

MTD Sales
770.08 L

Brand Share %
14.85 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.85 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	279.18	18.56 %
Fridge	186.16	16.44 %
Wash-Mac	148.06	14.03 %
Air-Cond	134.50	9.61 %
D-Freez	10.36	67.35 %
W.Heater	9.26	16.99 %
Oven	2.49	12.12 %
W-Disp	0.08	2.61 %
Total	770.08	14.85 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	105.42	14.21 %
TRICHY-01	102.67	14.26 %
SOUTH-01	95.16	12.55 %
SOUTH-03	92.25	15.63 %
WEST-02	89.14	16.74 %
CHENNAI-02	83.38	14.43 %
SOUTH ARCOT	74.59	17.67 %
NORTH ARCOT	64.30	18.17 %
WEST-01	61.59	13.56 %
KL-SOUTH	1.59	4.63 %
Total	770.08	14.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	33.25	10.63 %
LED TV	29.67	18.95 %
Fridge	20.74	15.67 %
Wash-Mac	18.39	14.67 %
D-Freez	1.95	89.24 %
W.Heater	1.08	12.10 %
Oven	0.33	14.60 %
Total	105.42	14.21 %

Branch *	MTD Sales L	Brand Share %
CH14	6.28	11.20 %
CH08	5.12	10.29 %
CH07	3.65	12.27 %
CH45	2.54	9.99 %
CH19	2.52	6.21 %
SKL1	2.26	12.72 %
CH22	2.16	8.58 %
CH11	1.85	3.53 %
CH05	1.58	3.31 %
CZWH	0.72	10.17 %
TKM1	0.53	4.91 %
KNR1	0.14	0.98 %
WHC3	0.12	1.78 %
CH29		0.00 %
CH40		0.00 %
MC02		0.00 %
Total	105.42	14.21 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	46.62	22.45 %
Fridge	22.15	13.55 %
Air-Cond	18.59	8.36 %
Wash-Mac	13.45	11.62 %
W.Heater	1.14	15.15 %
D-Freez	0.60	54.80 %
Oven	0.12	6.44 %
Total	102.67	14.26 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.49	14.15 %
KUM1	4.71	9.47 %
TVR2	3.44	10.56 %
TNJ2	3.30	7.75 %
JKM1	2.87	11.95 %
NGT1	2.39	10.63 %
TYR1	2.29	9.96 %
TNJ1	2.08	4.38 %
PBR1	1.53	13.18 %
ORU1	1.12	9.89 %
MSI1	0.91	5.98 %
APM1	0.90	10.52 %
TTP1		0.00 %
TZSD		0.00 %
Total	102.67	14.26 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	38.10	17.45 %
Fridge	23.98	14.48 %
Wash-Mac	20.82	12.64 %
Air-Cond	9.09	4.68 %
D-Freez	2.12	63.02 %
W.Heater	0.93	12.12 %
Oven	0.11	3.20 %
Total	95.16	12.55 %

Branch *	MTD Sales L	Brand Share %
TVL1	12.26	14.78 %
TUT1	7.69	9.32 %
KVT1	5.38	11.20 %
RPM1	5.33	14.79 %
SKD1	3.97	14.00 %
TUT2	3.80	11.42 %
TKS1	3.73	13.89 %
SVK1	3.50	14.02 %
TKS2	3.36	10.20 %
RND1	2.81	10.60 %
VNR2	2.38	10.34 %
MAR1	1.99	9.89 %
APK1	1.88	9.92 %
TVL2	1.43	11.30 %
NGR1	1.41	5.22 %
TKY1	1.38	13.07 %
PKD1	1.04	4.24 %
VNR1	1.00	8.59 %
VKM1	0.92	12.40 %
MMT1	0.68	7.92 %
TYI1	0.61	5.73 %
COL1	0.60	13.84 %
KSM1	0.49	10.55 %
ASM1	0.41	2.42 %
S2SD		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	95.16	12.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	29.07	17.58 %
Fridge	26.07	18.14 %
Wash-Mac	17.89	13.86 %
Air-Cond	17.52	12.30 %
W.Heater	1.09	16.35 %
D-Freez	0.55	47.25 %
Oven	0.06	3.38 %
Total	92.25	15.63 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.43	10.17 %
DGL1	5.18	12.85 %
MDU6	3.90	11.64 %
CBM1	3.06	13.35 %
ATG1	2.96	12.80 %
KKD2	2.68	13.27 %
SVG1	2.60	14.12 %
MDU3	2.49	10.62 %
TMM1	2.37	12.50 %
KRR1	1.48	8.94 %
TEN2	1.36	8.95 %
BTU1	1.17	14.78 %
MPA1	1.12	5.98 %
MDU5	1.11	12.26 %
BNR1	0.78	7.26 %
DKI1	0.56	3.37 %
MNM1	0.52	9.77 %
CMR1	0.37	7.93 %
TEN1	0.12	0.81 %
NTM1	0.11	3.78 %
SZSD		0.00 %
WHMD		0.00 %
Total	92.25	15.63 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	34.62	19.27 %
Fridge	24.54	18.26 %
Wash-Mac	18.02	14.13 %
Air-Cond	8.90	10.74 %
W.Heater	1.40	29.57 %
D-Freez	0.96	88.42 %
Oven	0.69	33.77 %
Total	89.14	16.74 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.00	10.14 %
ERD1	2.84	10.02 %
RSP1	2.62	14.80 %
KRI1	2.45	12.45 %
SLM2	2.18	9.14 %
SLM3	2.07	9.90 %
TRM1	1.07	7.14 %
PMP1	0.77	11.33 %
EDP1	0.71	7.58 %
APN1	0.64	9.31 %
PLC1	0.18	2.02 %
WHPD		0.00 %
WZWH		0.00 %
Total	89.14	16.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	22.76	13.83 %
Fridge	21.69	21.83 %
Air-Cond	18.48	9.07 %
Wash-Mac	18.27	17.87 %
W.Heater	1.00	27.89 %
D-Freez	0.68	100.00 %
Oven	0.50	15.20 %
Total	83.38	14.43 %

