0.24	10.59 %
NTM1	0.22	8.01 %
SVG1	0.12	1.32 %
TEN2	0.03	0.46 %
BTU1		0.00 %
CMR1		0.00 %
PKM1		0.00 %
PNV2		0.00 %
Total	30.58	11.72 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	12.42	17.62 %
Wash-Mac	4.24	12.25 %
Fridge	3.41	11.53 %
Air-Cond	2.75	6.92 %
W.Heater	0.79	15.18 %
D-Freez	0.37	100.00 %
Oven	0.23	21.96 %
W-Disp	0.16	65.49 %
Total	24.37	13.44 %

Branch *	MTD Sales L	Brand Share %
CH21	1.64	8.47 %
CH09	1.19	12.62 %
CH15	1.07	5.18 %
CH03	0.81	4.37 %
CH43	0.67	10.74 %
CH23	0.60	12.82 %
CH46	0.35	10.53 %
MJR1	0.35	8.31 %
UKI1	0.27	12.64 %
GPD1	0.13	5.52 %
CH36		0.00 %
MC06		0.00 %
Total	24.37	13.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.91	22.40 %
Wash-Mac	3.85	12.22 %
Fridge	3.82	18.13 %
Air-Cond	2.17	10.45 %
W.Heater	1.04	25.30 %
D-Freez	0.64	70.54 %
Oven	0.11	18.38 %
W-Disp	0.07	45.17 %
Total	23.61	17.75 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.02	12.21 %
VEL1	0.83	12.88 %
TRT1	0.71	10.40 %
GDM1	0.53	13.04 %
CPT1	0.39	11.30 %
ANI1	0.20	7.45 %
PLR1	0.07	2.76 %
BGR1		0.00 %
CGM1		0.00 %
PTU1		0.00 %
Total	23.61	17.75 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	8.07	15.34 %
Wash-Mac	4.85	10.31 %
Fridge	4.66	12.55 %
Air-Cond	1.18	6.88 %
W.Heater	1.15	24.38 %
D-Freez	0.98	82.34 %
W-Disp	0.08	30.76 %
Total	20.96	12.89 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.82	7.58 %
TPR2	0.70	11.57 %
AVI1	0.59	12.37 %
KGM1	0.57	12.37 %
UMP1	0.53	9.72 %
DPM2	0.47	9.16 %
TPR1	0.45	9.35 %
CNR1	0.37	11.21 %
WZSD	0.30	6.88 %
CBE2	0.30	1.07 %
TPR4	0.27	5.84 %
TPR3	0.24	12.66 %
KGI1	0.23	7.42 %
KMR1	0.23	2.83 %
KMD1	0.13	5.65 %
ANR1		0.00 %
SUL1		0.00 %
Total	20.96	12.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.06	17.23 %
Wash-Mac	2.84	8.21 %
Air-Cond	2.57	8.74 %
Fridge	2.09	6.73 %
D-Freez	0.42	100.00 %
W.Heater	0.30	5.79 %
Oven	0.06	21.60 %
Total	20.35	11.86 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.49	10.49 %
CDM1	1.18	9.01 %
SJI2	1.17	12.26 %
VPM2	0.91	9.69 %
TRK1	0.84	8.38 %
POY2	0.80	5.28 %
VCM1	0.59	9.57 %
KLM1	0.52	5.43 %
MKM1	0.49	11.94 %
TVM1	0.30	9.77 %
TVM2	0.27	12.31 %
KML1	0.22	2.90 %
STP1	0.13	4.05 %
WHUT		0.00 %
Total	20.35	11.86 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.77	48.12 %
LED TV	0.12	2.32 %
Wash-Mac	0.12	3.18 %
Total	2.01	10.64 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	2.01	10.64 %