

MTD Sales
736.84 L

Brand Share %
14.43 %

Information:

MTD : 01-10-2025 To 07-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.43 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	323.09	16.61 %
Fridge	165.18	16.80 %
Wash-Mac	140.37	14.53 %
Air-Cond	79.15	7.20 %
W.Heater	13.43	22.74 %
D-Freez	10.42	76.55 %
Oven	2.24	12.71 %
W-Disp	2.19	67.19 %
Chimney	0.76	4.29 %
Total	736.84	14.43 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	102.89	18.11 %
SOUTH-01	97.12	12.02 %
CHENNAI-01	94.77	13.96 %
SOUTH-03	93.05	13.91 %
TRICHY-01	85.71	13.08 %
CHENNAI-02	82.04	15.96 %
SOUTH ARCOT	66.71	16.50 %
WEST-01	61.81	12.83 %
NORTH ARCOT	49.19	17.18 %
KL-SOUTH	3.54	9.00 %
Total	736.84	14.43 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	48.55	20.92 %
Wash-Mac	23.17	16.63 %
Fridge	22.55	17.83 %
Air-Cond	5.05	8.64 %
W.Heater	2.00	33.10 %
D-Freez	0.95	100.00 %
Oven	0.29	18.40 %
W-Disp	0.21	75.53 %
Chimney	0.13	4.11 %
Total	102.89	18.11 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.06	11.95 %
SLM3	5.89	14.06 %
HSR2	4.99	13.75 %
ERD1	4.96	11.51 %
PMP1	1.43	13.24 %
SGG1	1.29	11.45 %
APN1	0.89	9.43 %
PDR1	0.86	7.97 %
VKL1	0.74	9.65 %
WZWH		0.00 %
Total	102.89	18.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	35.49	13.00 %
Fridge	22.39	14.47 %
Wash-Mac	19.67	13.18 %
Air-Cond	15.09	7.02 %
D-Freez	3.08	71.51 %
W.Heater	0.91	13.80 %
Oven	0.26	7.44 %
W-Disp	0.21	70.64 %
Total	97.12	12.02 %

Branch *	MTD Sales L	Brand Share %
TVL1	9.05	11.34 %
NGR1	5.32	11.16 %
RPM1	5.02	10.97 %
TUT1	4.80	4.58 %
KVT1	3.56	9.78 %
SVK1	3.23	12.98 %
VNR2	3.12	8.81 %
TUT2	2.58	8.41 %
TCN1	2.08	12.84 %
ERL2	2.03	13.05 %
TYI1	1.63	13.97 %
UDN1	1.31	10.49 %
PKD1	1.29	9.02 %
TKY1	1.15	4.51 %
ARM1	0.93	13.03 %
ASM1	0.87	6.83 %
SKD1	0.86	11.61 %
APK1	0.78	6.35 %
TVL2	0.73	8.70 %
KGL1	0.62	8.91 %
MMT1	0.48	4.89 %
COL1	0.33	8.81 %
VKM1	0.25	2.70 %
KSM1	0.11	2.57 %
S2SD	0.10	1.32 %
Total	97.12	12.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	39.99	16.70 %
Fridge	20.68	17.87 %
Wash-Mac	16.56	14.38 %
Air-Cond	12.79	6.62 %
W.Heater	2.69	29.29 %
D-Freez	1.20	76.87 %
Oven	0.31	12.21 %
W-Disp	0.29	44.36 %
Chimney	0.25	14.51 %
Total	94.77	13.96 %

Branch *	MTD Sales L	Brand Share %
CH16	6.47	11.83 %
CH08	6.31	11.81 %
CH42	4.74	12.93 %
CH48	3.03	11.51 %
SKL1	2.81	14.34 %
CH05	2.74	5.74 %
CH11	2.61	11.74 %
CH22	1.36	5.69 %
CH19	1.31	3.73 %
TKM1	1.23	9.66 %
KNR1	1.18	9.97 %
CH39	1.17	11.16 %
CGL1	0.95	7.75 %
WHC3	0.80	8.90 %
CH37	0.66	8.11 %
MC10	0.29	12.80 %
CH29		0.00 %
CH40		0.00 %
Total	94.77	13.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	38.52	15.39 %
Fridge	25.55	18.16 %
Wash-Mac	17.50	13.55 %
Air-Cond	7.90	5.91 %
D-Freez	1.60	82.72 %
W.Heater	1.52	20.70 %
W-Disp	0.35	67.64 %
Oven	0.11	5.92 %
Total	93.05	13.91 %

