

MTD Sales
876.27 L

Brand Share %
14.17 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.17 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	384.87	16.42 %
Fridge	193.48	16.26 %
Wash-Mac	167.62	14.43 %
Air-Cond	95.71	7.09 %
W.Heater	15.42	21.05 %
D-Freez	12.79	74.55 %
Oven	2.62	12.15 %
W-Disp	2.54	57.74 %
Chimney	1.23	5.64 %
Total	876.27	14.17 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	120.01	17.29 %
CHENNAI-01	117.43	14.17 %
SOUTH-03	113.25	13.80 %
SOUTH-01	112.86	11.66 %
TRICHY-01	99.64	12.27 %
CHENNAI-02	96.63	15.44 %
SOUTH ARCOT	77.00	16.41 %
WEST-01	73.64	12.78 %
NORTH ARCOT	61.34	18.07 %
KL-SOUTH	4.47	9.15 %
Total	876.27	14.17 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	56.25	19.47 %
Fridge	26.95	17.67 %
Wash-Mac	26.25	16.09 %
Air-Cond	6.47	8.67 %
W.Heater	2.33	32.82 %
D-Freez	1.14	89.87 %
Oven	0.29	12.68 %
W-Disp	0.21	58.28 %
Chimney	0.13	3.10 %
Total	120.01	17.29 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.46	10.47 %
SLM3	6.19	12.18 %
HSR2	5.26	11.47 %
ERD1	5.09	10.52 %
PMP1	1.76	10.76 %
PDR1	1.31	9.90 %
VKL1	0.66	7.27 %
APN1	0.53	4.78 %
Total	120.01	17.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	48.86	17.23 %
Fridge	24.32	17.40 %
Wash-Mac	22.03	15.36 %
Air-Cond	16.69	6.89 %
W.Heater	2.91	25.44 %
D-Freez	1.44	64.31 %
W-Disp	0.51	49.68 %
Oven	0.42	14.41 %
Chimney	0.25	12.16 %
Total	117.43	14.17 %

Branch *	MTD Sales L	Brand Share %
CH16	7.91	12.31 %
CH08	7.46	12.34 %
CH05	3.66	6.68 %
CH11	3.49	12.86 %
CH48	3.33	10.86 %
SKL1	3.12	13.11 %
TKM1	1.95	12.64 %
CH22	1.79	7.01 %
CH37	1.41	13.45 %
CH19	1.31	2.40 %
KNR1	1.18	9.53 %
CGL1	0.95	7.09 %
WHC3	0.80	8.90 %
MC10	0.29	10.95 %
CH29	0.05	0.64 %
CH40		0.00 %
Total	117.43	14.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	48.25	15.49 %
Fridge	29.67	16.75 %
Wash-Mac	21.22	13.45 %
Air-Cond	9.59	6.16 %
D-Freez	2.35	87.56 %
W.Heater	1.67	17.90 %
W-Disp	0.35	67.64 %
Oven	0.15	7.07 %
Total	113.25	13.80 %

Branch *	MTD Sales L	Brand Share %
DGL1	11.07	12.67 %
MDU1	9.07	11.15 %
MDU2	5.70	8.37 %
TEN2	3.43	13.29 %
ATG1	3.13	10.31 %
MPA1	2.12	12.76 %
TEN1	1.69	6.91 %
TPT1	1.67	10.07 %
DKI1	1.42	6.89 %
PNI1	1.34	14.13 %
MDU4	1.32	6.81 %
BNR1	1.18	8.33 %
TMM1	1.15	4.76 %
SGP1	0.99	12.69 %
ODM1	0.94	12.56 %
BTU1	0.82	10.16 %
CMR1	0.46	6.06 %
SZSD	0.07	1.07 %
NTM1		0.00 %
Total	113.25	13.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	40.88	12.88 %
Fridge	25.88	13.92 %
Wash-Mac	22.63	12.70 %
Air-Cond	18.89	7.06 %
D-Freez	3.08	71.51 %
W.Heater	1.02	12.37 %
Oven	0.26	6.66 %
W-Disp	0.21	55.19 %
Total	112.86	11.66 %

