

MTD Sales
646.03 L

Brand Share %
13.99 %

Information:

MTD : 01-09-2025 To 12-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.99 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	243.36	18.35 %
Fridge	147.07	14.17 %
Wash-Mac	135.20	14.76 %
Air-Cond	90.75	7.42 %
D-Freez	13.65	65.50 %
W.Heater	10.39	14.42 %
Oven	3.58	19.85 %
W-Disp	2.03	40.65 %
Total	646.03	13.99 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	90.32	13.21 %
SOUTH-01	87.18	10.69 %
SOUTH-03	79.65	14.90 %
CHENNAI-02	76.17	14.99 %
WEST-02	68.13	16.57 %
TRICHY-01	62.04	10.89 %
SOUTH ARCOT	60.69	17.69 %
WEST-01	56.13	16.02 %
NORTH ARCOT	52.86	18.97 %
KL-SOUTH	12.85	10.38 %
Total	646.03	13.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.86	19.17 %
Wash-Mac	21.08	15.90 %
Fridge	19.01	15.73 %
Air-Cond	14.07	5.79 %
D-Freez	1.88	63.90 %
W.Heater	1.49	10.18 %
Oven	0.63	24.58 %
W-Disp	0.30	44.96 %
Total	90.32	13.21 %

Branch *	MTD Sales L	Brand Share %
CH14	7.63	13.13 %
CH16	7.37	13.63 %
CH42	4.81	12.86 %
CH08	4.55	10.69 %
CH45	3.31	12.48 %
CH48	2.78	9.70 %
CH30	2.61	13.31 %
CH07	2.33	8.70 %
SKL1	2.28	13.26 %
CH19	1.91	4.87 %
CH22	1.87	10.21 %
CH11	1.58	5.44 %
CH05	1.44	3.33 %
CGL1	1.05	8.32 %
KNR1	0.67	5.06 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
Total	90.32	13.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	25.93	14.41 %
LED TV	24.62	12.03 %
Wash-Mac	17.13	11.21 %
Air-Cond	14.70	5.65 %
D-Freez	3.82	59.13 %
Oven	0.46	12.33 %
W.Heater	0.45	6.59 %
W-Disp	0.07	11.41 %
Total	87.18	10.69 %

Branch *	MTD Sales L	Brand Share %
RPM1	5.39	7.35 %
NGR1	4.50	10.22 %
SDI1	3.46	11.74 %
TUT1	3.30	3.32 %
KVT1	2.97	9.33 %
VLY1	2.90	13.01 %
TKS2	2.79	11.01 %
TUT2	1.84	4.66 %
VNR2	1.79	6.41 %
PKD1	1.78	8.83 %
MAR1	1.59	4.89 %
MMT1	1.48	9.69 %
VNR1	1.44	11.92 %
TCN1	1.38	8.25 %
APK2	1.34	11.71 %
STU2	1.06	11.15 %
APK1	1.06	8.90 %
TYI1	0.98	5.84 %
TKY1	0.95	6.35 %
ARM1	0.63	7.99 %
UDN1	0.61	4.70 %
VKM1	0.61	5.24 %
TVL2	0.56	7.53 %
S2SD	0.39	8.16 %
ASM1	0.13	1.61 %
Total	87.18	10.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	27.36	17.94 %
Fridge	18.27	12.65 %
Wash-Mac	16.61	14.93 %
Air-Cond	14.71	12.64 %
D-Freez	1.49	72.05 %
W.Heater	1.13	18.61 %
W-Disp	0.07	18.25 %
Total	79.65	14.90 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.11	12.14 %
DGL1	4.01	11.10 %
MDU2	3.98	9.76 %
MDU6	3.46	11.59 %
MDU3	2.17	12.09 %
CBM1	1.48	13.06 %
TMM1	1.40	7.57 %
TEN1	1.00	8.65 %
TEN2	0.89	8.50 %
MPA1	0.83	5.32 %
KRR1	0.81	8.14 %
SGP1	0.76	12.61 %
MDU4	0.63	6.11 %
ATG1	0.59	6.47 %
BNR1	0.47	7.65 %
SZSD	0.43	7.97 %
CMR1	0.38	9.55 %
BTU1	0.24	4.22 %
DKI1	0.07	0.61 %
NTM1		0.00 %
Total	79.65	14.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	24.18	16.62 %
Wash-Mac	20.33	22.38 %
Fridge	14.45	16.53 %
Air-Cond	13.14	7.58 %
W.Heater	1.50	22.79 %
Oven	1.19	54.46 %
D-Freez	1.14	62.04 %
W-Disp	0.23	42.57 %
Total	76.17	14.99 %

