

MTD Sales
525.26 L

Brand Share %
14.34 %

Information:

MTD : 01-09-2025 To 08-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.34 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	194.18	18.24 %
Fridge	124.57	14.93 %
Wash-Mac	109.45	14.94 %
Air-Cond	75.05	7.97 %
D-Freez	9.89	63.35 %
W.Heater	8.07	14.16 %
Oven	2.61	18.57 %
W-Disp	1.43	40.55 %
Total	525.26	14.34 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	74.81	14.45 %
SOUTH-01	66.71	10.57 %
SOUTH-03	63.57	14.54 %
CHENNAI-02	62.14	15.79 %
WEST-02	56.87	17.84 %
TRICHY-01	54.60	11.71 %
SOUTH ARCOT	48.93	17.41 %
WEST-01	45.84	15.84 %
NORTH ARCOT	41.41	18.63 %
KL-SOUTH	10.36	9.77 %
Total	525.26	14.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	23.80	18.78 %
Fridge	18.26	19.67 %
Wash-Mac	16.92	16.49 %
Air-Cond	12.79	7.12 %
D-Freez	1.65	64.64 %
W.Heater	0.84	7.56 %
Oven	0.40	21.05 %
W-Disp	0.15	34.55 %
Total	74.81	14.45 %

Branch *	MTD Sales L	Brand Share %
CH14	6.18	12.93 %
CH08	3.36	10.58 %
CH45	2.98	13.88 %
CH48	2.73	11.91 %
CH19	1.91	6.91 %
CH22	1.80	12.51 %
SKL1	1.78	14.29 %
CH11	1.58	9.65 %
CH05	1.32	4.23 %
CH07	1.25	7.22 %
CGL1	0.94	8.88 %
KNR1	0.57	6.03 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
Total	74.81	14.45 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	20.55	14.05 %
LED TV	17.18	10.83 %
Wash-Mac	13.43	11.28 %
Air-Cond	12.09	6.23 %
D-Freez	2.73	57.44 %
Oven	0.34	11.89 %
W.Heater	0.32	6.16 %
W-Disp	0.07	15.49 %
Total	66.71	10.57 %

Branch *	MTD Sales L	Brand Share %
RPM1	5.01	7.79 %
NGR1	3.37	10.53 %
TUT1	2.84	4.00 %
SDI1	2.80	10.23 %
VLY1	2.30	13.04 %
TKS2	2.03	9.46 %
KVT1	1.93	7.15 %
PKD1	1.66	10.20 %
MMT1	1.37	10.52 %
MAR1	1.27	4.74 %
VNR1	1.24	11.70 %
TCN1	1.06	8.60 %
APK1	1.06	11.51 %
TKY1	0.95	8.05 %
APK2	0.94	10.64 %
TUT2	0.94	3.30 %
VNR2	0.92	4.22 %
TYI1	0.75	6.52 %
COL1	0.73	14.15 %
UDN1	0.61	6.15 %
VKM1	0.61	5.71 %
ARM1	0.52	9.43 %
TVL2	0.30	5.77 %
ASM1	0.13	2.09 %
Total	66.71	10.57 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	21.88	17.42 %
Fridge	14.51	12.25 %
Air-Cond	13.29	14.18 %
Wash-Mac	11.59	12.75 %
D-Freez	1.29	69.09 %
W.Heater	0.93	19.27 %
W-Disp	0.07	30.34 %
Total	63.57	14.54 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.51	11.67 %
DGL1	3.27	11.29 %
MDU6	2.82	11.64 %
MDU2	2.48	7.29 %
MDU3	1.62	11.05 %
TMM1	1.27	7.89 %
CBM1	1.20	12.69 %
SVG1	1.13	13.26 %
TEN1	0.85	8.70 %
MPA1	0.70	5.83 %
TEN2	0.62	6.54 %
ATG1	0.59	7.50 %
KRR1	0.56	7.33 %
PNI1	0.51	12.00 %
BNR1	0.47	9.33 %
TDI1	0.42	6.73 %
MDU4	0.33	3.75 %
BTU1	0.13	3.48 %
DKI1	0.07	0.77 %
NTM1		0.00 %
Total	63.57	14.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	19.26	16.67 %
Wash-Mac	17.06	23.64 %
Fridge	11.95	17.29 %
Air-Cond	10.14	7.97 %
W.Heater	1.47	26.12 %
Oven	1.07	55.95 %
D-Freez	0.96	67.58 %
W-Disp	0.23	49.55 %
Total	62.14	15.79 %

