

MTD Sales
457.81 L

Brand Share %
14.58 %

Information:

MTD : 01-08-2025 To 07-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.58 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	142.86	15.59 %
Fridge	116.91	16.87 %
Wash-Mac	95.05	14.07 %
Air-Cond	86.70	10.91 %
D-Freez	8.41	73.68 %
W.Heater	5.79	16.81 %
Oven	2.02	15.79 %
W-Disp	0.08	3.97 %
Total	457.81	14.58 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	76.65	15.66 %
SOUTH-03	64.91	15.94 %
SOUTH-01	54.27	11.59 %
WEST-02	51.61	16.17 %
TRICHY-01	48.76	12.95 %
CHENNAI-02	47.26	13.74 %
WEST-01	44.71	13.90 %
NORTH ARCOT	35.07	18.02 %
SOUTH ARCOT	33.23	16.72 %
KL-SOUTH	1.34	6.42 %
Total	457.81	14.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	26.56	12.55 %
LED TV	19.64	20.44 %
Fridge	15.21	17.22 %
Wash-Mac	12.47	15.02 %
D-Freez	1.78	88.34 %
W.Heater	0.71	10.90 %
Oven	0.29	19.09 %
Total	76.65	15.66 %

Branch *	MTD Sales L	Brand Share %
CH08	4.37	12.65 %
CH14	3.87	12.69 %
CH07	2.25	11.22 %
CH45	2.18	13.10 %
CH22	1.85	12.86 %
CH11	1.74	4.21 %
CH19	1.72	6.15 %
SKL1	1.60	12.91 %
CH05	1.22	3.73 %
CZWH	0.72	10.17 %
KNR1	0.14	1.72 %
TKM1	0.13	1.76 %
WHC3	0.12	2.03 %
CH29		0.00 %
CH40		0.00 %
Total	76.65	15.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	18.65	15.76 %
Fridge	16.91	18.53 %
Air-Cond	14.78	15.16 %
Wash-Mac	13.13	14.08 %
W.Heater	0.82	18.24 %
D-Freez	0.55	52.95 %
Oven	0.06	5.24 %
Total	64.91	15.94 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.48	9.98 %
DGL1	3.64	12.84 %
MDU6	3.20	12.76 %
MDU3	1.78	14.43 %
TMM1	1.64	13.10 %
TEN2	1.36	12.64 %
ATG1	1.11	8.95 %
KKD2	1.08	8.50 %
ADP1	0.77	12.99 %
MPA1	0.74	6.58 %
KRR1	0.72	5.91 %
DKI1	0.56	4.64 %
BNR1	0.53	7.94 %
MNM1	0.52	11.02 %
TDI1	0.48	11.13 %
MDU5	0.42	5.94 %
CMR1	0.12	3.85 %
TEN1	0.12	1.01 %
NTM1	0.11	3.41 %
SZSD		0.00 %
Total	64.91	15.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	16.95	12.12 %
Fridge	14.71	13.68 %
Wash-Mac	14.39	13.58 %
Air-Cond	5.82	5.56 %
D-Freez	1.90	67.99 %
W.Heater	0.38	7.90 %
Oven	0.11	5.01 %
Total	54.27	11.59 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.08	11.91 %
TUT1	4.44	7.68 %
KVT1	3.64	10.26 %
RPM1	3.30	12.58 %
TUT2	2.38	12.57 %
TKS2	2.32	13.55 %
VNR2	1.80	10.86 %
VLY1	1.65	11.96 %
APK1	1.57	12.35 %
NGR1	1.41	5.81 %
RND1	1.31	7.80 %
MAR1	1.06	9.60 %
TVL2	0.79	12.51 %
TKY1	0.79	12.40 %
STU2	0.74	9.78 %
PKD1	0.73	4.96 %
VNR1	0.65	8.43 %
TYI1	0.61	8.59 %
MMT1	0.57	11.90 %
COL1	0.25	11.66 %
KSM1	0.24	10.74 %
ASM1		0.00 %
S2SD		0.00 %
UDN1		0.00 %
ARM1	-0.29	-81.75 %
Total	54.27	11.59 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	17.16	15.00 %
Fridge	16.45	19.79 %
Wash-Mac	10.14	12.78 %
Air-Cond	5.37	14.50 %
D-Freez	0.96	100.00 %
W.Heater	0.88	28.46 %
Oven	0.65	56.82 %
Total	51.61	16.17 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.94	10.50 %
HSR2	2.46	13.60 %
NKL2	2.25	13.52 %
KRI1	1.72	12.39 %
OML1	1.30	13.62 %
ERD1	1.00	5.34 %
TRM1	0.73	8.51 %
SLM3	0.72	5.35 %
SLM2	0.41	6.01 %
SGG1	0.32	10.76 %
APN1	0.29	8.41 %
PMP1	0.25	5.97 %
PLC1	0.18	3.35 %
EDP1	0.15	3.71 %
WZWH		0.00 %
Total	51.61	16.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	19.21	17.19 %
Fridge	12.64	14.57 %
Air-Cond	8.32	7.53 %
Wash-Mac	7.56	12.27 %
W.Heater	0.54	14.21 %
D-Freez	0.38	43.21 %
Oven	0.12	10.55 %
Total	48.76	12.95 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.54	11.06 %
MVM1	3.63	13.04 %
TNJ2	2.09	7.74 %
MDI1	1.90	12.69 %
PTK1	1.64	11.48 %
TVR2	1.59	10.15 %
KUM1	1.56	6.55 %
TNJ1	1.56	5.01 %
TYR1	1.42	10.78 %
TRY3	1.26	12.14 %
PDK1	1.14	12.99 %
PBR1	1.03	13.34 %
MSI1	0.65	8.88 %
NGT1	0.61	5.91 %
APM1	0.61	11.48 %
ORU1		0.00 %
TTP1		0.00 %
TZSD		0.00 %
Total	48.76	12.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	12.60	20.75 %
LED TV	11.82	11.76 %
Wash-Mac	11.38	18.31 %
Air-Cond	9.73	8.44 %
W.Heater	0.71	28.01 %
D-Freez	0.68	100.00 %
Oven	0.34	18.25 %
Total	47.26	13.74 %

