

MTD Sales
558.10 L

Brand Share %
14.32 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.32 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	209.01	18.56 %
Fridge	129.60	14.81 %
Wash-Mac	114.59	14.81 %
Air-Cond	80.90	7.90 %
D-Freez	10.66	62.00 %
W.Heater	8.89	14.36 %
Oven	2.96	19.19 %
W-Disp	1.50	39.98 %
Total	558.10	14.32 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	80.20	14.44 %
SOUTH-01	71.55	10.50 %
SOUTH-03	67.46	14.49 %
CHENNAI-02	67.17	15.97 %
WEST-02	58.80	17.47 %
TRICHY-01	57.25	11.60 %
SOUTH ARCOT	51.84	17.62 %
WEST-01	49.24	16.09 %
NORTH ARCOT	42.82	18.37 %
KL-SOUTH	11.77	10.63 %
Total	558.10	14.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	26.63	19.81 %
Fridge	18.87	19.16 %
Wash-Mac	18.18	16.50 %
Air-Cond	13.07	6.72 %
D-Freez	1.65	64.64 %
W.Heater	1.13	9.04 %
Oven	0.51	25.45 %
W-Disp	0.15	29.30 %
Total	80.20	14.44 %

Branch *	MTD Sales L	Brand Share %
CH14	6.51	13.23 %
CH08	3.55	10.14 %
CH45	3.10	13.18 %
CH48	2.73	11.09 %
SKL1	1.94	14.22 %
CH19	1.91	6.18 %
CH22	1.80	11.67 %
CH11	1.58	8.59 %
CH05	1.44	4.16 %
CH07	1.25	6.67 %
CGL1	0.94	8.82 %
KNR1	0.67	6.77 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
Total	80.20	14.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	21.32	13.85 %
LED TV	19.40	11.32 %
Wash-Mac	14.11	11.22 %
Air-Cond	12.92	5.99 %
D-Freez	3.04	57.15 %
W.Heater	0.35	6.32 %
Oven	0.34	10.63 %
W-Disp	0.07	13.18 %
Total	71.55	10.50 %

Branch *	MTD Sales L	Brand Share %
RPM1	5.01	7.36 %
NGR1	4.15	11.52 %
TUT1	2.84	3.59 %
SDI1	2.80	10.08 %
TKS2	2.48	10.65 %
ERL2	2.45	13.96 %
KVT1	1.93	6.94 %
VNR2	1.69	6.94 %
PKD1	1.66	9.02 %
MAR1	1.59	5.42 %
MMT1	1.48	11.19 %
VNR1	1.24	10.92 %
TUT2	1.17	3.75 %
TCN1	1.06	7.87 %
APK1	1.06	10.59 %
TKY1	0.95	7.52 %
APK2	0.94	9.81 %
TYI1	0.75	5.69 %
UDN1	0.61	5.72 %
VKM1	0.61	5.67 %
ARM1	0.52	7.98 %
TVL2	0.30	5.77 %
ASM1	0.13	2.09 %
Total	71.55	10.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	23.23	17.32 %
Fridge	15.07	12.12 %
Air-Cond	14.40	13.95 %
Wash-Mac	12.40	13.04 %
D-Freez	1.29	69.09 %
W.Heater	1.00	19.42 %
W-Disp	0.07	30.34 %
Total	67.46	14.49 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.63	11.22 %
MDU2	3.45	9.56 %
DGL1	3.27	10.85 %
MDU6	2.82	10.82 %
MDU3	1.62	10.53 %
PNV1	1.37	13.88 %
TMM1	1.27	7.41 %
CBM1	1.20	12.03 %
TDI1	0.92	11.50 %
TEN1	0.85	8.24 %
KRR1	0.81	8.86 %
SGP1	0.72	14.23 %
MPA1	0.70	5.44 %
TEN2	0.62	6.26 %
ATG1	0.59	6.74 %
CMR1	0.55	13.88 %
PNI1	0.51	11.49 %
BNR1	0.47	9.33 %
MDU4	0.33	3.61 %
BTU1	0.13	3.36 %
DKI1	0.07	0.72 %
NTM1		0.00 %
Total	67.46	14.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	21.09	16.97 %
Wash-Mac	17.37	23.08 %
Fridge	13.08	18.07 %
Air-Cond	11.79	8.49 %
W.Heater	1.57	26.38 %
Oven	1.07	55.95 %
D-Freez	0.96	57.87 %
W-Disp	0.23	49.55 %
Total	67.17	15.97 %

