

MTD Sales
617.24 L

Brand Share %
14.08 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.08 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	231.94	18.33 %
Fridge	141.56	14.36 %
Wash-Mac	128.19	14.81 %
Air-Cond	87.66	7.58 %
D-Freez	12.76	63.53 %
W.Heater	9.98	14.51 %
Oven	3.35	19.44 %
W-Disp	1.80	40.39 %
Total	617.24	14.08 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	86.32	13.36 %
SOUTH-01	83.68	10.70 %
SOUTH-03	76.38	14.91 %
CHENNAI-02	73.96	15.34 %
WEST-02	63.80	16.87 %
TRICHY-01	59.37	10.93 %
SOUTH ARCOT	58.26	18.09 %
WEST-01	54.68	16.17 %
NORTH ARCOT	49.09	18.79 %
KL-SOUTH	11.69	9.94 %
Total	617.24	14.08 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	30.11	18.94 %
Wash-Mac	20.08	16.04 %
Fridge	18.72	16.37 %
Air-Cond	13.34	5.84 %
D-Freez	1.88	63.90 %
W.Heater	1.42	10.45 %
Oven	0.57	25.22 %
W-Disp	0.22	37.82 %
Total	86.32	13.36 %

Branch *	MTD Sales L	Brand Share %
CH14	7.17	12.84 %
CH16	6.78	13.07 %
CH42	4.56	13.08 %
CH08	4.35	10.71 %
CH45	3.31	12.76 %
CH48	2.78	9.80 %
SKL1	2.21	13.48 %
CH07	2.08	8.78 %
CH19	1.91	5.18 %
CH22	1.80	10.21 %
CH11	1.58	5.76 %
CH05	1.44	3.51 %
CGL1	1.05	8.92 %
KNR1	0.67	5.46 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
Total	86.32	13.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	25.19	14.54 %
LED TV	23.53	11.96 %
Wash-Mac	16.17	11.17 %
Air-Cond	14.11	5.64 %
D-Freez	3.82	59.13 %
W.Heater	0.45	6.64 %
Oven	0.34	9.46 %
W-Disp	0.07	11.41 %
Total	83.68	10.70 %

Branch *	MTD Sales L	Brand Share %
RPM1	5.26	7.36 %
NGR1	4.50	10.93 %
SDI1	3.32	11.46 %
TUT1	3.18	3.36 %
VLY1	2.90	13.40 %
KVT1	2.85	9.35 %
TKS2	2.79	11.41 %
ERL2	2.56	13.58 %
VNR2	1.79	6.86 %
PKD1	1.66	8.78 %
MAR1	1.59	4.95 %
MMT1	1.48	9.87 %
VNR1	1.44	12.30 %
TUT2	1.31	3.40 %
APK2	1.10	10.22 %
STU2	1.06	12.25 %
TCN1	1.06	6.55 %
APK1	1.06	9.13 %
TYI1	0.98	6.10 %
TKY1	0.95	6.79 %
ARM1	0.63	7.99 %
UDN1	0.61	4.92 %
VKM1	0.61	5.40 %
TVL2	0.56	8.16 %
S2SD	0.39	8.16 %
ASM1	0.13	1.71 %
Total	83.68	10.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	26.39	18.02 %
Fridge	17.68	12.66 %
Wash-Mac	15.29	14.29 %
Air-Cond	14.40	13.16 %
D-Freez	1.49	72.05 %
W.Heater	1.07	18.07 %
W-Disp	0.07	22.91 %
Total	76.38	14.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.53	11.78 %
MDU2	3.98	10.15 %
DGL1	3.78	10.73 %
MDU6	3.18	11.13 %
MDU3	1.62	9.56 %
TMM1	1.40	7.65 %
PNV1	1.37	13.27 %
CBM1	1.32	12.29 %
TEN1	1.26	11.37 %
TDI1	1.05	12.16 %
TEN2	0.89	8.47 %
KRR1	0.81	8.33 %
SGP1	0.76	13.87 %
MPA1	0.70	4.77 %
MDU4	0.63	6.27 %
ATG1	0.59	6.59 %
BNR1	0.47	7.89 %
SZSD	0.43	9.78 %
CMR1	0.38	9.86 %
BTU1	0.24	4.68 %
DKI1	0.07	0.62 %
NTM1		0.00 %
Total	76.38	14.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	23.21	16.73 %
Wash-Mac	19.55	22.53 %
Fridge	14.29	17.22 %
Air-Cond	12.86	7.90 %
W.Heater	1.50	23.06 %
Oven	1.19	58.42 %
D-Freez	1.14	62.04 %
W-Disp	0.23	42.57 %
Total	73.96	15.34 %

