

MTD Sales
505.85 L

Brand Share %
15.92 %

Information:

MTD : 01-11-2025 To 05-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.92 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	215.80	21.03 %
Fridge	109.73	17.85 %
Wash-Mac	96.24	12.71 %
Air-Cond	60.01	8.72 %
W.Heater	13.16	23.54 %
D-Freez	7.20	81.75 %
Oven	2.30	18.73 %
W-Disp	1.11	52.73 %
Chimney	0.32	2.69 %
Total	505.85	15.92 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	73.17	17.51 %
CHENNAI-02	65.06	17.18 %
SOUTH-01	62.87	14.17 %
TRICHY-01	57.38	13.15 %
WEST-02	55.19	17.22 %
SOUTH-03	51.54	14.04 %
SOUTH ARCOT	48.47	16.86 %
NORTH ARCOT	44.94	20.47 %
WEST-01	43.58	16.09 %
KL-SOUTH	3.65	10.32 %
Total	505.85	15.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	34.47	28.30 %
Fridge	15.98	22.50 %
Wash-Mac	11.84	12.69 %
Air-Cond	7.74	6.63 %
W.Heater	1.88	16.99 %
Oven	0.46	22.73 %
D-Freez	0.43	100.00 %
W-Disp	0.23	66.33 %
Chimney	0.14	11.65 %
Total	73.17	17.51 %

Branch *	MTD Sales L	Brand Share %
CH16	5.26	15.34 %
CH42	3.94	11.91 %
CH14	2.68	10.11 %
CH05	2.55	7.60 %
CH11	2.42	15.23 %
CH22	1.88	12.85 %
CGL1	1.61	14.32 %
KNR1	1.59	14.98 %
CH35	1.13	14.65 %
CH19	0.96	4.88 %
CH48	0.81	5.57 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.06	0.68 %
Total	73.17	17.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	27.10	21.21 %
Wash-Mac	15.17	18.02 %
Fridge	12.37	18.31 %
Air-Cond	8.28	9.15 %
W.Heater	1.23	25.01 %
Oven	0.68	33.08 %
D-Freez	0.17	42.72 %
W-Disp	0.08	18.01 %
Total	65.06	17.18 %

Branch *	MTD Sales L	Brand Share %
CH03	5.71	15.01 %
CH15	4.16	11.43 %
CH12	3.12	12.59 %
CH17	2.55	13.26 %
CH09	1.19	6.92 %
MJR1	0.94	6.18 %
CH44	0.85	7.68 %
CH36	0.71	11.12 %
CH27	0.53	8.36 %
CH32	0.22	7.86 %
MC06		0.00 %
Total	65.06	17.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	21.33	14.78 %
Fridge	19.04	20.96 %
Wash-Mac	12.30	11.33 %
Air-Cond	7.87	8.74 %
W.Heater	1.06	19.24 %
D-Freez	0.82	69.71 %
W-Disp	0.30	44.72 %
Oven	0.16	11.75 %
Total	62.87	14.17 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.90	10.67 %
KVT1	2.52	12.25 %
TUT1	2.42	4.91 %
RPM1	1.74	9.29 %
VLY1	1.48	14.68 %
RND1	1.47	8.60 %
TUT2	1.30	6.86 %
VNR2	1.10	5.78 %
MMT1	1.08	13.78 %
SDI1	1.03	14.91 %
APK1	0.88	8.31 %
PDI1	0.77	14.77 %
TCN1	0.72	7.58 %
VNR1	0.69	10.34 %
TVL2	0.61	8.21 %
APK2	0.46	5.83 %
SKD1	0.33	6.87 %
UDN1	0.30	3.72 %
VKM1	0.23	3.72 %
S2SD	0.18	8.50 %
TKY1		0.00 %
WHTV		0.00 %
Total	62.87	14.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	25.56	18.77 %
Air-Cond	10.18	7.93 %
Fridge	10.11	13.60 %
Wash-Mac	8.03	9.42 %
W.Heater	2.64	28.16 %
D-Freez	0.65	100.00 %
Oven	0.13	17.02 %
W-Disp	0.08	100.00 %
Total	57.38	13.15 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.98	11.52 %
MVM1	2.80	11.77 %
TRY3	2.66	13.35 %
TNJ2	2.33	10.48 %
KUM1	2.31	8.65 %
TYR1	2.08	15.55 %
TVR2	1.85	7.54 %
TVR1	1.74	13.80 %
PTK1	1.67	11.42 %
TRY2	1.56	14.48 %
TNJ1	1.20	4.06 %
TTP1	1.01	8.97 %
JKM1	0.99	12.00 %
AYR1	0.59	5.54 %
MSI1	0.51	7.64 %
APM1	0.45	7.45 %
KRN1	0.44	9.71 %
ORU1	0.19	4.86 %
PBR1	0.12	2.24 %
WTRZ		0.00 %
Total	57.38	13.15 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.11	19.93 %
Fridge	14.89	20.66 %
Wash-Mac	11.78	12.82 %
Air-Cond	3.04	8.91 %
W.Heater	1.87	29.03 %
D-Freez	1.44	100.00 %
Oven	0.06	6.93 %
Total	55.19	17.22 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.04	14.82 %
HSR2	2.56	11.93 %
SLM3	2.29	15.32 %
HSR1	1.38	8.69 %
TRM1	1.02	11.54 %
RSP1	0.89	14.65 %
PDR1	0.69	11.54 %
OML1	0.69	7.47 %
EPI1	0.66	10.39 %
SLM2	0.59	4.26 %
PMP1	0.42	6.57 %
VKL1	0.19	5.58 %
APN1		0.00 %
WHPD		0.00 %
Total	55.19	17.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	25.16	21.52 %
Wash-Mac	11.05	12.26 %
Fridge	10.20	13.53 %
Air-Cond	3.62	4.79 %
W.Heater	1.25	19.07 %
Oven	0.15	10.77 %
W-Disp	0.14	100.00 %
D-Freez	0.08	100.00 %
Chimney	-0.12	-12.86 %
Total	51.54	14.04 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.78	14.28 %
KKD3	3.94	13.32 %
MDU6	2.99	10.85 %
MDU2	2.65	10.13 %
DGL1	2.21	9.90 %
CBM1	1.23	12.35 %
TMM1	1.15	11.14 %
KRR1	1.08	11.09 %
MDU3	0.91	11.47 %
USL1	0.70	12.01 %
DKI1	0.69	6.60 %
SVG1	0.68	7.66 %
SZSD	0.65	14.09 %
ADP1	0.62	10.54 %
TEN1	0.61	7.16 %
TEN2	0.48	6.68 %
NTM1	0.47	14.55 %
TDI1	0.44	12.05 %
KPT1	0.34	12.97 %
PKM1	0.24	5.65 %
CMR1	0.17	3.75 %
BTU1	0.14	3.81 %
MPA1		0.00 %
WHMD		0.00 %
Total	51.54	14.04 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.11	21.37 %
Fridge	9.75	20.14 %
Air-Cond	9.41	11.67 %
Wash-Mac	7.61	13.01 %
W.Heater	0.84	23.03 %
D-Freez	0.45	100.00 %
Oven	0.28	20.80 %
Total	48.47	16.86 %

