

MTD Sales
785.33 L

Brand Share %
15.44 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **15.44 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	351.40	20.48 %
Fridge	165.41	16.64 %
Wash-Mac	151.77	12.55 %
Air-Cond	77.93	7.76 %
W.Heater	20.52	20.36 %
D-Freez	11.27	77.11 %
Oven	3.57	17.08 %
W-Disp	2.12	45.54 %
Chimney	1.34	6.06 %
Total	785.33	15.44 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	123.44	16.67 %
CHENNAI-02	96.84	16.06 %
SOUTH-01	94.59	13.04 %
SOUTH-03	88.89	14.29 %
TRICHY-01	87.53	13.31 %
WEST-02	84.09	17.16 %
WEST-01	71.64	15.94 %
SOUTH ARCOT	70.41	16.77 %
NORTH ARCOT	63.37	19.48 %
KL-SOUTH	4.53	8.41 %
Total	785.33	15.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	56.67	24.80 %
Fridge	24.89	19.81 %
Wash-Mac	21.71	12.86 %
Air-Cond	13.70	7.26 %
W.Heater	2.79	14.09 %
D-Freez	1.87	79.88 %
Oven	0.98	28.46 %
W-Disp	0.44	41.84 %
Chimney	0.38	18.00 %
Total	123.44	16.67 %

Branch *	MTD Sales L	Brand Share %
CH16	8.98	15.33 %
CH42	6.08	11.89 %
CH14	5.86	13.00 %
CH11	4.08	14.70 %
CH05	4.02	7.36 %
GUD1	3.74	12.91 %
CZWH	3.23	11.63 %
CH22	3.12	13.95 %
CGL1	2.64	13.36 %
CH19	2.40	6.23 %
CH35	1.96	15.03 %
CH48	1.95	6.48 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN	-0.35	2.24 %
Total	123.44	16.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	41.46	19.83 %
Wash-Mac	22.13	16.11 %
Fridge	18.43	17.66 %
Air-Cond	10.94	8.09 %
W.Heater	2.01	20.78 %
Oven	0.91	31.86 %
D-Freez	0.47	49.19 %
W-Disp	0.36	45.64 %
Chimney	0.14	5.26 %
Total	96.84	16.06 %

