

MTD Sales
584.18 L

Brand Share %
15.59 %

Information:

MTD : 01-11-2025 To 07-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.59 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	255.59	20.87 %
Fridge	124.14	17.01 %
Wash-Mac	109.70	12.43 %
Air-Cond	66.54	8.34 %
W.Heater	14.90	21.91 %
D-Freez	8.85	76.06 %
Oven	2.48	17.44 %
W-Disp	1.40	49.13 %
Chimney	0.58	3.89 %
Total	584.18	15.59 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	85.68	17.02 %
CHENNAI-02	74.31	16.56 %
SOUTH-01	73.53	13.77 %
TRICHY-01	66.97	13.02 %
WEST-02	64.40	17.24 %
SOUTH-03	59.80	13.82 %
SOUTH ARCOT	56.53	16.86 %
NORTH ARCOT	49.59	20.03 %
WEST-01	49.53	15.66 %
KL-SOUTH	3.85	9.37 %
Total	584.18	15.59 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	39.94	27.06 %
Fridge	17.31	20.01 %
Wash-Mac	13.72	12.00 %
Air-Cond	10.97	8.03 %
W.Heater	1.91	14.42 %
D-Freez	0.81	63.22 %
Oven	0.46	22.96 %
W-Disp	0.30	72.41 %
Chimney	0.27	17.80 %
Total	85.68	17.02 %

Branch *	MTD Sales L	Brand Share %
CH16	5.50	13.97 %
CH42	4.19	11.45 %
CH14	3.36	11.01 %
CH05	3.14	8.13 %
CH11	2.70	13.11 %
GUD1	2.53	14.74 %
CH22	1.88	10.88 %
CGL1	1.61	13.01 %
CH19	1.46	5.97 %
CH48	1.42	7.67 %
CH35	1.41	14.06 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.06	0.68 %
Total	85.68	17.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	29.88	20.00 %
Wash-Mac	16.77	16.80 %
Fridge	14.92	18.43 %
Air-Cond	9.88	9.21 %
W.Heater	1.44	21.63 %
Oven	0.73	33.08 %
D-Freez	0.47	67.23 %
Chimney	0.14	10.86 %
W-Disp	0.08	18.01 %
Total	74.31	16.56 %

Branch *	MTD Sales L	Brand Share %
CH03	6.77	14.42 %
CH15	4.99	10.24 %
CH12	3.26	10.76 %
CH17	3.08	13.15 %
CH09	1.19	6.25 %
CH44	1.00	7.47 %
MJR1	0.94	5.43 %
CH36	0.89	12.75 %
CH27	0.53	7.26 %
CH32	0.22	7.12 %
MC06		0.00 %
Total	74.31	16.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	25.08	14.65 %
Fridge	21.43	19.59 %
Wash-Mac	14.92	11.51 %
Air-Cond	9.26	8.40 %
W.Heater	1.19	15.68 %
D-Freez	1.00	73.79 %
W-Disp	0.37	39.40 %
Oven	0.28	14.60 %
Total	73.53	13.77 %

