

MTD Sales
697.00 L

Brand Share %
15.57 %

Information:

MTD : 01-11-2025 To 09-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.57 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	312.83	20.87 %
Fridge	145.11	16.58 %
Wash-Mac	132.07	12.36 %
Air-Cond	72.39	8.09 %
W.Heater	18.43	21.35 %
D-Freez	10.28	76.88 %
Oven	3.17	17.31 %
W-Disp	1.90	54.43 %
Chimney	0.82	4.37 %
Total	697.00	15.57 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	111.52	17.21 %
CHENNAI-02	88.69	16.39 %
SOUTH-01	84.40	13.39 %
TRICHY-01	77.48	13.05 %
WEST-02	76.99	17.43 %
SOUTH-03	74.45	14.25 %
SOUTH ARCOT	61.34	16.04 %
WEST-01	59.39	15.66 %
NORTH ARCOT	58.46	20.03 %
KL-SOUTH	4.28	9.03 %
Total	697.00	15.57 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	52.44	26.02 %
Fridge	22.81	20.28 %
Wash-Mac	17.93	12.27 %
Air-Cond	12.81	7.87 %
W.Heater	2.28	13.29 %
D-Freez	1.68	78.02 %
Oven	0.87	29.45 %
W-Disp	0.44	63.26 %
Chimney	0.27	13.14 %
Total	111.52	17.21 %

Branch *	MTD Sales L	Brand Share %
CH16	7.10	13.78 %
CH08	7.05	15.11 %
CH42	5.56	11.45 %
CH14	5.24	12.96 %
CH05	4.02	8.58 %
CH11	3.88	15.32 %
GUD1	3.16	13.66 %
CH22	3.12	14.60 %
CH19	2.18	6.95 %
CGL1	2.11	12.47 %
CH35	1.90	15.52 %
CH48	1.72	6.44 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN	-0.35	2.44 %
Total	111.52	17.21 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	37.18	20.09 %
Wash-Mac	20.60	16.62 %
Fridge	16.96	17.89 %
Air-Cond	10.34	8.47 %
W.Heater	1.92	21.82 %
Oven	0.79	30.04 %
D-Freez	0.47	67.23 %
W-Disp	0.29	44.99 %
Chimney	0.14	5.65 %
Total	88.69	16.39 %

Branch *	MTD Sales L	Brand Share %
CH03	8.10	14.36 %
CH15	5.88	9.93 %
CH17	4.15	15.18 %
CH12	3.76	10.61 %
CH44	2.16	13.22 %
CH09	1.30	5.47 %
MJR1	1.20	5.61 %
CH36	0.79	10.21 %
CH27	0.53	6.66 %
CH32	0.33	9.33 %
MC06		0.00 %
Total	88.69	16.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	31.30	15.16 %
Fridge	23.26	17.75 %
Wash-Mac	17.18	11.20 %
Air-Cond	9.53	7.71 %
W.Heater	1.47	15.18 %
D-Freez	1.00	73.79 %
W-Disp	0.37	39.40 %
Oven	0.28	12.56 %
Total	84.40	13.39 %

