

MTD Sales
690.16 L

Brand Share %
14.51 %

Information:

MTD : 01-10-2025 To 06-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.51 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	303.30	16.72 %
Fridge	155.50	17.01 %
Wash-Mac	134.18	14.88 %
Air-Cond	72.08	7.02 %
W.Heater	12.28	23.04 %
D-Freez	8.16	71.89 %
Oven	2.19	13.45 %
W-Disp	1.84	64.91 %
Chimney	0.63	4.30 %
Total	690.16	14.51 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	97.66	18.30 %
CHENNAI-01	89.22	14.15 %
SOUTH-01	87.79	11.84 %
SOUTH-03	87.42	14.03 %
TRICHY-01	81.03	13.15 %
CHENNAI-02	77.77	16.47 %
SOUTH ARCOT	61.88	16.42 %
WEST-01	56.88	12.66 %
NORTH ARCOT	47.43	17.26 %
KL-SOUTH	3.07	8.26 %
Total	690.16	14.51 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	45.55	20.78 %
Wash-Mac	22.83	17.22 %
Fridge	21.25	18.20 %
Air-Cond	4.74	8.77 %
W.Heater	1.91	33.03 %
D-Freez	0.95	100.00 %
Oven	0.23	17.14 %
W-Disp	0.21	75.53 %
Total	97.66	18.30 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.53	11.88 %
HSR2	4.94	13.99 %
ERD1	4.85	12.01 %
SLM3	4.16	11.30 %
VPD1	2.66	14.35 %
PMP1	1.43	13.52 %
SGG1	1.29	11.88 %
APN1	0.89	9.69 %
PDR1	0.86	7.96 %
VKL1	0.74	10.28 %
WZWH		0.00 %
Total	97.66	18.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	37.04	16.99 %
Fridge	19.95	18.39 %
Wash-Mac	16.29	15.10 %
Air-Cond	11.71	6.43 %
W.Heater	2.37	29.35 %
D-Freez	1.01	73.50 %
Oven	0.31	12.97 %
W-Disp	0.29	50.41 %
Chimney	0.25	14.51 %
Total	89.22	14.15 %

Branch *	MTD Sales L	Brand Share %
CH16	5.97	11.61 %
CH08	5.54	12.21 %
CH42	4.74	13.76 %
CH48	3.03	12.85 %
CH11	2.61	12.33 %
GUD2	2.17	14.45 %
CH05	2.16	4.85 %
CH19	1.31	3.88 %
TKM1	1.23	9.66 %
KNR1	1.18	10.05 %
CH39	1.17	11.75 %
CH22	1.14	5.49 %
CGL1	0.95	7.75 %
WHC3	0.80	10.24 %
CH37	0.66	8.57 %
CH29		0.00 %
CH40		0.00 %
Total	89.22	14.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	32.80	12.99 %
Fridge	21.23	14.86 %
Wash-Mac	18.81	13.66 %
Air-Cond	10.81	5.56 %
D-Freez	2.91	70.30 %
W.Heater	0.76	14.19 %
Oven	0.26	7.93 %
W-Disp	0.21	70.64 %
Total	87.79	11.84 %

Branch *	MTD Sales L	Brand Share %
TVL1	7.74	10.56 %
TUT1	4.57	4.77 %
NGR1	4.27	11.15 %
RPM1	4.12	9.82 %
VNR2	3.12	9.24 %
SVK1	3.07	13.17 %
KVT1	3.02	9.03 %
TUT2	2.58	8.88 %
ERL2	1.96	14.45 %
APK2	1.64	12.01 %
UDN1	1.31	11.03 %
PKD1	1.29	9.65 %
TYI1	1.20	11.84 %
ASM1	0.87	7.07 %
SKD1	0.86	12.28 %
APK1	0.78	6.82 %
TVL2	0.73	8.68 %
KGL1	0.62	9.06 %
TKY1	0.36	1.51 %
VKM1	0.25	2.93 %
COL1	0.22	9.61 %
MMT1	0.21	2.34 %
KSM1	0.11	2.65 %
S2SD	0.10	1.32 %
Total	87.79	11.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	36.95	15.88 %
Fridge	24.29	18.20 %
Wash-Mac	16.34	13.86 %
Air-Cond	7.17	5.68 %
W.Heater	1.26	19.32 %
D-Freez	1.03	75.47 %
W-Disp	0.28	62.46 %
Oven	0.11	6.46 %
Total	87.42	14.03 %

