

MTD Sales
783.85 L

Brand Share %
14.42 %

Information:

MTD : 01-10-2025 To 08-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.42 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	345.33	16.61 %
Fridge	174.84	16.74 %
Wash-Mac	149.76	14.64 %
Air-Cond	83.37	7.13 %
W.Heater	13.88	21.80 %
D-Freez	10.91	77.37 %
W-Disp	2.34	62.92 %
Oven	2.30	12.16 %
Chimney	1.12	5.88 %
Total	783.85	14.42 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	108.52	18.02 %
CHENNAI-01	103.83	14.33 %
SOUTH-01	103.27	11.96 %
SOUTH-03	101.48	14.14 %
CHENNAI-02	87.74	15.96 %
TRICHY-01	87.17	12.43 %
SOUTH ARCOT	70.79	16.71 %
WEST-01	65.80	12.96 %
NORTH ARCOT	51.46	17.02 %
KL-SOUTH	3.79	9.10 %
Total	783.85	14.42 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	51.24	20.54 %
Wash-Mac	24.39	16.81 %
Fridge	24.02	18.01 %
Air-Cond	5.01	8.19 %
W.Heater	2.09	32.61 %
D-Freez	1.14	100.00 %
Oven	0.29	15.92 %
W-Disp	0.21	75.53 %
Chimney	0.13	3.72 %
Total	108.52	18.02 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.46	11.71 %
SLM3	5.89	13.32 %
ERD1	5.09	11.35 %
HSR2	4.99	12.82 %
PMP1	1.43	10.15 %
PDR1	0.86	7.97 %
VKL1	0.54	7.07 %
APN1	0.53	5.60 %
Total	108.52	18.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	44.07	17.18 %
Fridge	21.96	17.91 %
Wash-Mac	18.50	14.75 %
Air-Cond	14.30	7.02 %
W.Heater	2.79	28.19 %
D-Freez	1.20	76.87 %
W-Disp	0.44	54.57 %
Oven	0.31	12.21 %
Chimney	0.25	14.51 %
Total	103.83	14.33 %

Branch *	MTD Sales L	Brand Share %
CH16	6.47	11.51 %
CH08	6.31	11.24 %
CH05	3.44	6.81 %
CH11	3.31	13.38 %
CH48	3.21	11.36 %
SKL1	2.81	14.12 %
CH22	1.79	7.28 %
TKM1	1.56	11.32 %
CH19	1.31	3.40 %
KNR1	1.18	9.95 %
CGL1	0.95	7.23 %
WHC3	0.80	8.90 %
MC10	0.29	12.80 %
CH29		0.00 %
CH40		0.00 %
Total	103.83	14.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	37.76	13.06 %
Fridge	24.30	14.79 %
Wash-Mac	20.86	13.10 %
Air-Cond	15.89	6.79 %
D-Freez	3.08	71.51 %
W.Heater	0.91	12.69 %
Oven	0.26	7.21 %
W-Disp	0.21	70.64 %
Total	103.27	11.96 %

Branch *	MTD Sales L	Brand Share %
TVL1	9.87	11.72 %
NGR1	5.42	10.58 %
TUT1	5.41	4.88 %
RPM1	5.02	10.12 %
KVT1	3.76	9.22 %
VNR2	3.56	9.47 %
SVK1	3.23	12.79 %
TUT2	3.16	9.62 %
MAR1	2.70	13.36 %
VLY1	2.61	14.14 %
TCN1	2.08	11.14 %
PKD1	1.40	9.27 %
UDN1	1.31	10.11 %
TKY1	1.15	4.44 %
APK1	0.97	7.30 %
ARM1	0.93	12.17 %
ASM1	0.87	6.38 %
TVL2	0.73	8.49 %
KGL1	0.62	7.99 %
MMT1	0.60	5.04 %
COL1	0.33	8.81 %
VKM1	0.25	2.58 %
KSM1	0.11	2.57 %
S2SD	0.10	1.31 %
Total	103.27	11.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	42.99	15.84 %
Fridge	27.56	18.05 %
Wash-Mac	19.03	13.97 %
Air-Cond	8.23	5.83 %
W.Heater	1.62	19.80 %
D-Freez	1.60	82.72 %
W-Disp	0.35	67.64 %
Oven	0.11	5.63 %
Total	101.48	14.14 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.40	12.58 %
MDU1	8.70	11.51 %
MDU2	5.37	8.65 %
TEN2	2.52	11.24 %
ATG1	2.18	8.83 %
MPA1	1.75	11.68 %
TPT1	1.56	11.17 %
TEN1	1.56	7.58 %
MDU6	1.33	10.71 %
DKI1	1.31	7.46 %
TMM1	1.02	4.85 %
MDU4	0.97	5.72 %
BNR1	0.85	6.64 %
BTU1	0.82	12.37 %
ODM1	0.69	10.25 %
SGP1	0.55	9.93 %
CMR1	0.33	4.68 %
SZSD	0.07	1.59 %
NTM1		0.00 %
Total	101.48	14.14 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	34.18	16.85 %
Fridge	20.55	20.83 %
Wash-Mac	18.75	19.00 %
Air-Cond	10.36	7.52 %
W.Heater	2.30	36.74 %
Oven	0.48	19.06 %
D-Freez	0.43	100.00 %
W-Disp	0.43	47.91 %
Chimney	0.26	14.59 %
Total	87.74	15.96 %