Branch *	MTD Sales L	Brand Share %
CH03	8.35	13.00 %
CH15	6.53	10.03 %
CH17	4.42	15.15 %
CH12	4.21	10.86 %
CH44	2.41	12.51 %
MJR1	1.34	5.46 %
CH09	1.30	4.90 %
CH36	0.79	8.46 %
CH27	0.53	5.74 %
CH32	0.33	7.37 %
MC06		0.00 %
Total	96.84	16.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	34.16	14.66 %
Fridge	26.36	17.35 %
Wash-Mac	20.04	11.42 %
Air-Cond	10.51	7.27 %
W.Heater	1.71	13.57 %
D-Freez	1.17	76.80 %
W-Disp	0.37	33.67 %
Oven	0.28	10.04 %
Total	94.59	13.04 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.87	13.08 %
KVT1	3.63	8.91 %
TUT1	3.37	3.57 %
RPM1	3.18	10.69 %
PKD1	2.88	14.37 %
RND1	2.65	9.96 %
SDI1	1.78	14.20 %
TUT2	1.77	5.33 %
MMT1	1.59	11.83 %
VNR2	1.53	5.20 %
APK1	1.35	9.63 %
APK2	1.31	9.49 %
PDI1	0.92	10.44 %
TCN1	0.86	5.22 %
UDN1	0.78	5.82 %
TVL2	0.68	5.53 %
SKD1	0.59	7.32 %
VKM1	0.49	4.94 %
TKY1	0.37	5.88 %
S2SD	0.33	8.90 %
WHTV		0.00 %
Total	94.59	13.04 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	43.12	19.81 %
Fridge	19.15	15.45 %
Wash-Mac	19.13	12.33 %
Air-Cond	3.97	3.69 %
W.Heater	2.35	19.84 %
D-Freez	0.63	100.00 %
W-Disp	0.21	51.10 %
Oven	0.20	7.66 %
Chimney	0.12	4.86 %
Total	88.89	14.29 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.41	13.96 %
KKD3	5.84	13.84 %
MDU2	5.74	12.27 %
MDU6	4.57	10.98 %
DGL1	3.92	9.10 %
PNV2	2.45	9.02 %
MDU4	2.42	14.82 %
TMM1	2.40	11.20 %
KRR1	2.19	12.87 %
DKI1	1.68	10.36 %
USL1	1.59	15.20 %
SVG1	1.47	10.47 %
TEN1	1.45	10.62 %
MDU3	1.17	10.55 %
ADP1	0.74	8.10 %
TDI1	0.56	8.69 %
TEN2	0.48	3.43 %
KPT1	0.45	7.90 %
PKM1	0.36	5.66 %
NTM1	0.33	6.51 %
MPA1	0.31	2.81 %
CMR1	0.17	2.98 %
BTU1		0.00 %
WHMD	-0.24	8.81 %
Total	88.89	14.29 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	43.08	19.63 %
Air-Cond	13.89	7.78 %
Wash-Mac	13.33	10.73 %
Fridge	12.89	10.95 %
W.Heater	3.10	23.52 %
D-Freez	0.89	100.00 %
W-Disp	0.22	100.00 %
Oven	0.13	6.60 %
Total	87.53	13.31 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.34	11.96 %
MVM1	5.46	14.33 %
KUM1	5.07	12.23 %
TRY3	3.77	14.52 %
TNJ2	3.36	9.77 %
PTK1	3.19	13.88 %
TVR2	3.16	7.86 %
AYR1	2.21	14.60 %
TNJ1	1.97	4.22 %
TRY2	1.81	8.28 %
JKM1	1.55	10.13 %
TTP1	1.01	7.10 %
KRN1	0.80	8.95 %
APM1	0.70	8.82 %
MSI1	0.64	6.52 %
TZSD	0.56	10.24 %
PBR1	0.25	2.41 %
ORU1	0.19	3.15 %
WTRZ	-0.48	14.37 %
Total	87.53	13.31 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	37.23	21.51 %
Fridge	21.56	19.09 %
Wash-Mac	17.29	12.27 %
Air-Cond	3.35	7.36 %
W.Heater	2.86	29.45 %
D-Freez	1.70	90.80 %
Oven	0.11	8.26 %
Total	84.09	17.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.32	12.81 %
HSR2	3.80	10.93 %
SLM3	3.24	14.27 %
HSR1	2.55	10.97 %
TRM1	1.94	15.42 %
SLM2	1.75	8.42 %
KVP1	1.47	14.19 %
MTR1	1.38	11.88 %
RSP1	1.24	12.64 %
EPI1	1.23	12.35 %
OML1	0.99	7.19 %
PDR1	0.98	11.67 %
PMP1	0.54	5.82 %
VKL1	0.47	9.36 %
APN1	0.19	2.19 %
WHPD	-0.12	3.32 %
Total	84.09	17.16 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	34.42	23.24 %
Fridge	16.40	15.95 %
Wash-Mac	13.79	10.58 %
Air-Cond	3.16	6.60 %
W.Heater	2.10	21.03 %
D-Freez	0.74	47.17 %
Chimney	0.44	8.25 %
W-Disp	0.29	55.52 %
Oven	0.28	9.77 %
Total	71.64	15.94 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.49	6.67 %
TPR1	3.29	13.76 %
TPR2	2.78	14.44 %
SUL1	2.74	14.81 %
CBE4	2.71	10.71 %
CBE6	2.42	12.10 %
TPR4	0.76	7.74 %
GDR1	0.59	14.21 %
KGM1	0.55	9.00 %
KMR1	0.49	2.30 %
KGI1	0.41	4.72 %
WZSD	0.18	5.44 %
WHCB		0.00 %
Total	71.64	15.94 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.65	21.52 %
Fridge	14.24	18.55 %
Air-Cond	11.32	11.41 %
Wash-Mac	10.42	11.97 %
W.Heater	1.47	20.66 %
D-Freez	0.64	100.00 %
Oven	0.40	30.03 %
W-Disp	0.15	100.00 %
Chimney	0.14	25.21 %
Total	70.41	16.77 %

Branch *	MTD Sales L	Brand Share %
POY1	7.38	14.44 %
KKI2	3.35	12.21 %
VPM2	2.56	10.97 %
SJI2	2.46	12.36 %
TRK1	1.53	8.91 %
KML1	1.46	7.72 %
WHUT	-0.12	4.52 %
Total	70.41	16.77 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.23	23.95 %
Wash-Mac	12.75	16.15 %
Fridge	10.07	15.57 %
Air-Cond	7.10	14.81 %
W.Heater	2.05	30.90 %
D-Freez	1.71	62.36 %
Oven	0.28	20.03 %
Chimney	0.12	14.95 %
W-Disp	0.07	31.44 %
Total	63.37	19.48 %

Branch *	MTD Sales L	Brand Share %
VEL2	3.58	15.35 %
AKM1	3.06	15.30 %
VEL1	3.00	14.48 %
TRL1	2.45	7.71 %
ARC2	1.51	14.64 %
GDM1	1.24	12.19 %
CPT1	0.87	14.12 %
BGR1		0.00 %
WHVL		0.00 %
Total	63.37	19.48 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
D-Freez	1.43	100.00 %
Fridge	1.42	10.58 %
Wash-Mac	1.19	10.64 %
LED TV	0.39	2.22 %
W.Heater	0.09	32.76 %
Total	4.53	8.41 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.33	6.48 %
PAS1	0.53	4.99 %
Total	4.53	8.41 %