

MTD Sales
1,056.26 L

Brand Share %
15.08 %

Information:

MTD : 01-08-2025 To 12-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.08 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	385.93	18.77 %
Fridge	260.23	16.82 %
Wash-Mac	200.54	13.88 %
Air-Cond	178.60	9.83 %
W.Heater	14.03	16.54 %
D-Freez	12.90	61.99 %
Oven	3.72	12.52 %
W-Disp	0.30	7.51 %
Total	1,056.26	15.08 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	149.05	14.54 %
SOUTH-01	137.82	13.31 %
TRICHY-01	135.44	14.34 %
SOUTH-03	131.32	15.79 %
WEST-02	119.84	17.08 %
CHENNAI-02	112.00	14.17 %
SOUTH ARCOT	99.60	18.28 %
NORTH ARCOT	87.08	18.73 %
WEST-01	80.88	13.27 %
KL-SOUTH	3.24	5.99 %
Total	1,056.26	15.08 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	44.03	19.28 %
Air-Cond	43.47	10.81 %
Fridge	30.00	15.48 %
Wash-Mac	27.02	15.21 %
D-Freez	2.35	73.65 %
W.Heater	1.55	10.71 %
Oven	0.63	15.29 %
Total	149.05	14.54 %

Branch *	MTD Sales L	Brand Share %
CH08	8.27	11.93 %
CH14	7.05	9.73 %
CH07	5.13	11.89 %
CH19	4.67	7.22 %
CH45	4.28	12.53 %
CH11	3.10	4.92 %
SKL1	2.99	13.24 %
CH22	2.80	8.23 %
CH05	1.98	2.98 %
TKM1	1.43	9.40 %
CZWH	0.93	11.54 %
KNR1	0.63	3.38 %
WHC3	0.12	1.37 %
CH29		0.00 %
CH40		0.00 %
MC02		0.00 %
Total	149.05	14.54 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	50.14	17.08 %
Fridge	35.69	15.84 %
Wash-Mac	25.86	11.89 %
Air-Cond	21.70	7.79 %
D-Freez	2.64	59.95 %
W.Heater	1.51	13.44 %
Oven	0.28	5.77 %
Total	137.82	13.31 %

Branch *	MTD Sales L	Brand Share %
TVL1	17.35	14.38 %
TUT1	10.61	9.52 %
KVT1	6.30	9.99 %
TUT2	5.44	11.85 %
SVK1	4.64	14.02 %
RND1	4.36	11.07 %
TKS2	4.32	10.08 %
TCN1	4.28	13.53 %
VNR2	2.96	10.66 %
MAR1	2.48	8.44 %
PKD1	2.19	6.48 %
APK1	2.04	8.23 %
NGR1	2.02	5.43 %
TYI1	1.94	11.45 %
STU2	1.87	14.26 %
TVL2	1.81	11.87 %
TKY1	1.68	12.00 %
VNR1	1.64	11.50 %
VKM1	1.04	9.17 %
MMT1	0.81	7.84 %
ASM1	0.72	3.22 %
ARM1	0.63	11.68 %
COL1	0.60	11.82 %
S2SD		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	137.82	13.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	61.08	21.85 %
Fridge	29.46	13.57 %
Air-Cond	24.11	8.70 %
Wash-Mac	17.91	11.58 %
W.Heater	1.89	15.97 %
D-Freez	0.83	49.29 %
Oven	0.16	6.52 %
Total	135.44	14.34 %