Branch *	MTD Sales L	Brand Share %
CH03	8.64	13.87 %
CH15	8.33	12.02 %
CH09	3.11	13.39 %
CH44	3.05	14.06 %
CH12	2.93	6.48 %
CH21	2.24	6.95 %
CH17	1.24	12.55 %
UKI1	1.05	10.39 %
CH27	0.86	10.31 %
CH46	0.66	4.89 %
CH36	0.62	8.71 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
Total	87.74	15.96 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	44.98	16.00 %
Fridge	14.33	11.72 %
Wash-Mac	13.15	11.95 %
Air-Cond	12.43	7.08 %
D-Freez	1.07	100.00 %
W.Heater	0.92	11.22 %
Oven	0.21	10.07 %
W-Disp	0.07	100.00 %
Total	87.17	12.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.75	10.79 %
KUM1	3.41	7.15 %
MDI1	3.31	11.54 %
TRY3	2.93	9.04 %
TNJ1	2.57	4.63 %
JKM1	2.54	13.76 %
AYR1	2.06	13.42 %
TVR2	1.51	4.58 %
TTP1	1.45	10.82 %
PBR1	1.41	10.23 %
KRN1	0.79	9.06 %
APM1	0.37	4.68 %
TZSD	0.17	6.94 %
MSI1		0.00 %
ORU1		0.00 %
Total	87.17	12.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.21	20.13 %
Fridge	15.46	18.28 %
Wash-Mac	10.85	15.28 %
Air-Cond	9.14	9.73 %
W.Heater	1.39	22.50 %
D-Freez	0.55	72.21 %
Oven	0.12	8.85 %
W-Disp	0.07	32.88 %
Total	70.79	16.71 %

Branch *	MTD Sales L	Brand Share %
POY1	6.08	12.42 %
SJI2	5.62	11.43 %
KKI2	3.21	13.81 %
CDM1	2.67	13.79 %
KML1	1.26	9.05 %
SJI1		0.00 %
Total	70.79	16.71 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	33.44	14.93 %
Fridge	14.77	14.67 %
Wash-Mac	14.44	12.83 %
Air-Cond	0.89	1.58 %
D-Freez	0.78	53.77 %
W.Heater	0.70	11.26 %
Oven	0.32	15.67 %
W-Disp	0.28	100.00 %
Chimney	0.17	4.39 %
Total	65.80	12.96 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.50	3.18 %
TPR2	3.47	13.50 %
TPR1	2.12	13.71 %
MPM1	2.07	10.08 %
SUL1	1.58	11.18 %
CBE4	1.47	6.49 %
TPR3	1.45	8.22 %
KMR1	1.16	3.12 %
CBE6	0.84	4.00 %
UMP1	0.78	9.68 %
KGI1	0.73	11.50 %
TPR4	0.72	11.70 %
WZSD		0.00 %
Total	65.80	12.96 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.25	17.96 %
Fridge	10.98	19.35 %
Wash-Mac	9.59	16.27 %
Air-Cond	6.25	11.49 %
W.Heater	1.15	22.89 %
D-Freez	0.45	54.08 %
Chimney	0.30	19.49 %
W-Disp	0.28	100.00 %
Oven	0.20	28.99 %
Total	51.46	17.02 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.63	13.14 %
KPM2	2.51	11.19 %
SBR1	2.31	11.32 %
VEL1	1.84	8.85 %
PLR1	1.42	13.63 %
TRL1	1.34	4.79 %
CPT1	0.61	8.51 %
CGM1	0.42	4.34 %
BGR1		0.00 %
Total	51.46	17.02 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.21	7.99 %
Fridge	0.92	10.82 %
Air-Cond	0.87	7.64 %
D-Freez	0.59	100.00 %
Wash-Mac	0.20	3.67 %
Total	3.79	9.10 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.58	8.83 %
PAS1	0.10	1.36 %
Total	3.79	9.10 %