

MTD Sales
447.89 L

Brand Share %
14.33 %

Information:

MTD : 01-12-2025 To 07-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.33 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	234.68	19.75 %
Wash-Mac	79.66	10.34 %
Fridge	79.02	13.90 %
Air-Cond	30.01	6.52 %
W.Heater	14.10	14.41 %
D-Freez	5.07	60.59 %
Oven	2.73	17.49 %
W-Disp	1.37	41.43 %
Chimney	1.25	9.12 %
Total	447.89	14.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	73.66	14.43 %
CHENNAI-01	62.63	14.00 %
WEST-02	53.63	16.66 %
TRICHY-01	51.69	12.92 %
CHENNAI-02	50.96	16.02 %
SOUTH-03	47.68	12.05 %
NORTH ARCOT	36.93	17.90 %
SOUTH ARCOT	35.62	14.73 %
WEST-01	32.16	12.55 %
KL-SOUTH	2.92	10.25 %
Total	447.89	14.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	39.43	21.05 %
Fridge	13.68	15.22 %
Wash-Mac	10.53	7.95 %
Air-Cond	6.15	7.53 %
D-Freez	1.64	60.97 %
W.Heater	1.56	12.79 %
Oven	0.39	14.20 %
W-Disp	0.15	65.15 %
Chimney	0.13	10.66 %
Total	73.66	14.43 %

Branch *	MTD Sales L	Brand Share %
TVL1	7.69	13.09 %
KVT1	3.68	10.16 %
RPM1	3.19	13.88 %
TUT1	2.71	4.24 %
TKS2	2.24	10.65 %
RND1	1.82	13.87 %
PKD1	1.24	10.85 %
TUT2	1.02	4.23 %
VNR2	1.00	5.51 %
TYI1	0.34	6.02 %
ASM1	0.30	3.42 %
VKM1	0.14	1.78 %
TVL2	0.13	9.46 %
COL1		0.00 %
Total	73.66	14.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	32.06	19.22 %
Fridge	12.91	17.82 %
Wash-Mac	12.24	11.82 %
Air-Cond	2.57	3.11 %
W.Heater	1.04	6.45 %
Oven	0.78	28.52 %
Chimney	0.69	56.22 %
W-Disp	0.35	34.09 %
Total	62.63	14.00 %

Branch *	MTD Sales L	Brand Share %
CH42	4.37	11.75 %
CH08	4.12	12.50 %
CH16	4.11	13.00 %
CH14	2.49	12.33 %
CH28	2.24	11.01 %
CH48	1.97	9.04 %
GUD1	1.65	10.89 %
CH22	1.60	11.18 %
CH11	1.14	11.42 %
CH35	1.13	9.87 %
SKL1	0.94	7.60 %
CH05	0.92	3.22 %
CH19	0.67	2.44 %
KNR1	0.66	13.14 %
CGL1	0.56	6.10 %
CZWH	0.49	6.00 %
TKM1	0.40	4.52 %
CH29		0.00 %
CH40		0.00 %
WCHN		0.00 %
Total	62.63	14.00 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.52	20.46 %
Fridge	12.95	19.92 %
Wash-Mac	10.76	10.75 %
Air-Cond	3.48	10.90 %
W.Heater	2.75	28.57 %
Oven	0.46	32.02 %
W-Disp	0.35	100.00 %
D-Freez	0.25	64.64 %
Chimney	0.11	3.74 %
Total	53.63	16.66 %

Branch *	MTD Sales L	Brand Share %
HSR2	2.00	7.77 %
SLM1	1.46	5.96 %
KRI1	1.21	14.13 %
RSP1	1.07	13.38 %
BMD1	0.57	12.26 %
DPR2	0.47	7.45 %
CMI1	0.47	11.02 %
OML1	0.42	6.21 %
PDR1	0.21	2.67 %
HRR1	0.17	5.35 %
PMP1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	53.63	16.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	33.45	19.24 %
Wash-Mac	6.98	8.96 %
Air-Cond	5.17	8.75 %
Fridge	3.68	5.13 %
W.Heater	2.04	14.44 %
D-Freez	0.37	100.00 %
Total	51.69	12.92 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.45	14.06 %
PBR2	2.66	10.22 %
TNJ2	2.36	12.31 %
TVR2	1.95	9.16 %
TNJ1	1.85	6.01 %
JKM1	1.81	11.94 %
TRY3	1.00	10.27 %
NGT1	0.98	7.68 %
TYR1	0.94	8.86 %
KRN1	0.76	10.52 %
TTP1	0.68	11.21 %
TVR1	0.66	7.73 %
TRY2	0.38	4.51 %
PBR1	0.27	5.80 %
ORU1	0.24	3.48 %
APM1	0.11	2.74 %
MSI1		0.00 %
WTRZ		0.00 %
Total	51.69	12.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	24.87	20.48 %
Wash-Mac	10.65	15.31 %
Fridge	9.69	18.16 %
Air-Cond	3.29	5.31 %
W.Heater	1.42	15.82 %
Oven	0.59	31.18 %
Chimney	0.16	38.03 %
W-Disp	0.16	47.82 %
D-Freez	0.14	52.49 %
Total	50.96	16.02 %

