

MTD Sales
542.57 L

Brand Share %
15.66 %

Information:

MTD : 01-11-2025 To 06-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.66 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	234.05	20.94 %
Fridge	116.29	17.30 %
Wash-Mac	101.85	12.36 %
Air-Cond	65.01	8.66 %
W.Heater	13.64	22.33 %
D-Freez	7.75	77.18 %
Oven	2.48	19.03 %
W-Disp	1.18	50.52 %
Chimney	0.32	2.30 %
Total	542.57	15.66 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	79.58	17.39 %
CHENNAI-02	69.93	16.70 %
SOUTH-01	66.56	13.64 %
TRICHY-01	62.59	13.08 %
WEST-02	57.28	16.60 %
SOUTH-03	55.17	13.79 %
SOUTH ARCOT	54.36	17.10 %
NORTH ARCOT	46.87	20.36 %
WEST-01	46.57	15.98 %
KL-SOUTH	3.65	9.91 %
Total	542.57	15.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	36.12	27.81 %
Fridge	16.78	21.66 %
Wash-Mac	12.70	12.10 %
Air-Cond	10.64	8.29 %
W.Heater	1.91	15.47 %
D-Freez	0.61	56.45 %
Oven	0.46	24.13 %
W-Disp	0.23	66.33 %
Chimney	0.14	10.13 %
Total	79.58	17.39 %

Branch *	MTD Sales L	Brand Share %
CH16	5.37	14.81 %
CH42	4.07	12.03 %
CH05	2.82	8.04 %
AVD1	2.79	15.37 %
CH14	2.68	9.66 %
CH11	2.56	15.10 %
CH22	1.88	12.16 %
CGL1	1.61	13.81 %
CH19	1.46	6.59 %
CH48	1.28	8.00 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.06	0.68 %
Total	79.58	17.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	28.19	20.40 %
Wash-Mac	16.01	17.26 %
Fridge	13.58	18.06 %
Air-Cond	9.88	9.64 %
W.Heater	1.29	21.75 %
Oven	0.73	33.08 %
D-Freez	0.17	42.72 %
W-Disp	0.08	18.01 %
Total	69.93	16.70 %

Branch *	MTD Sales L	Brand Share %
CH03	6.77	15.15 %
CH15	4.16	9.28 %
CH12	3.12	11.41 %
CH17	2.95	13.33 %
CH09	1.19	6.51 %
MJR1	0.94	5.73 %
CH36	0.89	13.51 %
CH44	0.84	6.76 %
CH27	0.53	7.99 %
CH32	0.22	7.86 %
MC06		0.00 %
Total	69.93	16.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	23.22	14.72 %
Fridge	19.85	19.83 %
Wash-Mac	12.65	10.78 %
Air-Cond	8.37	8.27 %
W.Heater	1.09	16.98 %
D-Freez	0.82	69.71 %
W-Disp	0.30	40.12 %
Oven	0.28	16.39 %
Total	66.56	13.64 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.10	10.61 %
KVT1	2.94	11.50 %
TUT1	2.53	4.58 %
RND1	1.98	10.40 %
RPM1	1.89	9.41 %
VLY1	1.48	13.50 %
TUT2	1.30	6.18 %
VNR2	1.23	5.95 %
MMT1	1.08	11.57 %
APK1	1.00	8.94 %
VNR1	0.81	10.57 %
PDI1	0.75	12.84 %
TCN1	0.72	7.32 %
TVL2	0.61	7.33 %
VKM1	0.49	7.17 %
APK2	0.46	5.43 %
SKD1	0.33	6.67 %
S2SD	0.20	9.17 %
UDN1	0.12	1.39 %
TKY1		0.00 %
WHTV		0.00 %
Total	66.56	13.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	28.56	19.04 %
Fridge	10.65	12.87 %
Air-Cond	10.18	7.26 %
Wash-Mac	9.60	10.35 %
W.Heater	2.67	27.40 %
D-Freez	0.65	100.00 %
W-Disp	0.15	100.00 %
Oven	0.13	14.71 %
Total	62.59	13.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.02	11.91 %
MVM1	2.91	11.46 %
TRY3	2.66	13.05 %
TNJ2	2.52	10.97 %
KUM1	2.43	8.04 %
PTK1	2.11	13.74 %
TVR2	1.96	6.46 %
TVR1	1.88	14.40 %
TRY2	1.68	12.33 %
TNJ1	1.20	3.76 %
TTP1	1.01	8.32 %
AYR1	0.88	8.05 %
KRN1	0.66	9.83 %
MSI1	0.51	7.53 %
APM1	0.45	6.07 %
TZSD	0.27	9.71 %
ORU1	0.19	4.86 %
PBR1	0.12	2.08 %
WTRZ		0.00 %
Total	62.59	13.08 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	23.95	19.87 %
Fridge	14.89	19.52 %
Wash-Mac	12.24	12.29 %
Air-Cond	2.71	7.45 %
W.Heater	1.98	29.24 %
D-Freez	1.44	100.00 %
Oven	0.06	6.93 %
Total	57.28	16.60 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.12	14.53 %
HSR2	2.56	11.48 %
SLM3	2.29	14.34 %
VPD1	1.69	15.47 %
HSR1	1.59	9.08 %
TRM1	1.24	12.54 %
RSP1	0.89	14.65 %
SLM2	0.83	5.45 %
PDR1	0.69	11.41 %
OML1	0.69	6.36 %
PMP1	0.42	6.07 %
EPI1	0.33	5.36 %
VKL1	0.19	5.28 %
APN1		0.00 %
WHPD		0.00 %
Total	57.28	16.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	27.60	21.55 %
Wash-Mac	11.45	11.44 %
Fridge	10.83	13.05 %
Air-Cond	3.62	4.58 %
W.Heater	1.41	19.87 %
Oven	0.15	9.92 %
W-Disp	0.14	100.00 %
D-Freez	0.08	100.00 %
Chimney	-0.12	-10.66 %
Total	55.17	13.79 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.78	13.59 %
KKD3	4.20	13.52 %
MDU2	3.40	10.76 %
MDU6	3.06	10.02 %
DGL1	2.06	8.27 %
CBM1	1.34	12.37 %
TMM1	1.28	11.26 %
KRR1	1.20	11.69 %
DKI1	0.91	7.63 %
MDU3	0.91	11.88 %
SVG1	0.82	8.27 %
TEN1	0.80	8.24 %
USL1	0.70	12.01 %
SZSD	0.65	14.09 %
ADP1	0.61	9.68 %
TDI1	0.56	11.92 %
TEN2	0.48	5.66 %
NTM1	0.47	14.76 %
KPT1	0.34	9.15 %
PKM1	0.24	4.92 %
CMR1	0.17	3.55 %
BTU1	0.14	3.38 %
MPA1		0.00 %
WHMD		0.00 %
Total	55.17	13.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.09	22.23 %
Fridge	10.94	19.97 %
Air-Cond	9.41	11.19 %
Wash-Mac	8.14	12.63 %
W.Heater	0.84	21.16 %
D-Freez	0.64	100.00 %
Oven	0.28	25.99 %
Total	54.36	17.10 %

