

MTD Sales
410.11 L

Brand Share %
14.74 %

Information:

MTD : 01-10-2025 To 05-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.74 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	190.26	17.83 %
Fridge	91.20	17.86 %
Wash-Mac	71.09	14.26 %
Air-Cond	42.50	6.61 %
W.Heater	7.40	20.65 %
D-Freez	4.82	68.45 %
Oven	1.30	13.74 %
W-Disp	1.28	72.55 %
Chimney	0.25	2.68 %
Total	410.11	14.74 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	61.44	14.78 %
WEST-02	60.89	20.32 %
SOUTH-03	53.98	13.66 %
SOUTH-01	50.05	11.87 %
CHENNAI-02	48.23	16.01 %
TRICHY-01	45.40	12.89 %
WEST-01	32.36	13.50 %
NORTH ARCOT	29.41	16.81 %
SOUTH ARCOT	27.00	15.98 %
KL-SOUTH	1.35	9.62 %
Total	410.11	14.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	25.50	17.94 %
Fridge	14.89	20.58 %
Wash-Mac	10.26	15.35 %
Air-Cond	7.60	6.13 %
W.Heater	1.74	27.41 %
D-Freez	1.01	73.50 %
W-Disp	0.22	100.00 %
Chimney	0.13	10.31 %
Oven	0.09	7.99 %
Total	61.44	14.78 %

Branch *	MTD Sales L	Brand Share %
CH16	5.18	14.63 %
CH08	3.38	10.88 %
CH42	3.03	14.34 %
CH48	1.81	10.84 %
CH05	1.43	4.64 %
GUD2	1.35	11.75 %
CH22	1.14	9.14 %
TKM1	1.12	11.41 %
CH11	1.06	10.55 %
CH19	0.96	3.62 %
KNR1	0.89	10.58 %
CGL1	0.69	7.73 %
CH37	0.66	14.06 %
CZWH	0.64	11.70 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	61.44	14.78 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	32.29	23.64 %
Fridge	12.04	19.52 %
Wash-Mac	11.71	17.51 %
Air-Cond	3.21	11.61 %
W.Heater	0.92	25.59 %
D-Freez	0.47	100.00 %
W-Disp	0.14	100.00 %
Oven	0.11	13.76 %
Total	60.89	20.32 %

Branch *	MTD Sales L	Brand Share %
ERD1	3.55	12.20 %
SLM1	3.25	10.43 %
PDR1	0.75	12.08 %
CM11	0.14	6.39 %
WZWH		0.00 %
Total	60.89	20.32 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	27.22	18.04 %
Fridge	14.46	18.18 %
Wash-Mac	6.45	9.69 %
Air-Cond	4.40	4.91 %
W.Heater	0.78	16.40 %
D-Freez	0.35	63.19 %
W-Disp	0.21	67.57 %
Oven	0.11	9.98 %
Total	53.98	13.66 %

Branch *	MTD Sales L	Brand Share %
DGL1	6.96	13.28 %
MDU1	4.71	11.97 %
MDU2	4.06	10.04 %
CBM1	1.44	14.05 %
TEN2	1.23	9.72 %
ATG1	1.20	9.79 %
TEN1	0.99	9.10 %
MNM1	0.73	13.69 %
SVG1	0.71	8.16 %
TPT1	0.68	12.42 %
ADP1	0.60	12.09 %
MDU6	0.57	7.56 %
TMM1	0.55	4.16 %
KKD2	0.54	10.53 %
DKI1	0.51	5.78 %
ODM1	0.47	12.59 %
CMR1	0.33	9.53 %
BNR1	0.31	5.78 %
KYK1	0.25	6.54 %
BTU1	0.23	8.07 %
SGP1	0.22	10.24 %
MDU4	0.12	1.34 %
NTM1		0.00 %
SZSD		0.00 %
Total	53.98	13.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	17.72	13.46 %
Fridge	12.33	15.44 %
Wash-Mac	11.10	14.81 %
Air-Cond	6.25	4.96 %
D-Freez	1.89	70.56 %
W.Heater	0.48	13.39 %
Oven	0.21	11.66 %
W-Disp	0.07	45.84 %
Total	50.05	11.87 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.86	9.16 %
TUT1	3.09	6.40 %
KVT1	2.83	12.14 %
NGR1	2.82	14.10 %
RPM1	2.57	8.06 %
VNR2	2.38	13.79 %
TKS2	1.76	13.39 %
MAR1	1.39	12.65 %
SDI1	1.01	12.88 %
TYI1	0.99	13.42 %
APK2	0.98	10.63 %
TCN1	0.86	13.11 %
VLY1	0.86	11.26 %
PDI1	0.79	13.35 %
UDN1	0.78	14.52 %
PKD1	0.75	9.05 %
TUT2	0.74	4.97 %
ERL2	0.71	9.55 %
KGL1	0.62	14.48 %
APK1	0.57	7.90 %
TVL2	0.55	10.93 %
SKD1	0.52	13.79 %
ARM1	0.42	13.23 %
ASM1	0.40	5.65 %
TKY1	0.36	3.84 %
VKM1	0.14	2.66 %
MMT1	0.10	2.24 %
COL1	0.05	2.85 %
KSM1		0.00 %
S2SD		0.00 %
Total	50.05	11.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	16.53	15.52 %
Fridge	11.91	23.63 %
Wash-Mac	10.73	19.66 %
Air-Cond	6.76	8.17 %
W.Heater	1.83	43.26 %
Oven	0.25	16.96 %
W-Disp	0.21	47.61 %
Total	48.23	16.01 %

