

MTD Sales
822.17 L

Brand Share %
14.22 %

Information:

MTD : 01-10-2025 To 09-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.22 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	363.18	16.54 %
Fridge	181.75	16.36 %
Wash-Mac	156.38	14.42 %
Air-Cond	88.02	6.99 %
W.Heater	14.43	21.34 %
D-Freez	12.36	76.61 %
Oven	2.47	11.97 %
W-Disp	2.34	60.42 %
Chimney	1.23	6.02 %
Total	822.17	14.22 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	113.77	17.97 %
CHENNAI-01	109.90	14.18 %
SOUTH-03	105.27	13.77 %
SOUTH-01	105.11	11.46 %
CHENNAI-02	92.19	15.57 %
TRICHY-01	92.17	12.24 %
SOUTH ARCOT	73.78	16.64 %
WEST-01	69.95	13.04 %
NORTH ARCOT	55.97	17.54 %
KL-SOUTH	4.04	8.95 %
Total	822.17	14.22 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	53.89	20.73 %
Wash-Mac	25.25	16.53 %
Fridge	25.10	17.96 %
Air-Cond	5.56	8.36 %
W.Heater	2.19	32.37 %
D-Freez	1.14	89.87 %
Oven	0.29	14.39 %
W-Disp	0.21	75.53 %
Chimney	0.13	3.41 %
Total	113.77	17.97 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.46	11.28 %
SLM3	5.89	12.79 %
HSR2	5.26	12.79 %
ERD1	5.09	10.87 %
PMP1	1.51	10.62 %
PDR1	1.31	10.63 %
VKL1	0.66	8.49 %
APN1	0.53	5.26 %
Total	113.77	17.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	45.77	17.12 %
Fridge	23.07	17.42 %
Wash-Mac	19.47	14.49 %
Air-Cond	16.30	7.30 %
W.Heater	2.79	26.52 %
D-Freez	1.44	71.35 %
W-Disp	0.44	50.12 %
Oven	0.37	13.67 %
Chimney	0.25	13.16 %
Total	109.90	14.18 %

Branch *	MTD Sales L	Brand Share %
CH16	7.41	12.25 %
CH08	6.96	11.98 %
CH05	3.66	7.02 %
CH11	3.31	13.60 %
CH48	3.21	11.19 %
SKL1	3.12	13.73 %
CZWH	2.88	13.28 %
CH22	1.79	7.05 %
TKM1	1.56	10.90 %
CH19	1.31	2.99 %
KNR1	1.18	9.89 %
CGL1	0.95	7.23 %
WHC3	0.80	8.90 %
MC10	0.29	10.95 %
CH29		0.00 %
CH40		0.00 %
Total	109.90	14.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	44.78	15.38 %
Fridge	28.26	17.29 %
Wash-Mac	19.52	13.42 %
Air-Cond	8.50	5.79 %
D-Freez	2.14	86.49 %
W.Heater	1.62	18.60 %
W-Disp	0.35	67.64 %
Oven	0.11	5.37 %
Total	105.27	13.77 %

Branch *	MTD Sales L	Brand Share %
DGL1	10.25	12.70 %
MDU1	8.93	11.28 %
MDU2	5.37	8.35 %
TEN2	3.12	12.65 %
ATG1	2.40	8.62 %
MPA1	1.75	11.10 %
MDU6	1.73	13.03 %
TPT1	1.56	9.49 %
TEN1	1.56	6.60 %
DKI1	1.42	7.47 %
MDU4	1.20	6.50 %
TMM1	1.15	5.06 %
ODM1	0.94	13.03 %
BNR1	0.85	6.46 %
BTU1	0.82	11.29 %
SGP1	0.55	8.90 %
CMR1	0.46	6.31 %
SZSD	0.07	1.59 %
NTM1		0.00 %
Total	105.27	13.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	39.26	12.91 %
Fridge	24.14	13.78 %
Wash-Mac	21.56	12.81 %
Air-Cond	15.63	6.20 %
D-Freez	3.08	71.51 %
W.Heater	0.97	12.78 %
Oven	0.26	6.87 %
W-Disp	0.21	55.19 %
Total	105.11	11.46 %

