

MTD Sales
976.96 L

Brand Share %
14.02 %

Information:

MTD : 01-10-2025 To 11-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.02 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	431.13	16.22 %
Fridge	212.31	15.94 %
Wash-Mac	188.43	14.48 %
Air-Cond	105.26	6.94 %
W.Heater	17.89	21.74 %
D-Freez	14.93	74.09 %
Oven	3.03	11.89 %
W-Disp	2.61	56.27 %
Chimney	1.36	5.19 %
Total	976.96	14.02 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	136.47	13.77 %
WEST-02	131.23	17.00 %
CHENNAI-01	127.87	14.20 %
SOUTH-01	123.70	10.86 %
TRICHY-01	106.92	12.23 %
CHENNAI-02	103.63	15.37 %
SOUTH ARCOT	85.95	16.47 %
WEST-01	78.68	12.82 %
NORTH ARCOT	76.28	17.83 %
KL-SOUTH	6.24	11.52 %
Total	976.96	14.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	57.55	15.09 %
Fridge	34.56	16.51 %
Wash-Mac	26.37	13.88 %
Air-Cond	12.29	6.58 %
D-Freez	2.97	86.37 %
W.Heater	2.18	19.17 %
W-Disp	0.35	67.64 %
Oven	0.20	6.38 %
Total	136.47	13.77 %

Branch *	MTD Sales L	Brand Share %
DGL1	12.42	12.64 %
MDU6	10.10	11.52 %
MDU1	9.58	11.24 %
MDU2	7.33	8.62 %
SVG1	3.92	13.50 %
ATG1	3.74	11.30 %
TEN2	3.54	13.05 %
TMM1	2.14	7.92 %
MPA1	2.12	11.92 %
TPT1	2.05	11.21 %
BNR1	1.79	10.86 %
TEN1	1.66	6.43 %
MDU4	1.56	7.08 %
DKI1	1.53	6.30 %
BTU1	1.04	11.02 %
SGP1	0.99	11.84 %
ODM1	0.94	10.11 %
CMR1	0.46	5.25 %
SZSD	0.07	1.07 %
NTM1		0.00 %
Total	136.47	13.77 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	62.08	19.12 %
Fridge	28.75	17.16 %
Wash-Mac	28.51	15.70 %
Air-Cond	7.06	8.75 %
W.Heater	2.75	34.94 %
D-Freez	1.44	91.80 %
Oven	0.29	11.48 %
W-Disp	0.21	58.28 %
Chimney	0.13	2.65 %
Total	131.23	17.00 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.46	9.20 %
SLM3	6.25	11.97 %
HSR2	6.07	12.10 %
ERD1	5.30	9.86 %
PMP1	1.76	10.65 %
PDR1	1.61	11.02 %
VKL1	1.15	11.77 %
APN1	0.53	4.18 %
Total	131.23	17.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	53.33	17.23 %
Fridge	25.58	16.69 %
Wash-Mac	23.78	15.25 %
Air-Cond	19.14	7.35 %
W.Heater	3.14	24.85 %
D-Freez	1.65	67.40 %
W-Disp	0.58	52.91 %
Oven	0.42	12.85 %
Chimney	0.25	12.16 %
Total	127.87	14.20 %

Branch *	MTD Sales L	Brand Share %
CH16	8.54	12.89 %
CH08	8.37	12.46 %
CH05	4.28	7.25 %
CH11	3.49	12.72 %
CH48	3.46	10.48 %
SKL1	3.12	12.25 %
TKM1	2.07	13.29 %
CH22	2.02	7.44 %
CH19	1.54	2.57 %
WHC3	1.19	12.68 %
KNR1	1.18	9.50 %
CGL1	1.15	6.53 %
MC10	0.29	10.95 %
CH29	0.05	0.62 %
CH40		0.00 %
Total	127.87	14.20 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	44.63	11.74 %
Fridge	28.10	13.10 %
Wash-Mac	26.08	12.35 %
Air-Cond	19.75	6.34 %
D-Freez	3.49	70.10 %
W.Heater	1.07	11.63 %
Oven	0.36	8.00 %
W-Disp	0.21	55.19 %
Total	123.70	10.86 %

