

MTD Sales
484.15 L

Brand Share %
14.42 %

Information:

MTD : 01-09-2025 To 07-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.42 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	179.57	18.37 %
Fridge	115.06	14.99 %
Wash-Mac	100.39	14.99 %
Air-Cond	69.41	8.08 %
D-Freez	8.99	63.64 %
W.Heater	7.34	13.79 %
Oven	2.09	16.44 %
W-Disp	1.28	39.85 %
Total	484.15	14.42 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	66.38	14.22 %
SOUTH-03	59.49	14.64 %
SOUTH-01	59.21	10.45 %
CHENNAI-02	57.42	16.03 %
WEST-02	53.06	17.87 %
TRICHY-01	52.21	11.78 %
SOUTH ARCOT	45.59	17.48 %
WEST-01	42.61	16.33 %
NORTH ARCOT	38.46	19.00 %
KL-SOUTH	9.72	10.12 %
Total	484.15	14.42 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	20.90	18.55 %
Fridge	17.05	19.89 %
Wash-Mac	14.37	15.84 %
Air-Cond	11.22	6.88 %
D-Freez	1.65	70.78 %
W.Heater	0.81	7.62 %
Oven	0.23	15.82 %
W-Disp	0.15	34.55 %
Total	66.38	14.22 %

Branch *	MTD Sales L	Brand Share %
CH14	3.45	8.15 %
CH08	3.36	11.39 %
CH42	3.21	12.71 %
CH48	2.49	11.53 %
CH22	1.64	12.35 %
CH11	1.58	10.12 %
CH19	1.44	6.09 %
CH05	1.19	4.54 %
CH07	1.11	6.97 %
CGL1	0.83	8.64 %
KNR1	0.57	6.80 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
Total	66.38	14.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	20.28	17.29 %
Fridge	13.43	12.16 %
Air-Cond	13.03	14.82 %
Wash-Mac	10.80	13.01 %
D-Freez	1.06	64.73 %
W.Heater	0.83	19.27 %
W-Disp	0.07	30.34 %
Total	59.49	14.64 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.28	12.33 %
DGL1	2.95	10.94 %
MDU6	2.69	11.88 %
MDU2	2.23	6.93 %
USL1	1.28	13.53 %
MDU3	1.22	9.00 %
CBM1	1.20	13.65 %
TMM1	1.06	7.12 %
SVG1	0.99	11.94 %
MPA1	0.70	6.50 %
TEN1	0.59	6.53 %
ATG1	0.59	8.05 %
SGP1	0.59	12.96 %
PNI1	0.51	13.90 %
BNR1	0.47	10.92 %
TEN2	0.46	5.22 %
TDI1	0.42	6.95 %
KRR1	0.36	5.13 %
MDU4	0.33	4.04 %
BTU1	0.13	3.84 %
DKI1	0.07	0.83 %
NTM1		0.00 %
Total	59.49	14.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	17.83	13.36 %
LED TV	15.33	11.20 %
Wash-Mac	11.95	10.76 %
Air-Cond	10.85	6.28 %
D-Freez	2.73	62.16 %
Oven	0.22	8.12 %
W.Heater	0.22	4.62 %
W-Disp	0.07	23.77 %
Total	59.21	10.45 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.71	7.76 %
TUT1	2.84	4.33 %
NGR1	2.81	9.21 %
SDI1	2.25	8.75 %
KVT1	1.93	7.99 %
VLY1	1.68	11.01 %
PKD1	1.66	10.28 %
TKS2	1.49	7.57 %
VNR1	1.24	13.89 %
MMT1	1.12	9.75 %
TCN1	1.06	9.43 %
APK1	1.06	11.99 %
MAR1	0.99	4.11 %
TKY1	0.95	8.31 %
APK2	0.94	11.44 %
VNR2	0.92	4.47 %
TUT2	0.81	3.41 %
TYI1	0.75	6.98 %
UDN1	0.61	7.18 %
VKM1	0.61	6.67 %
COL1	0.61	13.38 %
ASM1	0.13	2.27 %
ARM1		0.00 %
TVL2	-0.04	-0.95 %
Total	59.21	10.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	17.73	16.56 %
Wash-Mac	15.91	24.41 %
Fridge	11.02	18.03 %
Air-Cond	9.35	8.07 %
W.Heater	1.26	23.91 %
Oven	0.96	56.87 %
D-Freez	0.96	67.58 %
W-Disp	0.23	49.55 %
Total	57.42	16.03 %