Branch *	MTD Sales L	Brand Share %
NGR1	4.93	12.95 %
KVT1	3.24	9.02 %
PKD1	2.88	15.24 %
TUT1	2.65	3.54 %
RPM1	2.50	9.58 %
RND1	2.23	9.34 %
TUT2	1.63	5.40 %
VNR2	1.53	5.83 %
APK1	1.35	10.16 %
SDI1	1.30	12.07 %
MMT1	1.08	9.46 %
PDI1	1.04	14.70 %
APK2	0.92	8.24 %
TCN1	0.86	6.15 %
TVL2	0.68	6.31 %
SKD1	0.56	8.26 %
VKM1	0.49	5.31 %
TKY1	0.37	6.43 %
UDN1	0.35	3.38 %
S2SD	0.20	8.17 %
WHTV		0.00 %
Total	84.40	13.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	36.66	18.98 %
Air-Cond	13.08	7.78 %
Wash-Mac	12.33	10.90 %
Fridge	11.62	11.25 %
W.Heater	2.87	23.75 %
D-Freez	0.65	100.00 %
W-Disp	0.15	100.00 %
Oven	0.13	6.60 %
Total	77.48	13.05 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.57	11.39 %
MVM1	4.51	13.67 %
KUM1	4.27	11.32 %
TRY3	3.29	14.21 %
TNJ2	3.24	9.91 %
TVR2	2.72	7.73 %
PTK1	2.24	11.42 %
AYR1	1.86	13.58 %
TRY2	1.70	8.54 %
JKM1	1.55	11.18 %
TNJ1	1.42	3.40 %
TTP1	1.01	7.41 %
KRN1	0.80	9.62 %
MSI1	0.51	6.26 %
APM1	0.45	5.72 %
TZSD	0.27	8.13 %
PBR1	0.25	3.05 %
ORU1	0.19	3.65 %
Total	77.48	13.05 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	34.28	22.34 %
Fridge	19.91	19.57 %
Wash-Mac	15.25	11.89 %
Air-Cond	3.04	7.20 %
W.Heater	2.76	31.07 %
D-Freez	1.70	90.80 %
Oven	0.06	4.31 %
Total	76.99	17.43 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.96	13.55 %
ERD1	4.41	15.06 %
HSR2	3.05	10.14 %
SLM3	3.01	14.36 %
HSR1	2.29	10.28 %
SLM2	1.75	8.98 %
KVP1	1.47	15.11 %
MTR1	1.35	13.52 %
RSP1	1.03	11.50 %
OML1	0.99	7.77 %
PDR1	0.98	13.57 %
EPI1	0.72	8.80 %
VKL1	0.47	10.82 %
PMP1	0.42	4.92 %
APN1	0.19	2.58 %
WHPD	-0.12	4.77 %
Total	76.99	17.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	36.82	21.19 %
Wash-Mac	15.85	11.73 %
Fridge	15.58	14.48 %
Air-Cond	3.36	3.67 %
W.Heater	2.11	21.30 %
D-Freez	0.46	100.00 %
Oven	0.15	7.33 %
W-Disp	0.14	61.65 %
Chimney		-0.14 %
Total	74.45	14.25 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.92	13.67 %
KKD3	5.41	14.33 %
MDU2	4.86	11.66 %
MDU6	3.54	9.44 %
DGL1	3.40	9.33 %
TMM1	2.08	11.91 %
DKI1	1.51	10.14 %
SVG1	1.47	11.91 %
KRR1	1.45	9.74 %
USL1	1.33	14.38 %
TEN1	1.20	9.99 %
MDU3	1.04	10.20 %
ADP1	0.74	9.53 %
SZSD	0.65	13.27 %
TDI1	0.56	9.81 %
TEN2	0.48	3.97 %
KPT1	0.45	8.64 %
PKM1	0.36	5.76 %
NTM1	0.33	7.40 %
MPA1	0.31	2.97 %
CMR1	0.17	3.17 %
BTU1	0.14	3.02 %
WHMD		0.00 %
Total	74.45	14.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	28.25	21.04 %
Fridge	11.42	16.84 %
Air-Cond	9.73	10.52 %
Wash-Mac	9.28	11.64 %
W.Heater	1.47	24.95 %
D-Freez	0.64	100.00 %
Oven	0.40	32.94 %
W-Disp	0.15	100.00 %
Total	61.34	16.04 %

Branch *	MTD Sales L	Brand Share %
POY1	6.14	12.91 %
CDM1	4.27	15.53 %
KKI2	2.62	10.72 %
SJI2	2.57	12.43 %
VPM2	2.18	10.01 %
TRK1	1.40	9.54 %
KML1	0.98	5.61 %
WHUT	-0.12	5.15 %
Total	61.34	16.04 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	28.43	22.76 %
Fridge	13.79	15.72 %
Wash-Mac	10.60	9.80 %
Air-Cond	3.16	7.65 %
W.Heater	1.84	24.01 %
D-Freez	0.74	47.17 %
Chimney	0.31	6.62 %
W-Disp	0.29	65.42 %
Oven	0.23	8.38 %
Total	59.39	15.66 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.86	5.73 %
SUL1	2.36	14.76 %
CBE4	2.27	11.56 %
PLI1	2.15	12.87 %
CBE6	2.13	12.78 %
TPR2	2.12	13.34 %
MPM1	1.46	15.15 %
AVI1	1.05	11.39 %
KGM1	0.55	9.36 %
TPR4	0.49	6.40 %
KGI1	0.41	5.70 %
KMR1	0.36	1.91 %
GDR1	0.22	5.85 %
WZSD	0.14	4.81 %
WHCB		0.00 %
Total	59.39	15.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.17	24.68 %
Wash-Mac	11.86	16.74 %
Fridge	8.47	14.77 %
Air-Cond	7.35	17.06 %
W.Heater	1.62	27.39 %
D-Freez	1.51	59.41 %
Oven	0.28	25.44 %
Chimney	0.12	14.95 %
W-Disp	0.07	100.00 %
Total	58.46	20.03 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.79	15.10 %
TRL1	2.45	8.48 %
ARC2	1.51	15.00 %
GDM1	1.24	14.38 %
BGR1		0.00 %
WHVL		0.00 %
Total	58.46	20.03 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
D-Freez	1.43	100.00 %
Fridge	1.30	11.63 %
Wash-Mac	1.19	12.09 %
LED TV	0.27	1.63 %
W.Heater	0.09	26.56 %
Total	4.28	9.03 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.09	6.86 %
PAS1	0.53	5.28 %
Total	4.28	9.03 %