Branch *	MTD Sales L	Brand Share %
CH15	8.59	12.23 %
CH03	6.77	11.11 %
CH12	4.32	12.28 %
CH06	3.79	11.58 %
CH33	3.02	14.68 %
CH09	2.83	12.81 %
CH21	2.70	6.19 %
CH17	1.90	14.01 %
CH44	1.11	6.02 %
UKI1	0.99	10.70 %
CH31	0.83	8.61 %
CH27	0.59	5.15 %
MC06	0.29	12.28 %
CH32	0.20	5.11 %
CH01		0.00 %
CH36		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	83.38	14.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.96	22.76 %
Fridge	16.05	17.03 %
Air-Cond	13.14	12.32 %
Wash-Mac	12.68	15.62 %
D-Freez	1.82	60.30 %
W.Heater	0.64	13.54 %
Oven	0.23	31.66 %
W-Disp	0.08	92.26 %
Total	74.59	17.67 %

Branch *	MTD Sales L	Brand Share %
POY1	6.99	13.71 %
CDM1	3.84	13.90 %
KLM1	3.21	14.47 %
SJI1	1.59	8.89 %
KML1	0.20	0.95 %
WHNV		0.00 %
WHUT		0.00 %
Total	74.59	17.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	23.67	21.86 %
Fridge	16.23	19.98 %
Air-Cond	11.82	13.26 %
Wash-Mac	10.51	15.36 %
D-Freez	1.06	70.24 %
W.Heater	1.02	23.02 %
Total	64.30	18.17 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.35	11.20 %
VEL2	3.19	13.94 %
ARC2	2.40	14.48 %
VEL1	2.38	14.61 %
TRT1	2.10	13.89 %
TRL1	1.96	7.58 %
WJP1	1.09	8.84 %
CGM1	0.43	3.48 %
UGI1	0.35	8.52 %
BGR1		0.00 %
Total	64.30	18.17 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	24.00	15.01 %
Wash-Mac	17.81	13.27 %
Fridge	14.05	12.59 %
Air-Cond	3.72	9.99 %
W.Heater	0.95	15.66 %
D-Freez	0.60	58.29 %
Oven	0.46	11.57 %
Total	61.59	13.56 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.00	10.36 %
CBE4	2.45	13.03 %
KMR1	2.41	4.42 %
CBE6	1.88	9.93 %
UMP1	1.77	12.50 %
TPR1	1.71	10.33 %
AVI1	1.70	12.01 %
SUL1	1.66	11.99 %
PPI1	1.59	14.33 %
DPM2	1.41	8.53 %
KGI1	0.97	13.44 %
KMD1	0.71	6.19 %
MPM1	0.70	4.51 %
KGM1	0.45	6.16 %
TPR4	0.36	4.35 %
ANR1	0.17	4.11 %
WHCB		0.00 %
Total	61.59	13.56 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.71	5.71 %
Fridge	0.66	10.25 %
Wash-Mac	0.22	3.14 %
Total	1.59	4.63 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.16	4.25 %
PAS1	0.43	6.11 %
Total	1.59	4.63 %