Branch *	MTD Sales L	Brand Share %
TVL1	9.87	11.19 %
NGR1	5.56	10.30 %
RPM1	5.30	9.65 %
TUT1	5.28	4.51 %
VNR2	3.83	9.48 %
KVT1	3.76	8.72 %
SVK1	3.25	12.63 %
TUT2	2.99	8.48 %
VLY1	2.61	13.38 %
ERL2	2.60	13.82 %
TCN1	2.08	10.09 %
SDI1	1.69	13.60 %
PKD1	1.51	9.10 %
TKY1	1.51	5.72 %
UDN1	1.31	9.52 %
ASM1	1.08	7.57 %
APK1	0.97	6.81 %
ARM1	0.93	10.58 %
TVL2	0.73	7.60 %
KGL1	0.62	7.86 %
MMT1	0.60	4.93 %
COL1	0.33	8.81 %
VKM1	0.25	2.46 %
S2SD	0.10	1.31 %
KSM1		-0.04 %
Total	105.11	11.46 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	35.89	16.48 %
Fridge	20.96	20.16 %
Wash-Mac	20.17	19.22 %
Air-Cond	10.90	7.14 %
W.Heater	2.37	35.56 %
D-Freez	0.63	100.00 %
Oven	0.48	18.26 %
W-Disp	0.43	47.91 %
Chimney	0.37	19.93 %
Total	92.19	15.57 %

Branch *	MTD Sales L	Brand Share %
CH03	8.55	12.60 %
CH15	8.33	11.04 %
CH12	3.61	7.64 %
CH09	3.56	13.90 %
CH44	3.05	13.22 %
CH21	3.00	8.54 %
CH17	1.24	12.55 %
UKI1	1.05	10.27 %
CH27	0.86	9.28 %
CH46	0.78	5.71 %
CH36	0.62	8.71 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
Total	92.19	15.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	47.71	15.82 %
Fridge	14.99	11.42 %
Wash-Mac	13.42	11.41 %
Air-Cond	13.28	7.04 %
D-Freez	1.33	84.68 %
W.Heater	1.10	12.48 %
Oven	0.26	9.66 %
W-Disp	0.07	100.00 %
Total	92.17	12.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.17	10.14 %
MDI1	3.73	11.90 %
KUM1	3.41	6.70 %
TRY3	2.93	8.33 %
TNJ1	2.68	4.42 %
JKM1	2.66	13.75 %
AYR1	2.20	13.46 %
TVR2	1.90	5.31 %
TTP1	1.45	10.64 %
PBR1	1.41	10.07 %
KRN1	0.90	10.00 %
APM1	0.37	4.47 %
TZSD	0.17	6.94 %
MSI1		0.00 %
ORU1		0.00 %
Total	92.17	12.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.40	19.87 %
Fridge	16.03	18.12 %
Wash-Mac	11.63	15.72 %
Air-Cond	9.46	9.61 %
W.Heater	1.53	22.92 %
D-Freez	0.55	72.21 %
Oven	0.12	8.85 %
W-Disp	0.07	32.88 %
Total	73.78	16.64 %

Branch *	MTD Sales L	Brand Share %
POY1	6.32	12.54 %
SJI2	5.74	11.01 %
KKI2	3.47	13.38 %
CDM1	2.67	13.34 %
KML1	1.41	10.00 %
SJI1		0.00 %
Total	73.78	16.64 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	34.75	14.88 %
Fridge	16.44	15.34 %
Wash-Mac	15.17	12.74 %
Air-Cond	1.28	2.06 %
D-Freez	0.78	53.77 %
W.Heater	0.70	10.90 %
Oven	0.38	15.85 %
W-Disp	0.28	100.00 %
Chimney	0.17	4.19 %
Total	69.95	13.04 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.79	3.27 %
TPR2	3.47	13.05 %
TPR1	2.12	13.60 %
MPM1	2.07	9.47 %
CBE4	1.60	6.72 %
TPR3	1.58	8.47 %
SUL1	1.58	10.95 %
CBE6	1.24	5.47 %
KMR1	1.16	2.82 %
UMP1	1.11	13.00 %
KGI1	0.73	11.49 %
TPR4	0.72	11.36 %
WZSD		0.00 %
Total	69.95	13.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.27	19.25 %
Fridge	11.84	19.56 %
Wash-Mac	9.99	16.09 %
Air-Cond	6.25	11.14 %
W.Heater	1.15	21.57 %
D-Freez	0.68	63.93 %
Chimney	0.30	17.62 %
W-Disp	0.28	100.00 %
Oven	0.20	28.99 %
Total	55.97	17.54 %

Branch *	MTD Sales L	Brand Share %
SBR1	3.23	14.05 %
KPM2	2.87	11.99 %
TRR1	2.63	12.51 %
VEL1	2.50	11.08 %
PLR1	1.42	13.63 %
TRL1	1.34	4.72 %
CPT1	0.61	8.25 %
CGM1	0.42	4.26 %
BGR1		0.00 %
Total	55.97	17.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.46	9.04 %
Fridge	0.92	10.65 %
Air-Cond	0.87	6.52 %
D-Freez	0.59	100.00 %
Wash-Mac	0.20	3.42 %
Total	4.04	8.95 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.71	8.78 %
PAS1	0.22	2.62 %
Total	4.04	8.95 %