

MTD Sales
977.37 L

Brand Share %
15.12 %

Information:

MTD : 01-08-2025 To 10-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.12 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	358.54	18.97 %
Fridge	242.20	17.05 %
Wash-Mac	185.85	13.94 %
Air-Cond	162.55	9.56 %
W.Heater	12.43	17.03 %
D-Freez	12.20	65.70 %
Oven	3.39	12.99 %
W-Disp	0.23	6.37 %
Total	977.37	15.12 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	138.85	14.63 %
TRICHY-01	124.43	14.35 %
SOUTH-01	122.51	12.97 %
SOUTH-03	120.90	15.86 %
WEST-02	112.28	17.16 %
CHENNAI-02	105.33	14.39 %
SOUTH ARCOT	94.08	18.26 %
NORTH ARCOT	81.11	18.64 %
WEST-01	75.33	13.41 %
KL-SOUTH	2.55	5.73 %
Total	977.37	15.12 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	42.09	10.95 %
LED TV	40.56	19.35 %
Fridge	26.78	15.49 %
Wash-Mac	25.23	15.49 %
D-Freez	2.35	79.99 %
W.Heater	1.42	12.43 %
Oven	0.41	12.62 %
Total	138.85	14.63 %

Branch *	MTD Sales L	Brand Share %
CH08	7.74	12.56 %
CH14	6.78	10.12 %
CH07	5.00	11.78 %
CH45	4.17	13.25 %
CH19	4.14	7.00 %
CH22	2.80	8.47 %
CH11	2.64	4.41 %
SKL1	2.40	11.63 %
CH05	1.98	3.25 %
TKM1	1.02	7.60 %
CZWH	0.72	10.17 %
KNR1	0.63	3.48 %
WHC3	0.12	1.78 %
CH29		0.00 %
CH40		0.00 %
MC02		0.00 %
Total	138.85	14.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	55.83	21.98 %
Fridge	27.95	13.99 %
Air-Cond	21.07	8.16 %
Wash-Mac	16.98	12.06 %
W.Heater	1.59	15.25 %
D-Freez	0.83	53.73 %
Oven	0.16	7.56 %
Total	124.43	14.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.99	14.90 %
MVM1	9.73	15.06 %
KUM1	5.02	8.23 %
JKM1	4.31	14.19 %
TVR2	4.17	11.05 %
TNJ1	4.15	7.30 %
TRY3	4.11	14.36 %
TNJ2	3.53	7.33 %
NGT1	2.74	9.73 %
TYR1	2.40	9.18 %
PBR1	1.65	11.88 %
ORU1	1.28	9.97 %
MSI1	1.05	5.75 %
APM1	0.90	9.03 %
TTP1		0.00 %
TZSD		0.00 %
Total	124.43	14.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	48.62	17.99 %
Fridge	32.49	15.77 %
Wash-Mac	24.46	12.06 %
Air-Cond	12.95	5.25 %
D-Freez	2.42	61.41 %
W.Heater	1.35	13.94 %
Oven	0.22	5.12 %
Total	122.51	12.97 %

Branch *	MTD Sales L	Brand Share %
TVL1	16.86	15.07 %
TUT1	9.05	8.78 %
KVT1	6.05	10.38 %
TUT2	5.33	12.27 %
SKD1	4.45	13.33 %
SVK1	4.41	14.82 %
RND1	4.36	12.63 %
TKS2	3.93	9.75 %
TCN1	3.46	13.21 %
VNR2	2.83	10.51 %
MAR1	2.48	9.06 %
APK1	2.04	9.04 %
NGR1	2.02	6.03 %
PKD1	1.95	6.67 %
TVL2	1.81	12.27 %
TYI1	1.68	11.38 %
STU2	1.56	14.21 %
TKY1	1.55	11.63 %
VNR1	1.43	10.57 %
VKM1	1.04	9.65 %
ASM1	0.72	3.46 %
MMT1	0.68	6.71 %
ARM1	0.63	13.72 %
COL1	0.60	11.89 %
S2SD		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	122.51	12.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	42.20	18.78 %
Fridge	34.38	18.79 %
Wash-Mac	22.19	13.10 %
Air-Cond	20.03	11.65 %
W.Heater	1.27	13.54 %
D-Freez	0.55	40.02 %
Oven	0.28	11.70 %
Total	120.90	15.86 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.68	10.17 %
MDU2	7.19	14.22 %
DGL1	6.17	12.48 %
MDU6	5.50	13.31 %
ATG1	3.58	11.27 %
TMM1	3.17	14.21 %
MDU3	2.75	10.56 %
SVG1	2.48	12.58 %
KRR1	2.04	10.13 %
TEN2	1.67	9.66 %
MPA1	1.61	7.69 %
BTU1	1.39	14.33 %
DKI1	1.00	4.67 %
BNR1	0.78	5.41 %
MNM1	0.72	9.99 %
TEN1	0.39	2.03 %
CMR1	0.37	4.93 %
NTM1	0.11	1.46 %
SZSD		0.00 %
WHMD		0.00 %
Total	120.90	15.86 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	44.41	19.74 %
Fridge	31.26	19.00 %
Wash-Mac	22.83	14.31 %
Air-Cond	10.03	10.52 %
W.Heater	2.02	31.08 %
D-Freez	0.96	88.42 %
Oven	0.78	32.52 %
Total	112.28	17.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.68	10.89 %
ERD1	4.80	13.54 %
HSR1	3.87	12.64 %
SLM2	3.12	10.69 %
KRI1	3.06	12.10 %
BMD1	2.36	14.69 %
SLM3	2.22	8.76 %
TRM1	1.41	7.68 %
APN1	1.21	12.48 %
PMP1	0.88	11.66 %
EDP1	0.71	7.04 %
PLC1	0.41	3.61 %
WHPD		0.00 %
WZWH		0.00 %
Total	112.28	17.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	29.10	21.80 %
LED TV	28.35	14.09 %
Air-Cond	23.54	9.34 %
Wash-Mac	21.36	15.86 %
W.Heater	1.56	29.17 %
Oven	0.74	18.13 %
D-Freez	0.68	100.00 %
Total	105.33	14.39 %