Branch *	MTD Sales L	Brand Share %
CH03	5.72	11.83 %
CH15	5.58	11.88 %
CH21	4.85	13.01 %
CH18	3.86	12.35 %
CH12	3.29	9.40 %
CH20	3.14	13.95 %
CH44	2.10	12.27 %
CH17	1.62	12.39 %
CH27	0.87	12.35 %
CH36	0.43	9.05 %
CH46	0.30	3.31 %
CH32	0.24	4.01 %
MC06		0.00 %
CH01		0.00 %
Total	73.96	15.34 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	27.06	21.65 %
Wash-Mac	15.26	15.40 %
Fridge	13.70	13.65 %
Air-Cond	4.75	11.06 %
W.Heater	1.86	24.51 %
D-Freez	0.67	65.20 %
W-Disp	0.38	73.60 %
Oven	0.11	7.13 %
Total	63.80	16.87 %

Branch *	MTD Sales L	Brand Share %
HSR2	3.26	11.49 %
SLM1	2.51	9.02 %
ERD1	2.31	10.22 %
SGI1	1.43	11.40 %
SLM3	1.31	7.16 %
TRM1	1.16	11.97 %
HSR1	1.10	6.88 %
KRI1	0.97	8.71 %
HRR1	0.65	13.76 %
WZWH	0.55	11.28 %
PLC1	0.34	5.80 %
Total	63.80	16.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	23.82	15.27 %
Fridge	13.32	11.28 %
Wash-Mac	11.46	13.15 %
Air-Cond	8.20	4.81 %
W.Heater	1.25	14.66 %
D-Freez	1.04	88.26 %
W-Disp	0.23	49.23 %
Oven	0.06	5.25 %
Total	59.37	10.93 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.46	7.56 %
KUM1	2.93	10.06 %
KIK1	2.85	12.32 %
MVM1	2.73	10.46 %
PTK1	2.52	9.84 %
TNJ2	2.35	9.70 %
ORU1	1.37	11.24 %
TRY3	1.35	11.52 %
TNJ1	1.22	4.02 %
TVR2	1.16	4.53 %
TRY2	0.99	9.41 %
JKM1	0.82	7.74 %
APM1	0.77	9.76 %
PBR1	0.46	5.79 %
TTP1	0.41	4.58 %
MSI1	0.28	3.21 %
Total	59.37	10.93 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.46	26.73 %
Fridge	10.49	13.70 %
Wash-Mac	9.68	16.79 %
Air-Cond	9.11	11.28 %
D-Freez	1.62	62.02 %
W.Heater	0.44	10.42 %
W-Disp	0.23	49.19 %
Oven	0.23	29.35 %
Total	58.26	18.09 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.86	11.33 %
VCM1	1.28	12.44 %
TVM2	0.61	13.17 %
KML1	0.34	2.88 %
Total	58.26	18.09 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	23.94	21.34 %
Fridge	13.78	16.19 %
Wash-Mac	12.45	14.40 %
Air-Cond	3.14	7.66 %
W.Heater	0.91	9.64 %
Oven	0.23	8.68 %
D-Freez	0.23	26.02 %
Total	54.68	16.17 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.21	7.66 %
CBE5	1.79	12.90 %
CBE6	1.56	9.94 %
TPR1	1.45	11.67 %
TPR2	1.08	10.23 %
KMR1	0.94	3.69 %
SUL1	0.65	8.43 %
TPR4	0.48	8.68 %
KGI1	0.39	5.58 %
MPM1	0.14	1.62 %
WZSD	0.13	6.95 %
KGM1		0.00 %
Total	54.68	16.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.62	26.82 %
Fridge	10.24	17.36 %
Wash-Mac	7.58	14.49 %
Air-Cond	6.16	10.65 %
W.Heater	1.02	18.90 %
Oven	0.63	43.23 %
D-Freez	0.48	100.00 %
W-Disp	0.37	68.88 %
Total	49.09	18.79 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.82	11.77 %
KPM2	2.06	8.22 %
GDM1	1.16	11.41 %
TRR1	1.09	8.85 %
PTU1	0.52	13.44 %
PLR1	0.38	11.84 %
BGR1	0.18	3.29 %
CGM1		0.00 %
Total	49.09	18.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.80	10.06 %
Fridge	4.13	11.40 %
Air-Cond	1.60	12.67 %
Wash-Mac	0.70	3.63 %
D-Freez	0.39	64.46 %
W.Heater	0.07	7.99 %
Total	11.69	9.94 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.28	6.31 %
KLR1	2.02	10.05 %
Total	11.69	9.94 %