

MTD Sales
494.98 L

Brand Share %
14.55 %

Information:

MTD : 01-12-2025 To 08-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.55 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	259.23	20.06 %
Fridge	89.60	14.35 %
Wash-Mac	86.73	10.34 %
Air-Cond	32.63	6.61 %
W.Heater	15.24	14.07 %
D-Freez	5.63	58.92 %
Oven	2.79	16.58 %
Chimney	1.62	10.66 %
W-Disp	1.52	39.52 %
Total	494.98	14.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	80.33	14.49 %
CHENNAI-01	69.07	14.07 %
WEST-02	59.14	16.77 %
TRICHY-01	57.70	13.42 %
CHENNAI-02	56.56	16.17 %
SOUTH-03	54.95	12.81 %
NORTH ARCOT	40.40	17.85 %
SOUTH ARCOT	37.96	14.68 %
WEST-01	35.61	12.73 %
KL-SOUTH	3.26	10.30 %
Total	494.98	14.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	42.60	20.71 %
Fridge	16.03	15.97 %
Wash-Mac	10.94	7.83 %
Air-Cond	6.65	7.58 %
D-Freez	1.89	64.36 %
W.Heater	1.56	11.76 %
Oven	0.39	13.17 %
W-Disp	0.15	65.15 %
Chimney	0.13	9.33 %
Total	80.33	14.49 %

Branch *	MTD Sales L	Brand Share %
TVL1	8.53	13.12 %
KVT1	4.10	10.45 %
RPM1	3.19	13.03 %
TUT1	2.87	4.04 %
TKS2	2.35	10.47 %
RND1	1.93	13.77 %
PKD1	1.59	13.03 %
SDI1	1.39	14.47 %
TUT2	1.02	3.93 %
VNR2	1.00	5.14 %
TYI1	0.97	13.94 %
ASM1	0.53	5.08 %
VKM1	0.14	1.75 %
TVL2	0.13	7.71 %
COL1		0.00 %
Total	80.33	14.49 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	35.16	19.72 %
Fridge	14.37	17.47 %
Wash-Mac	13.45	11.76 %
Air-Cond	3.08	3.37 %
W.Heater	1.19	6.64 %
Oven	0.78	28.52 %
Chimney	0.69	37.48 %
W-Disp	0.35	31.59 %
Total	69.07	14.07 %

Branch *	MTD Sales L	Brand Share %
CH08	4.75	13.23 %
CH42	4.37	11.28 %
CH14	2.86	13.08 %
CH28	2.25	9.69 %
CH48	1.97	8.22 %
CH22	1.87	11.57 %
GUD1	1.65	10.23 %
SKL1	1.33	10.19 %
CH35	1.26	9.98 %
CH11	1.14	10.52 %
CH05	1.12	3.61 %
CH19	0.96	3.05 %
CGL1	0.74	7.96 %
CZWH	0.69	5.33 %
KNR1	0.66	12.20 %
TKM1	0.40	4.07 %
CH29		0.00 %
CH40		0.00 %
WCHN		0.00 %
Total	69.07	14.07 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	23.97	20.09 %
Fridge	14.67	20.62 %
Wash-Mac	12.28	11.28 %
Air-Cond	3.79	10.26 %
W.Heater	2.95	28.77 %
D-Freez	0.55	80.19 %
Oven	0.46	27.07 %
W-Disp	0.35	100.00 %
Chimney	0.11	3.54 %
Total	59.14	16.77 %

Branch *	MTD Sales L	Brand Share %
HSR2	2.28	8.16 %
SLM1	1.86	7.18 %
EDP1	0.66	14.45 %
APN1	0.57	14.13 %
PDR1	0.51	4.95 %
DPR2	0.47	7.45 %
CMI1	0.47	10.60 %
OML1	0.42	6.00 %
HRR1	0.24	6.32 %
WZWH	0.07	7.11 %
PMP1		0.00 %
WHPD		0.00 %
Total	59.14	16.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	38.36	20.23 %
Wash-Mac	7.40	8.84 %
Air-Cond	5.44	8.68 %
Fridge	3.95	5.28 %
W.Heater	2.18	14.16 %
D-Freez	0.37	100.00 %
Total	57.70	13.42 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.33	13.79 %
PBR2	2.97	10.43 %
PTK1	2.73	13.31 %
JKM1	2.16	13.43 %
TNJ1	2.10	6.70 %
TVR2	2.09	8.65 %
NGT1	1.57	11.13 %
PDK1	1.35	14.34 %
TRY3	1.23	11.26 %
TYR1	1.01	8.85 %
KRN1	0.89	11.65 %
TTP1	0.82	12.27 %
TVR1	0.80	8.87 %
TRY2	0.38	4.51 %
PBR1	0.27	5.80 %
ORU1	0.24	3.48 %
APM1	0.11	2.55 %
MSI1		0.00 %
WTRZ		0.00 %
Total	57.70	13.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	27.66	20.66 %
Fridge	11.30	18.97 %
Wash-Mac	11.26	14.49 %
Air-Cond	3.79	5.81 %
W.Heater	1.51	14.77 %
Oven	0.59	29.70 %
Chimney	0.16	26.28 %
W-Disp	0.16	47.82 %
D-Freez	0.14	52.49 %
Total	56.56	16.17 %

