

MTD Sales
864.18 L

Brand Share %
14.94 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.94 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	318.46	18.94 %
Fridge	210.68	16.69 %
Wash-Mac	162.69	13.77 %
Air-Cond	147.59	9.51 %
D-Freez	11.27	65.12 %
W.Heater	10.55	16.43 %
Oven	2.70	11.85 %
W-Disp	0.23	6.71 %
Total	864.18	14.94 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	121.77	14.52 %
TRICHY-01	113.77	14.18 %
SOUTH-01	107.34	12.61 %
SOUTH-03	104.69	15.49 %
WEST-02	100.02	17.10 %
CHENNAI-02	92.29	14.23 %
SOUTH ARCOT	85.29	18.28 %
NORTH ARCOT	70.27	18.13 %
WEST-01	66.87	13.59 %
KL-SOUTH	1.86	4.87 %
Total	864.18	14.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	37.58	10.78 %
LED TV	35.67	19.77 %
Fridge	22.67	15.16 %
Wash-Mac	22.24	15.53 %
D-Freez	1.95	83.87 %
W.Heater	1.28	12.45 %
Oven	0.37	12.86 %
Total	121.77	14.52 %

Branch *	MTD Sales L	Brand Share %
CH08	6.71	11.80 %
CH14	6.57	10.96 %
CH07	4.30	12.08 %
CH45	3.66	13.40 %
CH19	3.39	6.69 %
CH11	2.32	4.08 %
SKL1	2.26	11.74 %
CH22	2.16	7.38 %
CH05	1.98	3.77 %
TKM1	1.02	8.30 %
CZWH	0.72	10.17 %
KNR1	0.43	2.74 %
WHC3	0.12	1.78 %
CH29		0.00 %
CH40		0.00 %
MC02		0.00 %
Total	121.77	14.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	52.22	22.35 %
Fridge	24.32	13.43 %
Air-Cond	19.88	8.12 %
Wash-Mac	15.17	11.69 %
W.Heater	1.41	15.33 %
D-Freez	0.60	45.55 %
Oven	0.16	7.56 %
Total	113.77	14.18 %

Branch *	MTD Sales L	Brand Share %
TRY1	15.31	14.03 %
KUM1	4.71	8.23 %
JKM1	4.00	13.90 %
TVR2	3.75	10.60 %
TNJ1	3.44	6.56 %
TNJ2	3.30	7.61 %
NGT1	2.74	10.33 %
TYR1	2.29	9.07 %
PBR1	1.65	12.80 %
ORU1	1.28	10.31 %
MSI1	0.98	5.91 %
APM1	0.90	10.19 %
TTP1		0.00 %
TZSD		0.00 %
Total	113.77	14.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	43.51	17.81 %
Fridge	27.11	14.81 %
Wash-Mac	22.32	12.18 %
Air-Cond	10.65	4.77 %
D-Freez	2.42	61.41 %
W.Heater	1.22	13.98 %
Oven	0.11	2.92 %
Total	107.34	12.61 %