Branch *	MTD Sales L	Brand Share %
NGR1	4.93	15.18 %
KVT1	3.24	10.69 %
TUT1	2.53	4.07 %
RPM1	2.15	10.00 %
RND1	1.98	9.93 %
VLY1	1.61	13.98 %
TUT2	1.41	5.84 %
VNR1	1.24	13.79 %
VNR2	1.23	5.62 %
SDI1	1.18	15.21 %
MMT1	1.08	11.05 %
APK1	1.00	8.50 %
TCN1	0.83	7.37 %
TVL2	0.68	6.74 %
VKM1	0.49	6.27 %
APK2	0.46	5.00 %
SKD1	0.44	7.51 %
S2SD	0.20	9.17 %
TKY1	0.13	2.80 %
UDN1	0.12	1.35 %
WHTV		0.00 %
Total	73.53	13.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	31.60	19.15 %
Fridge	11.17	12.43 %
Wash-Mac	10.35	10.64 %
Air-Cond	10.18	6.85 %
W.Heater	2.74	26.79 %
D-Freez	0.65	100.00 %
W-Disp	0.15	100.00 %
Oven	0.13	10.15 %
Total	66.97	13.02 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.25	11.58 %
MVM1	3.86	13.95 %
TRY3	3.08	14.55 %
TNJ2	2.89	11.90 %
KUM1	2.84	8.61 %
PTK1	2.11	13.74 %
TVR1	2.09	15.06 %
TVR2	2.08	6.56 %
TRY2	1.56	8.31 %
JKM1	1.55	13.98 %
TNJ1	1.42	3.98 %
AYR1	1.10	9.31 %
TTP1	1.01	8.04 %
KRN1	0.80	10.88 %
MSI1	0.51	7.40 %
APM1	0.45	5.93 %
TZSD	0.27	9.19 %
PBR1	0.25	4.00 %
ORU1	0.19	4.73 %
WTRZ		0.00 %
Total	66.97	13.02 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	27.62	21.13 %
Fridge	16.36	19.66 %
Wash-Mac	13.64	12.82 %
Air-Cond	2.71	6.82 %
W.Heater	2.31	31.27 %
D-Freez	1.70	100.00 %
Oven	0.06	6.93 %
Total	64.40	17.24 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.34	13.65 %
HSR2	2.63	10.92 %
SLM3	2.61	15.21 %
HSR1	2.29	12.25 %
TRM1	1.24	12.40 %
SLM2	1.07	6.49 %
RSP1	0.89	11.79 %
PDR1	0.69	11.41 %
OML1	0.69	5.80 %
EPI1	0.48	7.02 %
PMP1	0.42	6.01 %
VKL1	0.36	8.60 %
APN1	0.07	1.38 %
WHPD		0.00 %
Total	64.40	17.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	30.62	21.63 %
Wash-Mac	12.32	11.45 %
Fridge	11.76	13.09 %
Air-Cond	3.36	4.05 %
W.Heater	1.49	19.27 %
Oven	0.15	9.32 %
W-Disp	0.14	61.65 %
D-Freez	0.08	100.00 %
Chimney	-0.12	-9.26 %
Total	59.80	13.82 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.22	13.42 %
KKD3	5.05	15.02 %
MDU2	3.40	9.90 %
MDU6	3.06	9.41 %
DGL1	2.30	8.22 %
CBM1	1.46	12.85 %
TMM1	1.28	10.14 %
DKI1	1.23	9.09 %
KRR1	1.20	10.02 %
USL1	0.96	13.75 %
MDU3	0.91	11.59 %
SVG1	0.82	8.17 %
TEN1	0.80	7.66 %
SZSD	0.65	14.09 %
ADP1	0.61	9.41 %
TDI1	0.56	11.44 %
TEN2	0.48	5.32 %
NTM1	0.47	14.31 %
KPT1	0.34	8.88 %
PKM1	0.24	4.63 %
CMR1	0.17	3.33 %
BTU1	0.14	3.27 %
MPA1	0.07	0.80 %
WHMD		0.00 %
Total	59.80	13.82 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.40	21.86 %
Fridge	11.07	19.41 %
Air-Cond	9.73	11.18 %
Wash-Mac	8.36	12.25 %
W.Heater	1.06	23.40 %
D-Freez	0.64	100.00 %
Oven	0.28	25.99 %
Total	56.53	16.86 %

Branch *	MTD Sales L	Brand Share %
POY1	5.15	12.31 %
KKI2	2.55	11.72 %
SJI2	2.22	13.47 %
VPM2	2.06	10.47 %
ULP1	1.56	11.96 %
TRK1	1.51	11.95 %
KML1	0.98	6.23 %
WHUT	-0.12	6.56 %
Total	56.53	16.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	23.17	25.50 %
Wash-Mac	9.30	15.66 %
Air-Cond	7.30	17.54 %
Fridge	6.91	14.54 %
D-Freez	1.33	56.24 %
W.Heater	1.23	27.89 %
Oven	0.16	22.33 %
Chimney	0.12	19.49 %
W-Disp	0.07	100.00 %
Total	49.59	20.03 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.24	13.43 %
VEL2	2.23	12.89 %
TRL1	1.93	7.66 %
TRR1	1.84	14.28 %
ARC2	1.37	14.90 %
GDM1	1.02	14.31 %
VNB1	0.92	13.45 %
BGR1		0.00 %
WHVL		0.00 %
Total	49.59	20.03 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	22.29	22.56 %
Fridge	11.91	15.82 %
Wash-Mac	9.33	10.26 %
Air-Cond	3.16	8.41 %
W.Heater	1.40	23.65 %
D-Freez	0.74	51.46 %
W-Disp	0.29	65.42 %
Oven	0.23	9.23 %
Chimney	0.18	5.30 %
Total	49.53	15.66 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.53	6.26 %
CBE4	2.12	12.91 %
SUL1	2.07	13.99 %
PLI1	2.02	13.17 %
CBE6	1.81	12.61 %
TPR2	1.37	10.66 %
TPR3	1.15	15.25 %
AVI1	1.05	15.19 %
KMD1	1.00	14.50 %
TPR4	0.49	7.72 %
KGM1	0.49	9.36 %
KGI1	0.41	5.96 %
MPM1	0.38	5.47 %
GDR1	0.22	6.54 %
WZSD	0.14	5.05 %
KMR1	0.06	0.45 %
WHCB		0.00 %
Total	49.53	15.66 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
D-Freez	1.43	100.00 %
Fridge	1.30	12.88 %
Wash-Mac	0.99	10.83 %
W.Heater	0.13	41.13 %
Total	3.85	9.37 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.13	7.99 %
PAS1	0.53	5.92 %
Total	3.85	9.37 %