Branch *	MTD Sales L	Brand Share %
CH15	5.38	13.92 %
CH03	4.12	10.82 %
CH18	3.72	13.60 %
CH21	2.82	9.65 %
CH12	2.39	8.24 %
CH44	1.54	11.21 %
CH17	1.40	13.26 %
CH23	0.95	12.37 %
CH27	0.49	7.57 %
CH32	0.24	4.26 %
CH36	0.18	4.53 %
CH46	0.06	0.95 %
MC06		0.00 %
CH01		0.00 %
Total	62.14	15.79 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	23.65	22.51 %
Wash-Mac	13.52	15.52 %
Fridge	12.40	15.12 %
Air-Cond	4.75	13.19 %
W.Heater	1.59	24.84 %
D-Freez	0.67	65.20 %
W-Disp	0.23	62.96 %
Oven	0.06	6.57 %
Total	56.87	17.84 %

Branch *	MTD Sales L	Brand Share %
HSR2	3.13	12.00 %
SLM1	2.48	10.31 %
ERD1	2.18	11.78 %
SLM3	1.31	7.50 %
TRM1	1.16	12.75 %
SGI1	1.11	10.25 %
KRI1	0.97	10.71 %
HSR1	0.87	6.37 %
KMM1	0.42	9.97 %
PLC1	0.34	7.87 %
SGG1	0.19	13.80 %
Total	56.87	17.84 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	21.46	15.90 %
Fridge	12.27	12.15 %
Wash-Mac	10.98	15.11 %
Air-Cond	7.59	5.10 %
W.Heater	1.19	16.98 %
D-Freez	1.04	100.00 %
W-Disp	0.08	24.12 %
Total	54.60	11.71 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.82	7.98 %
KIK1	2.85	14.20 %
KUM1	2.71	10.95 %
MVM1	2.71	11.51 %
PTK1	2.08	10.05 %
TNJ2	1.90	9.39 %
ORU1	1.37	13.14 %
TNJ1	1.34	4.96 %
TVR2	1.16	5.57 %
TRY2	0.86	9.71 %
JKM1	0.71	8.14 %
APM1	0.64	10.14 %
PBR1	0.46	6.69 %
TTP1	0.41	5.25 %
MSI1	0.28	3.38 %
Total	54.60	11.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.35	25.85 %
Fridge	9.18	13.55 %
Wash-Mac	8.49	16.46 %
Air-Cond	7.42	10.75 %
D-Freez	0.89	62.00 %
W.Heater	0.26	7.28 %
W-Disp	0.23	49.19 %
Oven	0.11	16.59 %
Total	48.93	17.41 %

Branch *	MTD Sales L	Brand Share %
ULP1	2.78	13.82 %
CUD1	2.33	10.34 %
VCM1	1.04	11.97 %
KML1	0.34	2.99 %
TVM2	0.31	9.90 %
Total	48.93	17.41 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	20.89	21.58 %
Fridge	11.86	16.68 %
Wash-Mac	10.33	13.92 %
Air-Cond	1.81	5.02 %
W.Heater	0.72	9.12 %
Oven	0.23	10.16 %
Total	45.84	15.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.61	7.44 %
CBE6	1.47	10.31 %
CBE5	1.40	10.65 %
TPR3	1.14	14.21 %
TPR2	1.08	11.81 %
TPR1	0.94	9.82 %
KMR1	0.64	2.92 %
SUL1	0.42	5.94 %
KGI1	0.27	4.30 %
TPR4	0.25	5.80 %
KGM1		0.00 %
MPM1		0.00 %
Total	45.84	15.84 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.28	27.34 %
Fridge	9.21	17.52 %
Wash-Mac	6.42	14.10 %
Air-Cond	4.49	9.59 %
W.Heater	0.76	16.36 %
D-Freez	0.48	100.00 %
Oven	0.40	32.74 %
W-Disp	0.37	81.56 %
Total	41.41	18.63 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.57	13.95 %
KPM2	1.66	7.68 %
ARC2	1.17	12.24 %
GDM1	1.16	12.71 %
AKM1	1.05	11.16 %
TRR1	0.84	7.37 %
PLR1	0.25	9.97 %
BGR1		0.00 %
CGM1		0.00 %
Total	41.41	18.63 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.42	9.97 %
Fridge	4.39	13.14 %
Wash-Mac	0.70	4.23 %
Air-Cond	0.67	6.45 %
D-Freez	0.18	45.30 %
Total	10.36	9.77 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.65	7.51 %
KLR1	1.67	9.47 %
Total	10.36	9.77 %