Branch *	MTD Sales L	Brand Share %
TUT1	7.93	8.50 %
KVT1	6.05	11.50 %
TUT2	4.54	11.92 %
SKD1	4.20	12.91 %
SVK1	3.89	14.80 %
RND1	3.47	11.21 %
TCN1	3.46	14.32 %
TKS2	3.36	9.60 %
VNR2	2.58	10.51 %
MAR1	2.32	8.90 %
APK1	2.04	9.79 %
NGR1	1.61	5.55 %
TKY1	1.55	13.45 %
TVL2	1.43	10.49 %
VNR1	1.43	11.14 %
PKD1	1.17	4.39 %
VKM1	1.04	12.18 %
MMT1	0.68	7.20 %
TYI1	0.61	5.22 %
COL1	0.60	12.71 %
ASM1	0.41	2.10 %
S2SD		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	107.34	12.61 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	35.51	17.95 %
Fridge	30.30	18.78 %
Wash-Mac	19.02	13.02 %
Air-Cond	18.06	11.34 %
W.Heater	1.18	14.64 %
D-Freez	0.55	40.02 %
Oven	0.06	3.38 %
Total	104.69	15.49 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.76	9.51 %
DGL1	5.53	12.54 %
MDU6	4.93	13.54 %
ATG1	3.34	11.56 %
CBM1	3.30	13.78 %
TMM1	2.73	13.68 %
SVG1	2.60	13.64 %
MDU3	2.60	10.67 %
KRR1	1.60	8.72 %
TEN2	1.36	8.90 %
MPA1	1.23	6.39 %
MDU5	1.22	13.00 %
BNR1	0.78	6.12 %
DKI1	0.76	3.99 %
MNM1	0.72	11.30 %
CMR1	0.37	5.54 %
TEN1	0.18	1.10 %
NTM1	0.11	1.92 %
SZSD		0.00 %
WHMD		0.00 %
Total	104.69	15.49 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	39.51	20.03 %
Fridge	28.45	19.01 %
Wash-Mac	19.28	13.76 %
Air-Cond	9.48	10.65 %
W.Heater	1.56	28.27 %
D-Freez	0.96	88.42 %
Oven	0.78	34.74 %
Total	100.02	17.10 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.43	11.38 %
ERD1	3.89	12.36 %
HSR1	3.64	13.44 %
KRI1	2.94	14.12 %
SLM2	2.40	9.42 %
OML1	2.32	14.20 %
BMD1	2.23	14.64 %
SLM3	2.22	9.09 %
DPR2	1.44	13.97 %
TRM1	1.41	9.03 %
APN1	0.92	11.65 %
PMP1	0.77	11.33 %
EDP1	0.71	7.51 %
PLC1	0.18	1.77 %
WHPD		0.00 %
WZWH		0.00 %
Total	100.02	17.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	24.87	21.29 %
LED TV	24.28	13.66 %
Air-Cond	20.78	9.21 %
Wash-Mac	19.94	16.74 %
W.Heater	1.19	25.47 %
D-Freez	0.68	100.00 %
Oven	0.54	15.34 %
Total	92.29	14.23 %

Branch *	MTD Sales L	Brand Share %
CH15	9.41	12.28 %
CH03	7.37	10.71 %
CH12	4.72	11.63 %
MJR1	4.25	14.61 %
CH06	4.25	11.66 %
CH09	3.76	14.10 %
CH21	2.92	6.10 %
CH44	1.11	5.49 %
UKI1	0.99	8.05 %
CH31	0.83	8.34 %
CH27	0.70	5.46 %
MC06	0.29	12.28 %
CH32	0.20	4.75 %
CH01		0.00 %
CH36		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	92.29	14.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	35.88	24.67 %
Fridge	18.69	17.96 %
Air-Cond	14.00	12.00 %
Wash-Mac	13.79	15.30 %
D-Freez	1.82	60.30 %
W.Heater	0.64	10.28 %
W-Disp	0.23	97.19 %
Oven	0.23	31.66 %
Total	85.29	18.28 %

Branch *	MTD Sales L	Brand Share %
POY1	8.19	14.33 %
CDM1	4.05	13.32 %
SJI1	2.33	11.21 %
KML1	0.20	0.90 %
WHNV		0.00 %
WHUT		0.00 %
Total	85.29	18.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.59	22.08 %
Fridge	17.90	20.01 %
Air-Cond	13.20	13.46 %
Wash-Mac	11.34	14.85 %
D-Freez	1.23	73.25 %
W.Heater	1.02	20.95 %
Total	70.27	18.13 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.55	10.52 %
ARC2	2.61	14.36 %
TRL1	1.96	6.92 %
WJP1	1.09	8.72 %
CGM1	0.43	3.23 %
UGI1	0.35	7.83 %
BGR1		0.00 %
Total	70.27	18.13 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	25.58	14.58 %
Wash-Mac	19.35	13.26 %
Fridge	15.71	13.19 %
Air-Cond	3.96	10.10 %
W.Heater	1.05	16.26 %
D-Freez	0.77	56.24 %
Oven	0.46	11.28 %
Total	66.87	13.59 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.84	10.63 %
CBE4	3.02	14.43 %
KMR1	2.45	4.34 %
TPR1	2.28	12.37 %
UMP1	2.24	14.76 %
CBE6	1.88	9.24 %
PPI1	1.72	14.57 %
AVI1	1.70	11.45 %
SUL1	1.66	10.90 %
DPM2	1.41	8.04 %
KGI1	0.97	12.85 %
MPM1	0.93	5.52 %
KMD1	0.88	7.14 %
TPR4	0.53	5.76 %
KGM1	0.45	5.46 %
ANR1	0.17	3.40 %
WHCB		0.00 %
Total	66.87	13.59 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.71	5.36 %
Fridge	0.66	8.22 %
D-Freez	0.28	55.93 %
Wash-Mac	0.22	2.85 %
Total	1.86	4.87 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.44	4.77 %
PAS1	0.43	5.26 %
Total	1.86	4.87 %