

MTD Sales
230.53 L

Brand Share %
14.47 %

Information:

MTD : 01-09-2025 To 05-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.47 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	79.00	17.44 %
Fridge	62.61	16.62 %
Wash-Mac	40.50	13.79 %
Air-Cond	36.43	8.66 %
D-Freez	6.06	67.56 %
W.Heater	4.31	14.23 %
Oven	1.06	14.33 %
W-Disp	0.53	25.81 %
Total	230.53	14.47 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	31.56	11.18 %
SOUTH-03	31.48	14.91 %
CHENNAI-01	30.34	15.75 %
TRICHY-01	28.90	11.89 %
CHENNAI-02	24.29	16.80 %
WEST-02	22.56	18.54 %
WEST-01	20.29	15.49 %
SOUTH ARCOT	19.68	17.47 %
NORTH ARCOT	13.94	17.29 %
KL-SOUTH	7.50	10.22 %
Total	230.53	14.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	10.85	15.25 %
LED TV	7.62	11.78 %
Air-Cond	5.89	6.75 %
Wash-Mac	5.13	9.82 %
D-Freez	1.81	66.18 %
Oven	0.22	13.42 %
W.Heater	0.03	1.43 %
Total	31.56	11.18 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.47	13.92 %
SDI1	2.22	11.80 %
TUT1	1.76	5.28 %
KVT1	1.49	10.60 %
PKD1	1.28	13.45 %
ERL2	1.12	14.09 %
VLY1	0.94	10.54 %
TUT2	0.74	6.66 %
SKD1	0.71	11.08 %
VNR2	0.68	6.68 %
TKS2	0.61	8.69 %
APK2	0.58	10.06 %
MAR1	0.56	4.51 %
MMT1	0.51	6.91 %
UDN1	0.50	14.14 %
VKM1	0.46	7.55 %
PDI1	0.35	7.65 %
TYI1	0.29	5.38 %
TCN1	0.16	2.81 %
RPM1	0.12	1.50 %
VNR1	0.11	3.53 %
ARM1		0.00 %
ASM1		0.00 %
STU2		0.00 %
TVL2	-0.04	-4.43 %
Total	31.56	11.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	9.97	18.38 %
LED TV	7.93	14.08 %
Fridge	7.39	13.31 %
Wash-Mac	4.90	12.35 %
W.Heater	0.63	20.64 %
D-Freez	0.58	62.95 %
W-Disp	0.07	30.34 %
Total	31.48	14.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.42	14.03 %
DGL1	2.58	12.59 %
MDU2	0.82	6.27 %
TMM1	0.71	7.38 %
SVG1	0.64	11.69 %
MDU5	0.61	14.22 %
MDU3	0.56	8.15 %
TPT1	0.55	9.49 %
PNV1	0.53	10.08 %
TEN2	0.46	9.86 %
TEN1	0.43	7.73 %
USL1	0.43	7.91 %
MPA1	0.38	8.94 %
KRR1	0.36	10.36 %
MDU4	0.33	7.04 %
TDI1	0.31	8.78 %
ATG1	0.27	5.76 %
NKI1	0.27	12.45 %
SGP1	0.14	6.97 %
BTU1	0.13	6.89 %
KPT1	0.12	10.41 %
DKI1	0.07	1.52 %
BNR1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
Total	31.48	14.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	9.65	26.50 %
LED TV	8.24	21.01 %
Wash-Mac	7.27	18.36 %
Air-Cond	3.61	5.20 %
D-Freez	0.77	76.63 %
W.Heater	0.42	7.19 %
Oven	0.23	31.73 %
W-Disp	0.15	45.56 %
Total	30.34	15.75 %