Branch *	MTD Sales L	Brand Share %
POY1	4.90	13.28 %
CDM1	3.13	14.38 %
KKI2	2.29	12.14 %
SJI2	2.22	15.49 %
NVL2	1.86	13.51 %
VPM2	1.71	10.35 %
ULP1	1.13	10.16 %
KML1	0.98	6.62 %
TRK1	0.76	6.79 %
WHUT	-0.12	7.02 %
Total	48.47	16.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.66	25.97 %
Wash-Mac	8.33	15.31 %
Air-Cond	6.70	18.05 %
Fridge	6.40	15.29 %
D-Freez	1.33	62.08 %
W.Heater	1.17	32.69 %
Oven	0.16	34.37 %
Chimney	0.12	31.31 %
W-Disp	0.07	100.00 %
Total	44.94	20.47 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.24	14.49 %
VEL2	2.23	14.89 %
TRL1	1.93	7.98 %
TRR1	1.84	15.32 %
VEL1	1.74	12.05 %
BGR1		0.00 %
WHVL		0.00 %
Total	44.94	20.47 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.30	23.42 %
Fridge	9.68	15.05 %
Wash-Mac	9.15	11.03 %
Air-Cond	3.16	10.20 %
W.Heater	1.12	24.68 %
D-Freez	0.56	72.14 %
Oven	0.23	11.41 %
W-Disp	0.22	76.27 %
Chimney	0.18	6.54 %
Total	43.58	16.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.91	6.16 %
PLI1	2.02	14.51 %
CBE4	1.96	13.45 %
SUL1	1.87	15.62 %
CBE6	1.51	11.82 %
TPR2	1.20	10.23 %
KMD1	1.00	14.43 %
TPR4	0.49	8.10 %
AVI1	0.48	8.57 %
KGI1	0.41	7.09 %
MPM1	0.30	4.09 %
KGM1	0.25	5.52 %
GDR1	0.22	7.14 %
KMR1	0.06	0.55 %
WHCB		0.00 %
Total	43.58	16.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.30	14.42 %
D-Freez	1.26	100.00 %
Wash-Mac	0.99	11.96 %
W.Heater	0.10	35.03 %
Total	3.65	10.32 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.93	8.47 %
PAS1	0.53	6.69 %
Total	3.65	10.32 %