Branch *	MTD Sales L	Brand Share %
CH15	5.38	12.98 %
CH03	4.63	11.06 %
CH21	3.43	10.58 %
CH12	2.39	8.02 %
CH44	2.10	13.77 %
CH17	1.62	13.83 %
CH27	0.87	12.58 %
CH36	0.43	10.21 %
CH46	0.30	4.32 %
CH32	0.24	4.26 %
MC06		0.00 %
CH01		0.00 %
Total	67.17	15.97 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	24.84	22.45 %
Wash-Mac	14.08	15.49 %
Fridge	12.40	14.62 %
Air-Cond	4.75	11.76 %
W.Heater	1.70	24.00 %
D-Freez	0.67	65.20 %
W-Disp	0.31	69.06 %
Oven	0.06	4.46 %
Total	58.80	17.47 %

Branch *	MTD Sales L	Brand Share %
HSR2	3.20	12.04 %
SLM1	2.48	9.43 %
ERD1	2.18	11.42 %
SLM3	1.31	7.44 %
TRM1	1.16	12.75 %
SGI1	1.11	10.25 %
KRI1	0.97	10.71 %
HSR1	0.87	5.99 %
KMM1	0.42	9.97 %
PLC1	0.34	6.96 %
SGG1	0.19	13.80 %
Total	58.80	17.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	23.23	16.59 %
Fridge	12.85	12.00 %
Wash-Mac	11.28	14.33 %
Air-Cond	7.59	4.80 %
W.Heater	1.19	16.07 %
D-Freez	1.04	100.00 %
W-Disp	0.08	24.12 %
Total	57.25	11.60 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.95	7.70 %
MVM1	3.19	12.80 %
KIK1	2.85	13.31 %
KUM1	2.71	10.28 %
PTK1	2.52	11.46 %
TNJ2	1.90	9.06 %
ORU1	1.37	12.08 %
TRY3	1.35	13.59 %
TNJ1	1.34	4.71 %
TVR2	1.16	5.32 %
TRY2	0.99	10.19 %
JKM1	0.82	8.28 %
APM1	0.64	8.80 %
PBR1	0.46	6.69 %
TTP1	0.41	5.01 %
MSI1	0.28	3.14 %
Total	57.25	11.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	23.62	26.58 %
Fridge	9.79	13.92 %
Wash-Mac	8.91	16.10 %
Air-Cond	7.67	10.55 %
D-Freez	1.14	56.90 %
W.Heater	0.26	6.90 %
W-Disp	0.23	49.19 %
Oven	0.23	29.35 %
Total	51.84	17.62 %

Branch *	MTD Sales L	Brand Share %
ULP1	2.90	13.78 %
CUD1	2.58	10.84 %
VCM1	1.28	12.76 %
KML1	0.34	2.92 %
TVM2	0.31	9.03 %
Total	51.84	17.62 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	22.36	21.73 %
Fridge	12.38	16.41 %
Wash-Mac	11.13	14.28 %
Air-Cond	2.34	6.19 %
W.Heater	0.80	9.20 %
Oven	0.23	9.60 %
Total	49.24	16.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.75	7.35 %
CBE6	1.47	10.07 %
CBE5	1.40	10.36 %
TPR1	1.34	13.14 %
TPR3	1.14	13.76 %
TPR2	1.08	10.67 %
KMR1	0.94	4.02 %
SUL1	0.65	8.79 %
KGI1	0.27	4.21 %
TPR4	0.25	5.40 %
KGM1		0.00 %
MPM1		0.00 %
Total	49.24	16.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.92	26.89 %
Fridge	9.21	17.22 %
Wash-Mac	6.42	13.67 %
Air-Cond	5.09	9.90 %
W.Heater	0.82	16.68 %
Oven	0.51	38.50 %
D-Freez	0.48	100.00 %
W-Disp	0.37	81.56 %
Total	42.82	18.37 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.57	13.04 %
KPM2	2.06	8.73 %
GDM1	1.16	11.87 %
AKM1	1.05	11.32 %
TRR1	0.90	7.73 %
PLR1	0.25	9.45 %
BGR1		0.00 %
CGM1		0.00 %
Total	42.82	18.37 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.69	10.32 %
Fridge	4.63	13.28 %
Air-Cond	1.29	11.45 %
Wash-Mac	0.70	4.00 %
D-Freez	0.39	64.46 %
W.Heater	0.07	7.99 %
Total	11.77	10.63 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.93	7.66 %
KLR1	1.91	10.52 %
Total	11.77	10.63 %