

MTD Sales
372.05 L

Brand Share %
13.83 %

Information:

MTD : 01-12-2025 To 06-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.83 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	195.94	19.36 %
Fridge	65.52	13.36 %
Wash-Mac	62.22	9.57 %
Air-Cond	26.96	6.50 %
W.Heater	12.27	14.26 %
D-Freez	4.89	61.96 %
Oven	1.78	13.94 %
Chimney	1.25	10.36 %
W-Disp	1.21	41.51 %
Total	372.05	13.83 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	62.42	13.93 %
CHENNAI-01	49.41	13.35 %
TRICHY-01	47.39	13.08 %
WEST-02	45.12	16.07 %
SOUTH-03	42.38	12.13 %
CHENNAI-02	35.73	14.36 %
NORTH ARCOT	30.33	17.39 %
SOUTH ARCOT	30.17	13.76 %
WEST-01	26.57	12.52 %
KL-SOUTH	2.54	10.25 %
Total	372.05	13.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	34.16	20.88 %
Fridge	11.25	14.40 %
Wash-Mac	7.61	6.57 %
Air-Cond	5.85	8.02 %
D-Freez	1.64	60.97 %
W.Heater	1.43	12.61 %
Oven	0.28	12.63 %
Chimney	0.13	12.43 %
W-Disp	0.07	47.25 %
Total	62.42	13.93 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.33	11.83 %
RPM1	2.69	12.83 %
KVT1	2.41	7.60 %
TUT1	1.95	3.90 %
TKS2	1.77	9.93 %
RND1	1.58	12.40 %
PKD1	1.24	11.90 %
TUT2	0.94	4.42 %
SDI1	0.78	11.12 %
VNR2	0.73	4.56 %
ASM1	0.30	3.58 %
TVL2	0.13	11.10 %
TYI1	0.11	2.30 %
VKM1	0.03	0.44 %
COL1		0.00 %
Total	62.42	13.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	24.62	18.08 %
Fridge	11.02	18.57 %
Wash-Mac	9.61	11.64 %
Air-Cond	1.96	2.66 %
Chimney	0.69	56.22 %
W.Heater	0.68	4.93 %
Oven	0.50	24.82 %
W-Disp	0.35	34.09 %
Total	49.41	13.35 %

Branch *	MTD Sales L	Brand Share %
CH42	4.14	12.53 %
CH08	3.29	11.48 %
CH16	3.13	13.57 %
CH28	2.00	12.39 %
CH48	1.97	10.48 %
AVD1	1.77	12.28 %
GUD1	1.65	12.88 %
CH22	1.48	12.02 %
CH14	1.43	10.39 %
SKL1	0.94	10.73 %
CH35	0.87	9.17 %
CH05	0.85	3.55 %
CH37	0.57	8.98 %
CH11	0.57	6.87 %
CZWH	0.49	6.00 %
CGL1	0.43	6.04 %
CH19	0.36	1.44 %
TKM1	0.11	1.53 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
Total	49.41	13.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	30.45	19.85 %
Wash-Mac	6.11	8.59 %
Air-Cond	5.17	9.04 %
Fridge	3.36	5.20 %
W.Heater	1.94	15.15 %
D-Freez	0.37	100.00 %
Total	47.39	13.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.77	13.26 %
KUM1	2.94	13.80 %
PBR2	2.44	10.02 %
TNJ2	2.36	13.52 %
TVR2	1.95	10.28 %
TNJ1	1.72	6.15 %
JKM1	1.60	11.36 %
NGT1	0.98	8.27 %
TYR1	0.80	7.64 %
TRY3	0.73	8.90 %
TVR1	0.66	8.19 %
TTP1	0.57	10.33 %
TRY2	0.38	4.68 %
PBR1	0.27	6.15 %
ORU1	0.24	3.73 %
APM1	0.11	3.38 %
MSI1		0.00 %
WTRZ		0.00 %
Total	47.39	13.08 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.58	19.57 %
Fridge	10.85	18.90 %
Wash-Mac	8.78	10.33 %
Air-Cond	3.48	11.42 %
W.Heater	2.45	30.23 %
Oven	0.34	28.28 %
W-Disp	0.27	100.00 %
D-Freez	0.25	64.64 %
Chimney	0.11	3.99 %
Total	45.12	16.07 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.50	6.24 %
SLM3	1.16	12.42 %
SLM1	0.99	4.61 %
RSP1	0.94	13.05 %
TRM1	0.72	13.22 %
BMD1	0.57	12.98 %
EDP1	0.40	11.96 %
DPR2	0.34	5.59 %
APN1	0.32	10.36 %
OML1	0.29	5.03 %
CM11	0.24	6.86 %
PDR1	0.21	2.89 %
HRR1	0.17	5.35 %
PMP1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	45.12	16.07 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	23.27	18.46 %
Wash-Mac	8.49	9.41 %
Fridge	6.70	9.24 %
Air-Cond	1.78	4.08 %
W.Heater	1.51	12.25 %
D-Freez	0.29	29.79 %
Oven	0.18	7.10 %
W-Disp	0.15	32.72 %
Total	42.38	12.13 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.05	11.06 %
MDU2	2.54	8.67 %
TEN1	1.23	13.26 %
MDU6	1.07	5.19 %
TMM1	0.84	8.57 %
MDU4	0.80	11.62 %
MPA1	0.73	7.28 %
ADP1	0.69	8.43 %
DKI1	0.66	6.42 %
ATG1	0.51	3.98 %
KRR1	0.50	3.95 %
PNV2	0.48	8.50 %
TDI1	0.44	9.15 %
MDU5	0.42	9.92 %
SVG1	0.34	3.15 %
MNM1	0.24	8.55 %
NTM1	0.22	6.09 %
TEN2	0.03	0.34 %
BTU1		0.00 %
CMR1		0.00 %
PKM1		0.00 %
Total	42.38	12.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	18.19	19.24 %
Wash-Mac	6.65	12.82 %
Fridge	6.05	14.47 %
Air-Cond	2.80	5.51 %
W.Heater	1.28	17.47 %
Oven	0.31	21.34 %
Chimney	0.16	38.03 %
W-Disp	0.16	47.82 %
D-Freez	0.14	52.49 %
Total	35.73	14.36 %