Branch *	MTD Sales L	Brand Share %
CH03	4.28	11.29 %
CH15	3.80	8.35 %
CH21	3.56	12.82 %
CH12	3.14	13.57 %
CH27	0.85	14.43 %
CH23	0.83	9.25 %
MJR1	0.80	7.31 %
CH36		0.00 %
MC06		0.00 %
CH46		0.00 %
Total	56.56	16.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	30.09	19.08 %
Wash-Mac	11.38	10.08 %
Fridge	8.16	9.24 %
Air-Cond	2.63	5.42 %
W.Heater	1.96	12.49 %
D-Freez	0.29	24.91 %
Oven	0.18	5.68 %
W-Disp	0.15	22.19 %
Chimney	0.11	13.80 %
Total	54.95	12.81 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.06	11.39 %
MDU2	3.34	10.17 %
ATG1	1.73	10.68 %
MDU6	1.61	6.34 %
TEN1	1.58	12.07 %
MDU4	1.18	14.32 %
PNV2	0.99	13.94 %
KRR1	0.93	6.93 %
TMM1	0.84	6.68 %
TDI1	0.84	13.79 %
MPA1	0.73	6.56 %
ADP1	0.69	7.16 %
DKI1	0.66	5.02 %
SVG1	0.57	4.95 %
MDU5	0.49	9.78 %
MNM1	0.24	8.55 %
NTM1	0.22	4.57 %
TEN2	0.03	0.26 %
BTU1		0.00 %
CMR1		0.00 %
PKM1		0.00 %
Total	54.95	12.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.28	22.72 %
Wash-Mac	7.25	13.12 %
Fridge	6.67	18.70 %
Air-Cond	2.17	7.29 %
W.Heater	1.51	20.13 %
D-Freez	0.64	56.97 %
Chimney	0.42	19.38 %
Oven	0.33	32.39 %
W-Disp	0.14	63.64 %
Total	40.40	17.85 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.59	13.07 %
TRL1	1.82	9.90 %
VEL1	1.50	13.51 %
ARC2	0.89	14.21 %
GDM1	0.87	13.87 %
CGM1	0.55	9.27 %
PTU1	0.10	3.01 %
PLR1	0.07	1.64 %
BGR1		0.00 %
WHVL		0.00 %
Total	40.40	17.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.92	21.61 %
Wash-Mac	5.32	9.55 %
Fridge	4.96	10.32 %
Air-Cond	3.63	9.33 %
W.Heater	0.50	6.23 %
D-Freez	0.42	100.00 %
W-Disp	0.15	48.48 %
Oven	0.06	12.65 %
Total	37.96	14.68 %

Branch *	MTD Sales L	Brand Share %
POY2	3.41	11.62 %
CUD1	2.80	14.48 %
CDM1	2.50	13.40 %
ULP1	1.64	13.71 %
PRT1	1.59	14.14 %
KLM1	0.93	6.44 %
VCM1	0.81	9.29 %
TVM1	0.64	12.90 %
TVM2	0.53	12.65 %
MKM1	0.49	9.82 %
KML1	0.45	4.75 %
STP1	0.23	5.60 %
WHUT		0.00 %
Total	37.96	14.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	16.96	17.23 %
Wash-Mac	7.34	8.69 %
Fridge	7.01	12.32 %
W.Heater	1.88	19.44 %
Air-Cond	1.18	4.86 %
D-Freez	1.16	73.01 %
W-Disp	0.08	23.74 %
Total	35.61	12.73 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.02	10.04 %
TPR2	1.27	8.83 %
CBE6	1.04	10.47 %
TPR1	0.92	8.99 %
CBE2	0.81	1.76 %
CNR1	0.70	14.00 %
AVI1	0.59	8.93 %
PPI1	0.59	11.46 %
CBE5	0.58	11.34 %
DPM2	0.50	6.50 %
KMD1	0.36	7.68 %
TPR4	0.34	5.36 %
WZSD	0.30	6.75 %
SUL1	0.27	3.39 %
KGI1	0.23	4.00 %
KMR1	0.23	1.53 %
ANR1		0.00 %
Total	35.61	12.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.48	33.77 %
Air-Cond	0.27	3.19 %
LED TV	0.23	2.41 %
D-Freez	0.17	100.00 %
Wash-Mac	0.12	2.05 %
Total	3.26	10.30 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.59	12.83 %
KLR1	0.67	9.74 %
PAS1		0.00 %
Total	3.26	10.30 %