Branch *	MTD Sales L	Brand Share %
DGL1	8.03	12.08 %
MDU1	7.22	10.92 %
MDU2	4.92	8.99 %
KRR1	3.23	14.22 %
TEN2	2.24	10.75 %
ATG1	2.03	9.67 %
MPA1	1.75	12.79 %
TEN1	1.41	8.06 %
MDU5	1.19	13.11 %
TPT1	1.14	9.61 %
MDU6	1.03	9.20 %
DKI1	1.00	7.10 %
TMM1	0.99	5.13 %
MDU4	0.80	5.64 %
BNR1	0.63	6.48 %
SGP1	0.55	11.58 %
ODM1	0.47	8.57 %
BTU1	0.46	8.54 %
CMR1	0.33	5.26 %
SZSD	0.07	1.59 %
NTM1		0.00 %
Total	87.42	14.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	41.52	16.87 %
Fridge	12.99	12.38 %
Air-Cond	12.17	7.80 %
Wash-Mac	12.15	12.32 %
D-Freez	1.07	100.00 %
W.Heater	0.92	13.18 %
Oven	0.21	10.64 %
Total	81.03	13.15 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.15	11.62 %
KUM1	3.22	8.14 %
MDI1	3.18	12.08 %
TRY3	2.18	7.58 %
TNJ1	2.08	4.06 %
AYR1	2.06	13.68 %
TVR2	1.51	5.13 %
PBR1	1.41	11.54 %
TTP1	1.34	11.15 %
KRN1	0.58	6.96 %
APM1	0.26	3.74 %
TZSD	0.17	-149.33 %
MSI1		0.00 %
ORU1		0.00 %
Total	81.03	13.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	30.17	17.45 %
Fridge	18.44	21.60 %
Wash-Mac	15.95	18.68 %
Air-Cond	9.73	8.16 %
W.Heater	2.18	41.83 %
Oven	0.48	24.34 %
W-Disp	0.36	52.43 %
Chimney	0.26	21.35 %
D-Freez	0.20	100.00 %
Total	77.77	16.47 %

Branch *	MTD Sales L	Brand Share %
CH15	8.11	13.91 %
CH12	3.48	8.09 %
CH09	2.82	13.66 %
CH44	2.55	14.49 %
CH33	2.41	13.99 %
CH21	1.57	6.10 %
UKI1	0.93	9.66 %
CH17	0.92	11.89 %
CH27	0.69	8.58 %
CH46	0.50	4.34 %
CH36	0.33	5.33 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	77.77	16.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	28.33	19.68 %
Fridge	13.34	17.60 %
Wash-Mac	9.72	15.31 %
Air-Cond	8.86	10.32 %
W.Heater	1.26	21.97 %
D-Freez	0.26	54.83 %
W-Disp	0.07	53.44 %
Oven	0.06	6.60 %
Total	61.88	16.42 %

Branch *	MTD Sales L	Brand Share %
POY1	5.51	12.44 %
SJI2	4.87	12.54 %
CUD1	4.55	13.31 %
CDM1	2.67	14.44 %
ULP1	2.13	13.98 %
TRK1	1.93	11.23 %
KML1	1.26	10.13 %
SJI1		0.00 %
Total	61.88	16.42 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	29.53	14.60 %
Wash-Mac	13.09	13.32 %
Fridge	12.38	14.20 %
W.Heater	0.67	12.57 %
Air-Cond	0.57	1.12 %
Oven	0.32	19.35 %
D-Freez	0.18	21.50 %
W-Disp	0.14	100.00 %
Total	56.88	12.66 %

Branch *	MTD Sales L	Brand Share %
TPR2	3.24	13.89 %
CBE2	2.73	2.71 %
TPR1	2.01	14.20 %
MPM1	1.85	10.14 %
UAM1	1.84	12.04 %
CBE4	1.47	7.07 %
TPR3	1.45	8.66 %
SUL1	1.22	9.77 %
CBE6	0.84	4.86 %
KMR1	0.75	2.35 %
KGI1	0.73	12.40 %
TPR4	0.61	10.41 %
CNR1	0.51	8.89 %
UMP1	0.45	6.37 %
WZSD		0.00 %
Total	56.88	12.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.59	18.23 %
Fridge	10.85	20.76 %
Wash-Mac	8.78	16.07 %
Air-Cond	5.46	11.41 %
W.Heater	0.97	22.63 %
W-Disp	0.28	100.00 %
Oven	0.20	28.99 %
D-Freez	0.17	30.50 %
Chimney	0.12	10.26 %
Total	47.43	17.26 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.31	12.76 %
TRR1	2.23	11.83 %
KPM2	1.90	9.35 %
VEL1	1.62	9.27 %
TRL1	1.04	4.14 %
ARC2	1.01	13.90 %
CPT1	0.61	8.73 %
CGM1	0.42	4.36 %
BGR1		0.00 %
Total	47.43	17.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.87	8.41 %
LED TV	0.83	6.09 %
Fridge	0.78	10.77 %
D-Freez	0.39	100.00 %
Wash-Mac	0.20	3.91 %
Total	3.07	8.26 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.86	7.23 %
PAS1	0.10	1.55 %
Total	3.07	8.26 %