Branch *	MTD Sales L	Brand Share %
CH21	2.91	13.03 %
CH15	2.19	6.38 %
CH03	2.06	8.88 %
CH17	1.50	13.72 %
CH23	0.83	12.38 %
CH43	0.79	10.56 %
MJR1	0.70	10.93 %
CH44	0.68	11.50 %
CH36		0.00 %
MC06		0.00 %
CH46		0.00 %
Total	35.73	14.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.74	21.75 %
Fridge	5.32	18.93 %
Wash-Mac	4.73	11.76 %
Air-Cond	2.17	8.81 %
W.Heater	1.30	21.62 %
D-Freez	0.64	70.54 %
Chimney	0.17	12.75 %
W-Disp	0.14	63.64 %
Oven	0.11	18.38 %
Total	30.33	17.39 %

Branch *	MTD Sales L	Brand Share %
AKM1	1.64	12.90 %
TRL1	1.26	11.11 %
VEL1	0.83	10.23 %
WJP1	0.44	12.18 %
PTU1	0.10	3.80 %
PLR1	0.07	2.18 %
BGR1		0.00 %
CGM1		0.00 %
WHVL		0.00 %
Total	30.33	17.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.63	20.51 %
Wash-Mac	4.17	9.31 %
Fridge	3.95	9.77 %
Air-Cond	2.57	7.41 %
D-Freez	0.42	100.00 %
W.Heater	0.37	5.37 %
Oven	0.06	12.65 %
Total	30.17	13.76 %

Branch *	MTD Sales L	Brand Share %
POY2	2.07	7.94 %
CDM1	1.97	12.46 %
ULP1	1.42	12.48 %
SJI2	1.17	11.43 %
KLM1	0.82	7.29 %
VCM1	0.70	9.75 %
MKM1	0.49	10.70 %
TVM2	0.41	11.76 %
STP1	0.23	6.24 %
KML1	0.22	2.60 %
WHUT		0.00 %
Total	30.17	13.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	12.07	16.58 %
Wash-Mac	5.95	9.38 %
Fridge	4.99	11.58 %
W.Heater	1.32	18.08 %
Air-Cond	1.18	5.72 %
D-Freez	0.98	82.34 %
W-Disp	0.08	30.76 %
Total	26.57	12.52 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.25	8.29 %
PLI1	1.03	13.58 %
UMP1	0.87	13.03 %
TPR2	0.83	9.76 %
CBE6	0.72	9.24 %
TPR1	0.65	9.65 %
AVI1	0.59	11.30 %
KGM1	0.57	10.86 %
CBE5	0.52	12.91 %
DPM2	0.47	7.83 %
CBE2	0.42	1.23 %
CNR1	0.37	8.91 %
WZSD	0.30	6.75 %
TPR4	0.27	5.39 %
KGI1	0.23	5.55 %
KMR1	0.23	2.06 %
KMD1	0.13	4.10 %
ANR1		0.00 %
SUL1		0.00 %
Total	26.57	12.52 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.02	40.61 %
LED TV	0.23	2.99 %
D-Freez	0.17	100.00 %
Wash-Mac	0.12	2.28 %
Total	2.54	10.25 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	6.33 %
PAS1		0.00 %
Total	2.54	10.25 %