Branch *	MTD Sales L	Brand Share %
CH15	4.75	13.33 %
CH03	3.78	10.81 %
CH18	3.72	14.31 %
CH21	2.82	10.40 %
CH12	2.39	8.88 %
CH44	1.54	12.24 %
CH17	1.40	14.01 %
UKI1	0.86	11.51 %
CH23	0.79	11.26 %
CH27	0.49	8.10 %
CH32	0.24	12.48 %
CH36	0.18	4.53 %
CH46	0.06	1.04 %
MC06		0.00 %
CH01		0.00 %
Total	57.42	16.03 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.20	22.22 %
Wash-Mac	12.68	15.75 %
Fridge	11.31	15.06 %
Air-Cond	4.42	13.30 %
W.Heater	1.49	24.85 %
D-Freez	0.67	65.20 %
W-Disp	0.23	62.96 %
Oven	0.06	7.68 %
Total	53.06	17.87 %

Branch *	MTD Sales L	Brand Share %
HSR2	3.00	13.28 %
SLM1	2.07	9.70 %
ERD1	1.98	11.66 %
SLM3	1.31	7.63 %
TRM1	1.16	12.93 %
SGI1	1.11	10.48 %
KRI1	0.97	10.82 %
HSR1	0.76	6.12 %
HRR1	0.52	13.87 %
KMM1	0.42	10.37 %
PLC1	0.34	9.10 %
SGG1	0.19	13.80 %
Total	53.06	17.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	20.61	16.18 %
Fridge	11.71	12.30 %
Wash-Mac	10.59	15.53 %
Air-Cond	6.99	4.87 %
W.Heater	1.19	17.59 %
D-Freez	1.04	100.00 %
W-Disp	0.08	24.12 %
Total	52.21	11.78 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.69	8.31 %
MVM1	2.41	10.80 %
KUM1	2.15	9.63 %
PTK1	2.08	10.24 %
TNJ2	1.62	8.39 %
ORU1	1.37	13.53 %
TNJ1	1.34	5.38 %
TVR2	1.16	5.78 %
TRY2	0.86	10.03 %
APM1	0.64	10.61 %
PBR1	0.46	6.95 %
TTP1	0.41	5.35 %
JKM1	0.35	4.51 %
MSI1	0.28	3.38 %
Total	52.21	11.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.12	25.96 %
Fridge	9.04	14.37 %
Wash-Mac	7.55	15.65 %
Air-Cond	6.85	10.91 %
D-Freez	0.70	56.44 %
W-Disp	0.16	39.87 %
Oven	0.11	16.59 %
W.Heater	0.06	1.81 %
Total	45.59	17.48 %

Branch *	MTD Sales L	Brand Share %
ULP1	2.67	13.93 %
CUD1	2.33	11.18 %
VCM1	0.83	10.47 %
KML1	0.34	3.02 %
TVM2	0.31	11.28 %
Total	45.59	17.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.32	21.85 %
Fridge	10.65	15.98 %
Wash-Mac	9.93	14.60 %
Air-Cond	1.81	6.67 %
W.Heater	0.72	9.73 %
Oven	0.17	7.77 %
Total	42.61	16.33 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.42	7.71 %
CBE4	1.65	12.96 %
CBE6	1.47	11.36 %
TPR2	1.08	12.91 %
TPR1	0.94	9.94 %
KMR1	0.64	3.06 %
SUL1	0.42	6.74 %
KGI1	0.27	4.39 %
TPR4	0.25	6.20 %
KGM1		0.00 %
MPM1		0.00 %
Total	42.61	16.33 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.16	27.74 %
Fridge	8.79	18.73 %
Wash-Mac	5.89	14.43 %
Air-Cond	4.23	9.69 %
W.Heater	0.76	18.51 %
Oven	0.34	33.74 %
W-Disp	0.29	77.79 %
Total	38.46	19.00 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.66	8.12 %
ARC2	1.17	12.54 %
AKM1	1.00	11.92 %
GDM1	0.91	10.88 %
TRR1	0.84	7.77 %
CPT1	0.43	13.57 %
PLR1	0.25	9.97 %
BGR1		0.00 %
CGM1		0.00 %
Total	38.46	19.00 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.24	14.00 %
LED TV	3.93	9.57 %
Wash-Mac	0.70	5.03 %
Air-Cond	0.67	6.98 %
D-Freez	0.18	45.30 %
Total	9.72	10.12 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.43	7.62 %
KLR1	1.52	9.84 %
Total	9.72	10.12 %