Branch *	MTD Sales L	Brand Share %
CH16	2.35	13.83 %
CH14	1.13	7.92 %
CH08	1.06	11.95 %
CH07	0.96	12.38 %
CH48	0.85	11.35 %
GUD1	0.70	13.50 %
CGL1	0.60	13.34 %
CH19	0.49	4.37 %
CH11	0.45	7.83 %
CH35	0.37	12.05 %
CH39	0.32	10.58 %
SKL1	0.14	5.88 %
CH26	0.13	10.12 %
CH05		0.00 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
Total	30.34	15.75 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	10.18	14.84 %
Fridge	8.56	17.08 %
Air-Cond	4.50	5.05 %
Wash-Mac	4.28	14.52 %
D-Freez	0.70	100.00 %
W.Heater	0.68	15.84 %
Total	28.90	11.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.38	8.84 %
MDI1	1.23	12.98 %
TYR1	1.16	13.02 %
TNJ1	1.12	10.31 %
KIK1	0.69	10.46 %
TNJ2	0.61	5.40 %
TRY3	0.55	8.52 %
TVR2	0.54	5.01 %
TRY2	0.51	7.66 %
MSI1	0.28	5.48 %
JKM1	0.24	8.01 %
KUM1		0.00 %
Total	28.90	11.89 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	7.27	25.96 %
LED TV	6.29	14.48 %
Fridge	5.31	19.86 %
Air-Cond	3.30	7.93 %
W.Heater	0.93	30.39 %
D-Freez	0.65	74.66 %
Oven	0.39	73.30 %
W-Disp	0.16	39.80 %
Total	24.29	16.80 %

Branch *	MTD Sales L	Brand Share %
CH15	1.23	10.25 %
CH03	1.13	6.59 %
CH12	0.87	9.09 %
CH44	0.65	11.56 %
CH43	0.21	3.85 %
CH36	0.18	7.60 %
CH46	0.06	2.24 %
CH01		0.00 %
CH32		0.00 %
CH17	-0.02	-1.07 %
Total	24.29	16.80 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	11.57	28.03 %
Fridge	3.94	11.67 %
Wash-Mac	3.19	10.98 %
Air-Cond	2.28	17.10 %
W.Heater	0.77	27.49 %
D-Freez	0.67	100.00 %
W-Disp	0.08	36.51 %
Oven	0.06	10.82 %
Total	22.56	18.54 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.16	10.60 %
HSR2	1.03	11.82 %
HSR1	0.60	12.80 %
VPD1	0.56	9.64 %
SGI1	0.46	10.45 %
SLM3	0.30	8.37 %
KRI1	0.28	7.74 %
PDR1	0.21	7.88 %
PLC1	0.17	9.58 %
DPR1	0.15	9.54 %
KMM1	0.14	11.28 %
HRR1	0.12	7.91 %
SGG1		0.00 %
Total	22.56	18.54 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	9.74	24.07 %
Fridge	5.97	17.10 %
Wash-Mac	3.46	10.66 %
Air-Cond	0.74	4.52 %
W.Heater	0.38	8.06 %
Total	20.29	15.49 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.02	8.07 %
AVI1	0.46	13.87 %
TPR2	0.29	13.66 %
KMR1	0.28	2.06 %
CNR1	0.26	14.06 %
TPR1	0.17	4.49 %
CBE4	0.14	3.10 %
SUL1	0.14	4.09 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
Total	20.29	15.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.69	20.25 %
Fridge	4.27	15.77 %
Air-Cond	3.78	15.59 %
Wash-Mac	3.18	16.11 %
D-Freez	0.70	60.17 %
Oven	0.05	19.78 %
Total	19.68	17.47 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.54	14.00 %
NVL2	0.84	10.83 %
KKI2	0.42	8.85 %
ULP1	0.40	4.79 %
PRT1	0.27	4.44 %
KML1	0.13	2.75 %
VCM1	0.12	11.32 %
TVM2	0.10	9.77 %
Total	19.68	17.47 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.44	23.18 %
Fridge	3.84	19.34 %
Air-Cond	1.69	9.88 %
Wash-Mac	1.31	9.91 %
W.Heater	0.46	26.71 %
Oven	0.12	14.76 %
W-Disp	0.08	100.00 %
Total	13.94	17.29 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.66	11.10 %
TRR1	0.60	10.78 %
ABR1	0.43	9.01 %
VSI1	0.32	10.00 %
AKM1	0.27	13.37 %
KPM2	0.23	2.55 %
GDM1	0.22	7.56 %
ARC2	0.11	3.50 %
BGR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
Total	13.94	17.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.31	9.96 %
Fridge	2.83	13.33 %
Air-Cond	0.67	8.60 %
Wash-Mac	0.51	4.97 %
D-Freez	0.18	45.30 %
Total	7.50	10.22 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.81	8.51 %
PAS1	2.17	13.80 %
KLR1	1.52	11.78 %
Total	7.50	10.22 %