Branch *	MTD Sales L	Brand Share %
CH21	3.42	12.80 %
CH15	3.16	7.31 %
CH03	3.06	9.97 %
CH23	0.83	9.25 %
MJR1	0.77	8.01 %
CH36		0.00 %
MC06		0.00 %
CH46		0.00 %
Total	50.96	16.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	25.93	17.91 %
Wash-Mac	9.82	9.46 %
Fridge	7.54	9.13 %
Air-Cond	2.10	4.58 %
W.Heater	1.68	12.43 %
D-Freez	0.29	29.79 %
Oven	0.18	6.10 %
W-Disp	0.15	28.41 %
Total	47.68	12.05 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.90	13.81 %
DGL1	3.72	11.52 %
MDU2	2.96	9.34 %
CBM1	1.99	14.15 %
MDU6	1.50	6.37 %
TEN1	1.23	11.06 %
TMM1	0.84	7.46 %
PNV2	0.79	12.57 %
ATG1	0.79	5.49 %
NKI1	0.76	14.32 %
MPA1	0.73	7.07 %
ADP1	0.69	7.74 %
DKI1	0.66	5.03 %
KRR1	0.65	4.92 %
MDU5	0.49	10.71 %
TDI1	0.44	8.49 %
SVG1	0.34	3.05 %
MNM1	0.24	8.55 %
NTM1	0.22	5.07 %
TEN2	0.03	0.27 %
BTU1		0.00 %
CMR1		0.00 %
PKM1		0.00 %
Total	47.68	12.05 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.67	22.87 %
Wash-Mac	6.43	13.14 %
Fridge	6.00	19.04 %
Air-Cond	2.17	7.51 %
W.Heater	1.43	20.32 %
D-Freez	0.64	70.54 %
Oven	0.27	31.44 %
Chimney	0.17	8.69 %
W-Disp	0.14	63.64 %
Total	36.93	17.90 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.27	12.72 %
VEL2	2.36	14.26 %
TRL1	1.48	10.44 %
VEL1	0.94	10.80 %
ARC2	0.89	14.21 %
GDM1	0.74	12.58 %
WJP1	0.66	13.90 %
CGM1	0.38	6.89 %
PTU1	0.10	3.34 %
PLR1	0.07	1.81 %
BGR1		0.00 %
WHVL		0.00 %
Total	36.93	17.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.22	21.24 %
Wash-Mac	5.32	10.61 %
Fridge	4.47	10.01 %
Air-Cond	3.63	9.61 %
W.Heater	0.50	6.52 %
D-Freez	0.42	100.00 %
Oven	0.06	12.65 %
Total	35.62	14.73 %

Branch *	MTD Sales L	Brand Share %
POY2	3.06	10.83 %
CDM1	2.24	12.93 %
ULP1	1.42	12.26 %
KLM1	0.93	6.56 %
VCM1	0.70	8.11 %
TVM1	0.53	12.96 %
MKM1	0.49	10.70 %
TVM2	0.41	11.76 %
STP1	0.23	6.24 %
KML1	0.22	2.45 %
WHUT		0.00 %
Total	35.62	14.73 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	15.31	17.08 %
Wash-Mac	6.80	8.62 %
Fridge	5.95	11.62 %
W.Heater	1.69	20.21 %
Air-Cond	1.18	5.25 %
D-Freez	1.16	84.66 %
W-Disp	0.08	23.74 %
Total	32.16	12.55 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.44	7.93 %
TPR2	1.27	9.59 %
CBE6	0.90	10.62 %
TPR1	0.65	7.10 %
AVI1	0.59	8.65 %
PPI1	0.59	12.71 %
CBE2	0.54	1.35 %
CBE5	0.52	11.31 %
DPM2	0.50	6.99 %
CNR1	0.37	8.24 %
TPR4	0.34	5.51 %
WZSD	0.30	6.75 %
KGI1	0.23	4.11 %
KMR1	0.23	1.71 %
KMD1	0.13	3.28 %
ANR1		0.00 %
SUL1		0.00 %
Total	32.16	12.55 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.14	35.10 %
Air-Cond	0.27	3.42 %
LED TV	0.23	2.67 %
D-Freez	0.17	100.00 %
Wash-Mac	0.12	2.20 %
Total	2.92	10.25 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.25	12.58 %
KLR1	0.67	9.98 %
PAS1		0.00 %
Total	2.92	10.25 %