

MTD Sales
318.01 L

Brand Share %
13.65 %

Information:

MTD : 01-12-2025 To 05-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.65 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	163.99	19.05 %
Fridge	56.35	13.08 %
Wash-Mac	53.63	9.47 %
Air-Cond	25.38	6.92 %
W.Heater	10.55	14.24 %
D-Freez	4.58	64.31 %
Oven	1.32	11.70 %
W-Disp	1.14	43.56 %
Chimney	1.08	9.94 %
Total	318.01	13.65 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	51.71	13.33 %
CHENNAI-01	42.47	13.83 %
TRICHY-01	40.04	12.33 %
WEST-02	39.40	15.69 %
SOUTH-03	35.23	12.10 %
CHENNAI-02	29.88	14.04 %
NORTH ARCOT	26.99	17.86 %
SOUTH ARCOT	26.35	13.13 %
WEST-01	23.39	12.87 %
KL-SOUTH	2.54	11.64 %
Total	318.01	13.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	27.55	19.31 %
Fridge	9.53	14.65 %
Wash-Mac	6.91	6.62 %
Air-Cond	4.85	8.02 %
D-Freez	1.34	69.64 %
W.Heater	1.05	10.29 %
Oven	0.28	13.33 %
Chimney	0.13	12.43 %
W-Disp	0.07	100.00 %
Total	51.71	13.33 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.31	11.28 %
RPM1	2.22	11.33 %
KVT1	1.96	6.60 %
TUT1	1.90	4.39 %
RND1	1.30	11.44 %
TCN1	1.24	12.68 %
TKS2	1.19	7.78 %
TUT2	0.94	4.79 %
PKD1	0.77	8.90 %
VNR2	0.73	5.07 %
SDI1	0.50	7.92 %
ASM1	0.23	3.24 %
TVL2	0.13	12.89 %
TYI1	0.11	2.35 %
VKM1	0.03	0.48 %
COL1		0.00 %
Total	51.71	13.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	19.48	18.46 %
Fridge	10.39	20.41 %
Wash-Mac	9.00	12.68 %
Air-Cond	1.63	2.54 %
Chimney	0.69	56.22 %
W.Heater	0.55	5.00 %
Oven	0.39	22.07 %
W-Disp	0.35	34.09 %
Total	42.47	13.83 %

Branch *	MTD Sales L	Brand Share %
CH08	3.00	12.30 %
CH42	3.00	11.06 %
AVD1	1.41	12.17 %
CH48	1.32	8.26 %
CH22	1.23	11.51 %
CH14	1.16	10.11 %
CH05	0.64	3.09 %
CH35	0.62	7.55 %
SKL1	0.60	9.92 %
CH37	0.57	9.43 %
CH11	0.57	6.85 %
CZWH	0.49	11.81 %
CGL1	0.43	7.55 %
CH19	0.30	1.34 %
TKM1	0.11	2.21 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
Total	42.47	13.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	25.67	18.82 %
Air-Cond	5.05	9.57 %
Wash-Mac	4.50	7.30 %
Fridge	2.64	4.43 %
W.Heater	1.81	15.46 %
D-Freez	0.37	100.00 %
Total	40.04	12.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.03	13.19 %
KUM1	2.23	12.33 %
PBR2	2.22	10.53 %
TNJ2	1.66	10.58 %
JKM1	1.60	12.47 %
TNJ1	1.49	5.70 %
TVR2	1.48	8.41 %
NGT1	0.85	7.32 %
PDK1	0.79	12.44 %
TYR1	0.69	7.77 %
TRY3	0.60	8.85 %
TTP1	0.57	11.11 %
KRN1	0.51	12.38 %
TVR1	0.36	4.85 %
PBR1	0.27	6.74 %
TRY2	0.27	3.65 %
ORU1	0.24	4.09 %
APM1	0.11	3.62 %
MSI1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	40.04	12.33 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	16.34	19.50 %
Fridge	8.75	17.56 %
Wash-Mac	8.18	10.64 %
Air-Cond	3.48	11.98 %
W.Heater	2.03	28.62 %
W-Disp	0.27	100.00 %
Oven	0.23	20.95 %
Chimney	0.11	3.99 %
Total	39.40	15.69 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.26	6.01 %
SLM1	0.99	4.96 %
TRM1	0.72	13.22 %
MTR1	0.71	13.15 %
EDP1	0.40	12.32 %
APN1	0.32	11.74 %
OML1	0.29	5.95 %
DPR2	0.28	4.82 %
BMD1	0.25	6.42 %
CMI1	0.24	7.58 %
PDR1	0.21	3.30 %
HRR1	0.17	5.60 %
PMP1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	39.40	15.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	19.91	19.55 %
Wash-Mac	6.20	8.32 %
Fridge	5.90	9.33 %
Air-Cond	1.40	3.82 %
W.Heater	1.27	11.69 %
D-Freez	0.29	29.79 %
W-Disp	0.15	38.63 %
Oven	0.12	5.65 %
Total	35.23	12.10 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.82	13.47 %
MDU2	2.30	8.73 %
CBM1	1.27	12.59 %
TEN1	0.97	12.20 %
MPA1	0.73	8.34 %
MDU6	0.67	4.35 %
USL1	0.59	11.62 %
DKI1	0.58	5.89 %
MDU4	0.57	11.03 %
ATG1	0.51	4.79 %
TMM1	0.51	6.05 %
KRR1	0.50	4.18 %
ADP1	0.50	7.36 %
MDU5	0.42	11.59 %
NKI1	0.39	11.38 %
SVG1	0.34	3.30 %
TDI1	0.33	7.44 %
MNM1	0.24	10.17 %
NTM1	0.22	7.45 %
PNV2	0.21	4.62 %
TEN2	0.03	0.38 %
BTU1		0.00 %
CMR1		0.00 %
PKM1		0.00 %
Total	35.23	12.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	15.35	18.66 %
Wash-Mac	5.21	11.92 %
Fridge	4.41	12.32 %
Air-Cond	3.04	7.13 %
W.Heater	1.06	16.49 %
D-Freez	0.37	74.43 %
Chimney	0.16	68.78 %
W-Disp	0.16	65.49 %
Oven	0.14	11.54 %
Total	29.88	14.04 %