Branch *	MTD Sales L	Brand Share %
TVL1	10.85	11.92 %
NGR1	5.79	10.02 %
TKS2	5.73	13.96 %
RPM1	5.66	9.84 %
TUT1	5.52	4.45 %
VNR2	4.04	9.56 %
KVT1	3.76	8.03 %
SVK1	3.53	13.36 %
TUT2	3.13	8.38 %
MAR1	3.02	13.84 %
VLY1	2.61	12.92 %
ERL2	2.60	12.67 %
TCN1	2.45	11.62 %
SDI1	1.69	13.58 %
PKD1	1.62	9.47 %
TKY1	1.51	5.47 %
UDN1	1.42	9.79 %
ASM1	1.20	8.18 %
SKD1	1.18	13.78 %
APK1	1.09	7.29 %
ARM1	0.93	10.11 %
TVL2	0.73	6.76 %
KGL1	0.62	7.18 %
MMT1	0.60	4.78 %
COL1	0.33	8.55 %
VKM1	0.25	2.43 %
S2SD	0.10	0.99 %
KSM1		-0.04 %
Total	112.86	11.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	52.73	16.14 %
Fridge	15.58	11.03 %
Wash-Mac	14.81	11.69 %
Air-Cond	13.56	6.71 %
D-Freez	1.33	84.68 %
W.Heater	1.30	13.26 %
Oven	0.26	9.66 %
W-Disp	0.07	30.91 %
Total	99.64	12.27 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.65	9.68 %
MDI1	3.87	11.54 %
KUM1	3.81	7.02 %
TRY3	3.45	9.32 %
TNJ1	2.90	4.50 %
JKM1	2.88	13.90 %
AYR1	2.27	13.12 %
TVR2	1.90	4.82 %
PBR1	1.54	10.39 %
TTP1	1.45	9.93 %
KRN1	1.14	11.94 %
APM1	0.37	4.19 %
TZSD	0.17	3.68 %
MSI1		0.00 %
ORU1		0.00 %
Total	99.64	12.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	37.07	16.26 %
Fridge	21.77	19.97 %
Wash-Mac	21.45	19.23 %
Air-Cond	11.78	7.22 %
W.Heater	2.46	33.57 %
D-Freez	0.63	72.62 %
W-Disp	0.55	54.31 %
Oven	0.54	19.08 %
Chimney	0.37	18.41 %
Total	96.63	15.44 %

Branch *	MTD Sales L	Brand Share %
CH03	9.23	12.73 %
CH15	8.33	10.28 %
CH12	3.61	7.43 %
CH44	3.30	13.99 %
CH21	3.00	8.58 %
UKI1	1.05	9.97 %
CH46	0.95	6.31 %
CH27	0.86	8.87 %
CH36	0.62	8.29 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
Total	96.63	15.44 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	36.11	19.82 %
Fridge	16.53	17.53 %
Wash-Mac	12.01	15.21 %
Air-Cond	9.72	9.39 %
W.Heater	1.69	23.84 %
D-Freez	0.76	68.85 %
Oven	0.12	8.85 %
W-Disp	0.07	32.88 %
Total	77.00	16.41 %

Branch *	MTD Sales L	Brand Share %
POY1	6.35	11.17 %
SJI2	6.03	11.18 %
KKI2	3.47	12.73 %
CDM1	2.67	13.08 %
KML1	1.41	9.35 %
SJI1		0.00 %
Total	77.00	16.41 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	35.74	14.42 %
Fridge	18.48	15.74 %
Wash-Mac	15.76	12.22 %
Air-Cond	1.28	1.92 %
D-Freez	0.78	53.77 %
W.Heater	0.76	11.00 %
Oven	0.38	15.85 %
W-Disp	0.28	100.00 %
Chimney	0.17	3.95 %
Total	73.64	12.78 %

Branch *	MTD Sales L	Brand Share %
TPR2	3.86	14.16 %
CBE2	3.79	3.11 %
TPR1	2.12	12.71 %
MPM1	2.07	9.08 %
AVI1	1.86	12.40 %
CBE4	1.74	6.60 %
SUL1	1.71	11.19 %
TPR3	1.58	8.21 %
CBE6	1.24	4.99 %
UMP1	1.23	13.10 %
KMR1	1.16	2.66 %
TPR4	0.91	12.79 %
KGI1	0.73	10.30 %
WZSD		0.00 %
Total	73.64	12.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.51	19.66 %
Fridge	12.95	20.54 %
Wash-Mac	11.27	16.95 %
Air-Cond	6.86	11.38 %
W.Heater	1.28	21.77 %
D-Freez	0.68	63.93 %
Chimney	0.30	16.20 %
W-Disp	0.28	100.00 %
Oven	0.20	28.99 %
Total	61.34	18.07 %

Branch *	MTD Sales L	Brand Share %
VEL1	3.21	13.62 %
KPM2	3.01	12.06 %
TRR1	2.63	11.25 %
PLR1	1.42	13.11 %
TRL1	1.34	4.49 %
CPT1	0.85	10.49 %
CGM1	0.42	3.96 %
BGR1		0.00 %
Total	61.34	18.07 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.46	8.36 %
Fridge	1.35	14.00 %
Air-Cond	0.87	6.16 %
D-Freez	0.59	100.00 %
Wash-Mac	0.20	3.11 %
Total	4.47	9.15 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.02	9.15 %
PAS1	0.22	2.34 %
Total	4.47	9.15 %