Branch *	MTD Sales L	Brand Share %
CH03	6.08	11.87 %
CH15	5.58	11.52 %
CH21	4.85	12.73 %
CH18	3.86	12.07 %
MJR1	3.34	13.63 %
CH12	3.29	9.35 %
CH20	3.26	13.41 %
CH44	2.10	12.12 %
CH17	1.76	12.11 %
CH27	0.87	11.77 %
CH36	0.43	8.01 %
CH46	0.30	3.12 %
CH32	0.24	3.71 %
MC06		0.00 %
CH01		0.00 %
Total	76.17	14.99 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	28.99	21.53 %
Wash-Mac	16.39	15.10 %
Fridge	14.51	13.39 %
Air-Cond	5.08	10.46 %
W.Heater	1.92	24.59 %
D-Freez	0.67	65.20 %
W-Disp	0.46	76.99 %
Oven	0.11	7.13 %
Total	68.13	16.57 %

Branch *	MTD Sales L	Brand Share %
HSR2	3.34	11.45 %
SLM1	2.64	8.99 %
ERD1	2.31	9.87 %
TRM1	1.83	8.08 %
MCR1	1.81	13.35 %
RSP1	1.40	13.80 %
SLM3	1.31	6.77 %
HSR1	1.10	6.37 %
KRI1	1.03	9.39 %
HRR1	0.65	13.76 %
WZWH	0.55	11.28 %
PLC1	0.34	5.29 %
Total	68.13	16.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	24.87	15.18 %
Fridge	13.88	11.10 %
Wash-Mac	12.14	13.09 %
Air-Cond	8.52	4.83 %
W.Heater	1.32	14.34 %
D-Freez	1.04	88.26 %
W-Disp	0.23	41.63 %
Oven	0.06	5.25 %
Total	62.04	10.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.56	7.43 %
PTK1	3.15	10.89 %
KUM1	3.09	9.98 %
KIK1	3.05	12.62 %
MVM1	2.83	10.09 %
TNJ2	2.35	9.42 %
TVR2	1.48	5.26 %
ORU1	1.37	10.92 %
TRY3	1.35	10.66 %
TNJ1	1.22	3.73 %
JKM1	1.03	9.03 %
TRY2	0.99	9.41 %
APM1	0.77	9.21 %
PBR1	0.46	5.23 %
TTP1	0.41	4.51 %
MSI1	0.28	3.08 %
Total	62.04	10.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.16	25.88 %
Fridge	11.16	13.79 %
Wash-Mac	9.92	16.01 %
Air-Cond	9.11	10.57 %
D-Freez	2.34	73.08 %
W.Heater	0.47	10.56 %
W-Disp	0.30	56.01 %
Oven	0.23	25.94 %
Total	60.69	17.69 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.89	11.13 %
VCM1	1.28	12.27 %
TVM2	0.61	12.58 %
KML1	0.34	2.79 %
Total	60.69	17.69 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	24.64	21.27 %
Fridge	13.91	15.76 %
Wash-Mac	12.92	14.37 %
Air-Cond	3.14	7.36 %
W.Heater	1.01	10.49 %
Oven	0.29	10.66 %
D-Freez	0.23	26.02 %
Total	56.13	16.02 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.21	7.39 %
CBE6	1.56	9.52 %
TPR1	1.45	11.26 %
KMR1	1.27	4.69 %
TPR2	1.08	9.66 %
SUL1	0.65	7.96 %
TPR4	0.48	8.36 %
KGI1	0.39	5.29 %
MPM1	0.14	1.52 %
WZSD	0.13	6.95 %
KGM1		0.00 %
Total	56.13	16.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.63	27.74 %
Fridge	11.16	17.36 %
Wash-Mac	7.97	14.59 %
Air-Cond	6.42	10.32 %
W.Heater	1.02	17.28 %
D-Freez	0.66	100.00 %
Oven	0.63	40.40 %
W-Disp	0.37	68.88 %
Total	52.86	18.97 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.82	11.15 %
KPM2	2.28	8.16 %
GDM1	1.37	12.69 %
TRR1	1.21	9.16 %
CPT1	0.57	13.80 %
PTU1	0.52	12.22 %
PLR1	0.38	11.06 %
BGR1	0.18	3.13 %
CGM1	0.12	1.59 %
Total	52.86	18.97 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.05	10.24 %
Fridge	4.78	12.53 %
Air-Cond	1.86	13.53 %
Wash-Mac	0.70	3.37 %
D-Freez	0.39	64.46 %
W.Heater	0.07	7.99 %
Total	12.85	10.38 %

Branch *	MTD Sales L	Brand Share %
TVP1	5.32	7.46 %
KLR1	2.02	9.71 %
Total	12.85	10.38 %