Branch *	MTD Sales L	Brand Share %
DGL1	8.38	11.85 %
MDU1	8.05	11.32 %
MDU2	5.11	8.82 %
KRR1	3.23	13.98 %
TEN2	2.52	11.75 %
ATG1	2.18	9.65 %
MPA1	1.75	12.13 %
TEN1	1.56	8.31 %
MDU6	1.33	11.14 %
TPT1	1.31	9.90 %
DKI1	1.25	8.25 %
MDU5	1.19	12.00 %
TMM1	0.99	4.89 %
MDU4	0.97	6.25 %
ODM1	0.69	10.71 %
BNR1	0.63	5.80 %
SGP1	0.55	10.66 %
BTU1	0.46	7.83 %
CMR1	0.33	4.95 %
SZSD	0.07	1.59 %
NTM1		0.00 %
Total	93.05	13.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	44.14	16.86 %
Fridge	14.20	12.45 %
Wash-Mac	12.66	12.05 %
Air-Cond	12.43	7.65 %
D-Freez	1.07	100.00 %
W.Heater	0.92	12.22 %
Oven	0.21	10.07 %
W-Disp	0.07	100.00 %
Total	85.71	13.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.54	11.27 %
KUM1	3.41	7.92 %
MDI1	3.31	12.10 %
TNJ1	2.57	4.84 %
TRY3	2.43	7.92 %
JKM1	2.31	14.25 %
AYR1	2.06	13.55 %
TVR2	1.51	4.87 %
TTP1	1.45	11.54 %
PBR1	1.41	11.38 %
KRN1	0.79	9.11 %
APM1	0.37	4.79 %
TZSD	0.17	6.98 %
MSI1		0.00 %
ORU1		0.00 %
Total	85.71	13.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	31.83	16.95 %
Fridge	19.63	21.13 %
Wash-Mac	16.94	18.28 %
Air-Cond	9.81	7.55 %
W.Heater	2.23	38.75 %
Oven	0.48	23.99 %
D-Freez	0.43	100.00 %
W-Disp	0.43	57.09 %
Chimney	0.26	14.59 %
Total	82.04	15.96 %

Branch *	MTD Sales L	Brand Share %
CH15	8.11	12.90 %
CH03	8.09	14.29 %
CH12	3.48	7.76 %
CH09	2.82	12.70 %
CH33	2.62	13.83 %
CH21	1.81	6.07 %
CH17	1.24	13.45 %
UKI1	1.05	10.57 %
CH27	0.86	10.31 %
CH46	0.50	4.19 %
CH36	0.33	4.99 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
Total	82.04	15.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.84	19.60 %
Fridge	14.57	18.07 %
Wash-Mac	10.38	15.58 %
Air-Cond	8.86	9.73 %
W.Heater	1.39	22.95 %
D-Freez	0.55	72.21 %
W-Disp	0.07	53.44 %
Oven	0.06	4.62 %
Total	66.71	16.50 %

Branch *	MTD Sales L	Brand Share %
POY1	5.57	12.20 %
SJI2	5.41	11.42 %
CUD1	5.18	14.34 %
CDM1	2.67	14.37 %
KML1	1.26	9.67 %
SJI1		0.00 %
Total	66.71	16.50 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	31.36	14.70 %
Wash-Mac	13.96	13.04 %
Fridge	13.85	14.66 %
Air-Cond	0.89	1.65 %
W.Heater	0.67	11.62 %
D-Freez	0.48	41.63 %
Oven	0.32	17.85 %
W-Disp	0.28	100.00 %
Total	61.81	12.83 %

Branch *	MTD Sales L	Brand Share %
TPR2	3.47	14.23 %
CBE2	3.08	2.87 %
UAM1	2.29	12.65 %
MPM1	2.07	10.52 %
SUL1	1.58	11.72 %
CBE4	1.47	6.77 %
TPR3	1.45	8.51 %
KMR1	0.89	2.53 %
CBE6	0.84	4.57 %
UMP1	0.78	10.09 %
KGI1	0.73	12.06 %
TPR4	0.72	11.46 %
CNR1	0.51	8.68 %
WZSD		0.00 %
Total	61.81	12.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.28	18.25 %
Fridge	10.98	19.81 %
Wash-Mac	9.32	16.60 %
Air-Cond	5.46	10.86 %
W.Heater	1.09	23.49 %
D-Freez	0.45	54.08 %
W-Disp	0.28	100.00 %
Oven	0.20	28.99 %
Chimney	0.12	9.11 %
Total	49.19	17.18 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.50	12.66 %
SBR1	2.31	11.95 %
KPM2	1.90	9.14 %
VEL1	1.72	9.21 %
TRL1	1.21	4.65 %
CPT1	0.61	8.67 %
CGM1	0.42	4.36 %
BGR1		0.00 %
Total	49.19	17.18 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.10	7.89 %
Air-Cond	0.87	7.99 %
Fridge	0.78	9.74 %
D-Freez	0.59	100.00 %
Wash-Mac	0.20	3.67 %
Total	3.54	9.00 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.32	8.55 %
PAS1	0.10	1.41 %
Total	3.54	9.00 %