Branch *	MTD Sales L	Brand Share %
POY1	5.15	13.36 %
KKI2	2.55	12.19 %
SJI2	2.22	14.05 %
VPM2	1.84	9.76 %
ULP1	1.49	12.57 %
TRK1	1.20	9.88 %
KML1	0.98	6.53 %
WHUT	-0.12	7.02 %
Total	54.36	17.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.68	26.05 %
Wash-Mac	8.77	15.57 %
Air-Cond	7.04	17.78 %
Fridge	6.54	14.85 %
D-Freez	1.33	62.08 %
W.Heater	1.17	31.38 %
Oven	0.16	22.33 %
Chimney	0.12	31.31 %
W-Disp	0.07	100.00 %
Total	46.87	20.36 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.24	14.09 %
VEL2	2.23	13.72 %
TRL1	1.93	7.91 %
TRR1	1.84	15.09 %
VEL1	1.74	12.05 %
ARC2	1.37	14.90 %
VNB1	0.92	15.23 %
BGR1		0.00 %
WHVL		0.00 %
Total	46.87	20.36 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	20.63	23.08 %
Fridge	10.92	15.84 %
Wash-Mac	9.31	10.67 %
Air-Cond	3.16	9.25 %
W.Heater	1.18	24.54 %
D-Freez	0.74	63.49 %
Oven	0.23	10.73 %
W-Disp	0.22	58.54 %
Chimney	0.18	5.43 %
Total	46.57	15.98 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.03	5.87 %
PLI1	2.02	14.51 %
CBE4	1.96	13.04 %
CBE6	1.62	12.18 %
TPR2	1.55	12.31 %
KMD1	1.00	14.20 %
AVI1	0.70	11.90 %
TPR4	0.49	8.35 %
KGM1	0.49	9.68 %
KGI1	0.41	7.01 %
MPM1	0.30	4.14 %
GDR1	0.22	6.91 %
WZSD	0.14	6.29 %
KMR1	0.06	0.49 %
WHCB		0.00 %
Total	46.57	15.98 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.30	13.67 %
D-Freez	1.26	100.00 %
Wash-Mac	0.99	11.55 %
W.Heater	0.10	35.03 %
Total	3.65	9.91 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.93	8.14 %
PAS1	0.53	6.28 %
Total	3.65	9.91 %