Branch *	MTD Sales L	Brand Share %
TVL1	11.93	11.24 %
RPM1	6.79	10.36 %
TUT1	6.27	4.07 %
TKS2	6.08	13.24 %
NGR1	5.79	8.60 %
VNR2	4.20	8.95 %
KVT1	4.03	7.53 %
PKD1	3.98	8.87 %
SVK1	3.97	12.92 %
MAR1	3.17	13.16 %
TUT2	3.13	6.70 %
ERL2	3.00	12.93 %
VLY1	2.74	11.79 %
TCN1	2.67	10.85 %
SDI1	1.69	12.53 %
TKY1	1.51	5.39 %
STU2	1.46	12.12 %
UDN1	1.42	8.09 %
ASM1	1.41	8.38 %
APK1	1.09	6.62 %
ARM1	1.05	9.23 %
TVL2	1.00	8.21 %
KGL1	0.62	6.76 %
MMT1	0.60	4.30 %
COL1	0.53	9.54 %
KSM1	0.25	4.52 %
VKM1	0.25	2.30 %
S2SD	0.10	0.97 %
Total	123.70	10.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	57.00	16.14 %
Fridge	17.46	11.37 %
Wash-Mac	15.78	11.90 %
Air-Cond	13.56	6.23 %
W.Heater	1.40	13.34 %
D-Freez	1.33	73.70 %
Oven	0.32	10.60 %
W-Disp	0.07	30.91 %
Total	106.92	12.23 %

Branch *	MTD Sales L	Brand Share %
TRY1	15.07	9.83 %
KUM1	4.21	7.54 %
MDI1	4.20	11.61 %
TRY3	4.01	10.06 %
TNJ1	2.90	4.15 %
JKM1	2.88	13.26 %
TVR2	2.53	5.74 %
AYR1	2.38	13.07 %
PBR1	1.67	9.86 %
TTP1	1.45	9.39 %
KRN1	1.26	12.68 %
APM1	0.37	3.64 %
TZSD	0.17	3.68 %
MSI1		0.00 %
ORU1		0.00 %
Total	106.92	12.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	39.72	16.17 %
Wash-Mac	23.05	19.31 %
Fridge	22.70	19.42 %
Air-Cond	12.66	7.17 %
W.Heater	2.68	32.91 %
D-Freez	1.25	83.94 %
Oven	0.65	21.15 %
W-Disp	0.55	50.28 %
Chimney	0.37	17.04 %
Total	103.63	15.37 %

Branch *	MTD Sales L	Brand Share %
CH03	10.00	12.64 %
CH15	8.49	9.92 %
CH09	3.89	13.25 %
CH12	3.61	6.89 %
CH44	3.51	13.72 %
CH21	3.00	7.87 %
CH46	1.42	8.53 %
UKI1	1.16	10.13 %
CH27	1.10	10.18 %
CH36	0.75	9.06 %
MC06	0.27	12.49 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
Total	103.63	15.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	41.10	20.16 %
Fridge	18.38	17.80 %
Wash-Mac	13.41	15.32 %
Air-Cond	9.99	8.64 %
W.Heater	2.12	27.88 %
D-Freez	0.76	68.85 %
Oven	0.12	7.02 %
W-Disp	0.07	23.34 %
Total	85.95	16.47 %

Branch *	MTD Sales L	Brand Share %
POY1	7.07	10.91 %
SJI2	6.09	10.72 %
KKI2	4.39	13.98 %
CDM1	3.01	13.37 %
KML1	1.96	13.12 %
SJI1		0.00 %
Total	85.95	16.47 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	38.45	14.59 %
Fridge	19.56	15.64 %
Wash-Mac	16.77	12.28 %
Air-Cond	1.28	1.78 %
W.Heater	1.01	12.98 %
D-Freez	0.78	53.94 %
Oven	0.38	14.23 %
W-Disp	0.28	100.00 %
Chimney	0.17	3.80 %
Total	78.68	12.82 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.98	3.12 %
UAM1	3.44	13.66 %
TPR1	2.37	13.26 %
MPM1	2.07	8.51 %
CBE6	1.88	6.95 %
AVI1	1.86	12.00 %
TPR3	1.76	8.81 %
CBE4	1.74	6.22 %
SUL1	1.71	10.78 %
UMP1	1.36	13.63 %
KMR1	1.28	2.76 %
TPR4	0.91	11.19 %
KGI1	0.73	9.92 %
WZSD		0.00 %
Total	78.68	12.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.53	19.54 %
Fridge	15.87	20.38 %
Wash-Mac	14.24	17.83 %
Air-Cond	8.41	10.43 %
W.Heater	1.54	21.79 %
D-Freez	0.68	52.56 %
Chimney	0.43	15.91 %
Oven	0.31	21.79 %
W-Disp	0.28	100.00 %
Total	76.28	17.83 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.26	12.30 %
VEL1	3.21	13.17 %
TRR1	2.73	10.65 %
AKM1	2.38	8.82 %
TRL1	1.34	3.57 %
CPT1	0.85	9.46 %
CGM1	0.54	4.85 %
BGR1		0.00 %
Total	76.28	17.83 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.73	13.96 %
Fridge	1.35	12.48 %
Air-Cond	1.12	7.06 %
D-Freez	0.59	100.00 %
Wash-Mac	0.45	6.78 %
Total	6.24	11.52 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.27	11.17 %
PAS1	0.73	7.49 %
Total	6.24	11.52 %