Branch *	MTD Sales L	Brand Share %
CH21	2.57	11.99 %
CH15	1.39	5.69 %
CH03	1.04	4.95 %
CH43	0.79	10.71 %
CH23	0.60	10.63 %
CH46	0.35	8.39 %
MJR1	0.35	6.63 %
UKI1	0.27	12.64 %
CH36		0.00 %
MC06		0.00 %
Total	29.88	14.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.57	22.05 %
Fridge	4.70	19.24 %
Wash-Mac	4.60	13.18 %
Air-Cond	2.17	9.38 %
W.Heater	1.13	23.72 %
D-Freez	0.64	70.54 %
Oven	0.11	18.38 %
W-Disp	0.07	45.15 %
Total	26.99	17.86 %

Branch *	MTD Sales L	Brand Share %
AKM1	1.64	13.04 %
TRL1	1.02	10.14 %
VEL1	0.83	12.11 %
GDM1	0.53	12.33 %
WJP1	0.44	13.55 %
PLR1	0.07	2.49 %
BGR1		0.00 %
CGM1		0.00 %
PTU1		0.00 %
Total	26.99	17.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.19	19.97 %
Wash-Mac	3.53	8.69 %
Fridge	3.21	8.56 %
Air-Cond	2.57	7.63 %
D-Freez	0.42	100.00 %
W.Heater	0.37	5.94 %
Oven	0.06	12.65 %
Total	26.35	13.13 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.97	13.04 %
POY2	1.85	7.69 %
CDM1	1.61	11.16 %
ULP1	1.19	12.19 %
SJI2	1.17	12.26 %
TRK1	1.10	10.22 %
KLM1	0.82	8.18 %
VCM1	0.59	8.36 %
MKM1	0.49	11.02 %
TVM2	0.27	9.35 %
KML1	0.22	2.72 %
STP1	0.13	3.87 %
WHUT		0.00 %
Total	26.35	13.13 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	9.70	16.18 %
Wash-Mac	5.38	9.98 %
Fridge	4.79	12.06 %
W.Heater	1.29	22.43 %
Air-Cond	1.18	6.65 %
D-Freez	0.98	82.34 %
W-Disp	0.08	30.76 %
Total	23.39	12.87 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.01	8.91 %
TPR2	0.70	10.93 %
CBE6	0.69	10.58 %
AVI1	0.59	11.48 %
KGM1	0.57	12.28 %
UMP1	0.53	9.22 %
DPM2	0.47	8.54 %
TPR1	0.45	7.33 %
CNR1	0.37	11.21 %
WZSD	0.30	6.75 %
CBE2	0.30	0.97 %
TPR4	0.27	5.68 %
KGI1	0.23	6.30 %
KMR1	0.23	2.57 %
KMD1	0.13	4.83 %
ANR1		0.00 %
SUL1		0.00 %
Total	23.39	12.87 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.02	43.30 %
LED TV	0.23	3.97 %
D-Freez	0.17	100.00 %
Wash-Mac	0.12	2.61 %
Total	2.54	11.64 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	6.92 %
PAS1		0.00 %
Total	2.54	11.64 %