Branch *	MTD Sales L	Brand Share %
CH15	5.33	11.96 %
CH03	4.68	11.99 %
CH06	2.57	10.17 %
CH18	2.45	12.26 %
CH12	2.26	11.59 %
CH34	1.91	12.72 %
CH09	1.81	14.08 %
CH21	1.49	5.85 %
MJR1	0.81	7.44 %
CH44	0.77	7.20 %
CH46	0.59	13.90 %
CH31	0.57	10.27 %
UKI1	0.48	7.75 %
CH27	0.13	1.75 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	47.26	13.74 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	16.42	14.55 %
Wash-Mac	14.12	13.71 %
Fridge	10.41	13.40 %
Air-Cond	2.34	11.61 %
W.Heater	0.70	16.66 %
D-Freez	0.38	63.56 %
Oven	0.34	12.05 %
Total	44.71	13.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.16	8.40 %
CBE6	1.88	14.29 %
KMR1	1.66	3.39 %
SUL1	1.43	12.31 %
DPM2	1.21	9.64 %
AVI1	1.08	9.97 %
TPR1	1.07	9.89 %
TPR3	0.90	11.77 %
KGM1	0.45	8.65 %
KMD1	0.28	4.16 %
ANR1	0.17	5.38 %
TPR4	0.14	2.74 %
MPM1	0.12	1.23 %
WHCB		0.00 %
Total	44.71	13.90 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.71	19.42 %
Fridge	9.62	19.53 %
Air-Cond	7.91	17.84 %
Wash-Mac	5.57	13.29 %
D-Freez	0.66	74.54 %
W.Heater	0.59	23.54 %
Total	35.07	18.02 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.22	11.33 %
WJP1	1.09	10.98 %
TRT1	0.98	13.17 %
TRL1	0.88	6.46 %
CGM1	0.43	6.30 %
PLR1	0.25	8.79 %
UGI1	0.14	6.67 %
BGR1		0.00 %
WHVL		0.00 %
Total	35.07	18.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.83	19.73 %
Fridge	7.71	17.06 %
Wash-Mac	6.07	14.95 %
Air-Cond	5.87	12.02 %
D-Freez	1.11	83.10 %
W.Heater	0.46	18.99 %
Oven	0.11	38.13 %
W-Disp	0.08	49.65 %
Total	33.23	16.72 %

Branch *	MTD Sales L	Brand Share %
POY1	3.85	13.39 %
CUD1	3.02	13.32 %
VPM2	1.86	13.77 %
TRK1	1.54	11.79 %
ULP1	1.44	12.99 %
CDM1	1.34	13.45 %
VCM1	0.78	12.34 %
SJI1	0.38	5.51 %
KML1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	33.23	16.72 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.66	19.23 %
LED TV	0.46	6.37 %
Wash-Mac	0.22	4.53 %
Total	1.34	6.42 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.91	5.28 %
PAS1	0.43	11.91 %
Total	1.34	6.42 %