Branch *	MTD Sales L	Brand Share %
CH15	5.61	14.57 %
CH03	4.28	14.71 %
CH12	1.95	7.27 %
UKI1	0.82	11.80 %
CH33	0.77	9.00 %
CH21	0.72	4.58 %
CH46	0.61	6.28 %
CH17	0.59	10.34 %
GPD1	0.47	11.78 %
CH27	0.47	11.85 %
CH36	0.28	9.79 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	48.23	16.01 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	26.04	17.61 %
Air-Cond	6.66	7.05 %
Fridge	5.95	11.37 %
Wash-Mac	5.85	11.24 %
D-Freez	0.48	100.00 %
W.Heater	0.32	7.59 %
Oven	0.09	9.22 %
Total	45.40	12.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.04	12.37 %
KUM1	2.69	11.89 %
PBR2	1.97	11.48 %
TRY3	1.47	9.33 %
MDI1	1.24	9.79 %
TNJ1	1.22	3.41 %
TTP1	1.16	14.11 %
TVR2	1.07	6.39 %
AYR1	0.86	13.63 %
PBR1	0.47	6.84 %
APM1	0.26	7.19 %
TZSD	0.17	-149.33 %
KRN1	0.15	4.24 %
MSI1		0.00 %
ORU1		0.00 %
Total	45.40	12.89 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	17.26	16.25 %
Fridge	7.08	14.89 %
Wash-Mac	6.81	12.32 %
W.Heater	0.43	12.19 %
Oven	0.28	25.17 %
Air-Cond	0.26	1.10 %
D-Freez	0.18	40.70 %
W-Disp	0.07	100.00 %
Total	32.36	13.50 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.73	10.63 %
CBE2	1.58	3.56 %
UAM1	1.37	13.89 %
AVI1	0.99	13.22 %
TPR1	0.92	14.23 %
CBE4	0.78	7.08 %
KMR1	0.68	4.75 %
TPR4	0.59	13.27 %
MPM1	0.58	5.73 %
SYM2	0.53	14.64 %
DPM2	0.53	12.86 %
SUL1	0.32	4.07 %
CBE6	0.26	4.25 %
CNR1	0.22	8.04 %
UMP1	0.12	2.25 %
TPR3	0.12	1.60 %
WZSD		0.00 %
Total	32.36	13.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.62	18.51 %
Fridge	7.27	22.15 %
Wash-Mac	4.24	13.81 %
Air-Cond	3.35	10.08 %
W.Heater	0.42	16.80 %
W-Disp	0.28	100.00 %
Chimney	0.12	12.04 %
Oven	0.09	26.45 %
Total	29.41	16.81 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.47	8.56 %
TRR1	1.39	12.66 %
SBR1	1.35	11.75 %
WJD1	0.92	13.95 %
TRL1	0.91	4.83 %
PLR1	0.75	11.51 %
VEL1	0.57	5.51 %
ARC2	0.45	12.31 %
CGM1	0.42	9.79 %
CPT1	0.32	10.03 %
VNB1	0.25	13.32 %
BGR1		0.00 %
Total	29.41	16.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.78	20.91 %
Fridge	5.28	17.16 %
Wash-Mac	3.94	13.83 %
Air-Cond	3.14	8.01 %
W.Heater	0.49	15.92 %
D-Freez	0.26	54.83 %
W-Disp	0.07	53.44 %
Oven	0.06	9.23 %
Total	27.00	15.98 %

Branch *	MTD Sales L	Brand Share %
POY1	2.88	13.46 %
NVL2	1.97	12.68 %
CUD1	1.96	12.02 %
TDM1	1.28	14.11 %
PRT1	0.93	14.42 %
CDM1	0.87	12.54 %
KML1	0.36	6.63 %
SJI1		0.00 %
Total	27.00	15.98 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.87	35.05 %
LED TV	0.30	5.22 %
D-Freez	0.18	100.00 %
Total	1.35	9.62 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.79	10.01 %
KLR1	0.46	12.42 %
PAS1	0.10	4.15 %
Total	1.35	9.62 %