Branch *	MTD Sales L	Brand Share %
TRY1	20.41	14.98 %
MVM1	10.46	15.04 %
KUM1	5.65	8.46 %
TVR2	4.58	10.82 %
TNJ1	4.32	7.13 %
JKM1	4.31	13.94 %
TRY3	4.11	13.44 %
TNJ2	3.74	7.21 %
NGT1	3.19	10.08 %
TYR1	2.40	8.95 %
APM1	1.94	11.99 %
PBR1	1.90	12.19 %
ORU1	1.39	9.90 %
MSI1	1.05	5.45 %
TTP1		0.00 %
TZSD		0.00 %
Total	135.44	14.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	45.50	18.38 %
Fridge	37.50	18.63 %
Wash-Mac	25.63	13.81 %
Air-Cond	20.26	11.17 %
W.Heater	1.60	14.37 %
D-Freez	0.55	35.73 %
Oven	0.28	9.76 %
Total	131.32	15.79 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.36	9.89 %
MDU2	7.86	14.61 %
DGL1	6.32	11.43 %
MDU6	5.79	13.29 %
TMM1	3.96	15.02 %
ATG1	3.80	10.55 %
SVG1	3.22	14.86 %
MDU3	2.64	9.78 %
KRR1	2.04	9.76 %
TEN2	1.94	9.65 %
MPA1	1.61	7.36 %
BTU1	1.39	12.99 %
MNM1	1.00	12.78 %
DKI1	1.00	4.40 %
BNR1	0.78	4.98 %
TEN1	0.39	1.92 %
CMR1	0.37	4.80 %
NTM1	0.11	1.26 %
SZSD		0.00 %
WHMD		0.00 %
Total	131.32	15.79 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	48.51	20.13 %
Fridge	32.35	18.35 %
Wash-Mac	24.17	13.93 %
Air-Cond	10.69	10.74 %
W.Heater	2.33	31.35 %
D-Freez	0.96	88.42 %
Oven	0.83	32.10 %
Total	119.84	17.08 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.80	10.50 %
ERD1	5.08	13.74 %
HSR1	3.87	12.23 %
KRI1	3.12	11.70 %
SLM2	3.12	10.23 %
SLM3	2.41	9.10 %
TRM1	1.69	8.45 %
APN1	1.50	14.77 %
PMP1	1.01	12.80 %
EDP1	0.71	6.88 %
PLC1	0.41	3.34 %
WHPD		0.00 %
WZWH		0.00 %
Total	119.84	17.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	30.70	21.49 %
LED TV	30.60	13.83 %
Air-Cond	24.32	9.07 %
Wash-Mac	23.39	15.96 %
W.Heater	1.56	24.95 %
Oven	0.74	17.66 %
D-Freez	0.68	83.72 %
Total	112.00	14.17 %

Branch *	MTD Sales L	Brand Share %
CH15	11.53	12.35 %
CH03	9.02	10.62 %
CH12	6.55	12.47 %
CH18	6.45	13.68 %
MJR1	5.00	13.97 %
CH06	4.61	10.92 %
CH33	4.28	15.00 %
CH21	3.84	7.09 %
UKI1	1.25	8.87 %
CH31	1.18	11.08 %
CH44	1.11	4.20 %
CH27	0.70	4.63 %
CH32	0.33	5.65 %
MC06	0.29	11.30 %
CH01		0.00 %
CH36		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	112.00	14.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	42.29	24.92 %
Fridge	22.17	18.09 %
Wash-Mac	16.50	15.36 %
Air-Cond	14.58	11.00 %
D-Freez	2.37	63.92 %
W.Heater	1.05	13.59 %
Oven	0.34	32.40 %
W-Disp	0.30	119.84 %
Total	99.60	18.28 %

Branch *	MTD Sales L	Brand Share %
POY1	9.66	14.57 %
CUD1	7.40	13.88 %
CDM1	4.93	13.64 %
KLM1	4.20	14.34 %
SJI1	2.46	10.48 %
KML1	0.20	0.83 %
WHNV		0.00 %
WHUT		0.00 %
Total	99.60	18.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.66	23.02 %
Fridge	21.60	19.74 %
Wash-Mac	15.27	16.53 %
Air-Cond	14.82	13.39 %
D-Freez	1.45	76.42 %
W.Heater	1.28	20.11 %
Total	87.08	18.73 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.92	12.17 %
VEL1	3.32	14.84 %
ARC2	3.03	13.67 %
TRL1	2.48	7.23 %
WJP1	1.52	11.04 %
CGM1	0.67	4.20 %
BGR1		0.00 %
Total	87.08	18.73 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	30.16	13.96 %
Wash-Mac	24.57	13.72 %
Fridge	18.99	13.26 %
Air-Cond	4.66	8.36 %
W.Heater	1.26	15.45 %
D-Freez	0.77	47.37 %
Oven	0.46	9.19 %
Total	80.88	13.27 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.85	10.12 %
KMR1	3.19	5.07 %
TPR1	2.74	11.16 %
UMP1	2.49	15.01 %
CBE6	2.30	9.54 %
AVI1	2.07	11.10 %
TPR3	1.94	13.20 %
SUL1	1.82	10.65 %
DPM2	1.55	7.65 %
CNR1	1.29	13.54 %
KGI1	1.23	13.61 %
MPM1	0.93	4.57 %
KMD1	0.88	6.33 %
KGM1	0.58	6.38 %
TPR4	0.53	3.97 %
ANR1	0.40	6.06 %
WHCB		0.00 %
WZSD		0.00 %
Total	80.88	13.27 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.77	11.96 %
LED TV	0.97	5.72 %
D-Freez	0.28	33.56 %
Wash-Mac	0.22	2.13 %
Total	3.24	5.99 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.34	5.73 %
PAS1	0.90	6.78 %
Total	3.24	5.99 %