Branch *	MTD Sales L	Brand Share %
CH15	10.88	12.66 %
CH03	8.64	11.06 %
CH12	6.25	12.63 %
CH18	5.95	14.28 %
MJR1	5.00	14.36 %
CH06	4.25	11.15 %
CH09	4.21	14.67 %
CH33	3.51	13.33 %
CH21	3.39	6.59 %
UKI1	1.12	8.26 %
CH44	1.11	4.75 %
CH31	0.83	7.88 %
CH27	0.70	4.94 %
CH32	0.33	5.65 %
MC06	0.29	11.30 %
CH01		0.00 %
CH36		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	105.33	14.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	40.19	25.14 %
Fridge	20.32	17.75 %
Wash-Mac	15.32	15.21 %
Air-Cond	14.58	11.33 %
D-Freez	2.12	63.78 %
W.Heater	0.98	13.97 %
Oven	0.34	36.46 %
W-Disp	0.23	97.19 %
Total	94.08	18.26 %

Branch *	MTD Sales L	Brand Share %
POY1	8.89	14.11 %
CUD1	7.36	14.73 %
CDM1	4.61	13.48 %
KLM1	4.20	14.63 %
SJI1	2.46	11.25 %
KML1	0.20	0.87 %
WHNV		0.00 %
WHUT		0.00 %
Total	94.08	18.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.01	22.66 %
Fridge	20.39	20.14 %
Wash-Mac	14.23	16.48 %
Air-Cond	14.07	13.29 %
D-Freez	1.23	73.25 %
W.Heater	1.18	20.47 %
Total	81.11	18.64 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.80	10.76 %
VEL1	3.09	14.46 %
ARC2	2.89	13.33 %
TRL1	2.48	7.74 %
WJP1	1.52	11.04 %
CGM1	0.43	2.92 %
BGR1		0.00 %
Total	81.11	18.64 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	27.66	13.94 %
Wash-Mac	23.02	13.81 %
Fridge	18.18	13.53 %
Air-Cond	4.19	8.60 %
W.Heater	1.05	14.61 %
D-Freez	0.77	56.24 %
Oven	0.46	10.04 %
Total	75.33	13.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.62	10.71 %
KMR1	3.07	5.10 %
TPR1	2.62	11.89 %
UMP1	2.24	14.76 %
CBE6	2.19	9.92 %
TPR3	1.94	14.36 %
PPI1	1.72	13.98 %
AVI1	1.70	9.98 %
SUL1	1.66	10.38 %
DPM2	1.41	7.19 %
CNR1	1.29	14.81 %
KGI1	1.10	13.21 %
MPM1	0.93	5.03 %
KMD1	0.88	6.74 %
KGM1	0.58	6.41 %
TPR4	0.53	4.61 %
ANR1	0.40	6.88 %
WHCB		0.00 %
Total	75.33	13.41 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.35	12.78 %
LED TV	0.71	4.76 %
D-Freez	0.28	45.20 %
Wash-Mac	0.22	2.41 %
Total	2.55	5.73 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.91	5.58 %
PAS1	0.64	6.21 %
Total	2.55	5.73 %