

MTD Sales
1,151.96 L

Brand Share %
14.25 %

Information:

MTD : 01-10-2025 To 12-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.25 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	518.72	16.62 %
Fridge	247.62	15.83 %
Wash-Mac	222.40	14.60 %
Air-Cond	118.23	6.98 %
W.Heater	19.87	21.24 %
D-Freez	16.18	73.33 %
Oven	4.16	14.11 %
W-Disp	3.03	56.70 %
Chimney	1.76	5.90 %
Total	1,151.96	14.25 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	161.69	14.24 %
CHENNAI-01	153.18	14.19 %
WEST-02	149.42	16.31 %
SOUTH-01	139.79	11.00 %
CHENNAI-02	134.73	15.91 %
TRICHY-01	121.64	12.61 %
WEST-01	98.65	13.45 %
SOUTH ARCOT	95.78	16.48 %
NORTH ARCOT	89.95	18.18 %
KL-SOUTH	7.12	11.63 %
Total	1,151.96	14.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	68.69	15.63 %
Fridge	40.53	16.68 %
Wash-Mac	31.04	13.86 %
Air-Cond	14.87	7.32 %
D-Freez	3.43	83.22 %
W.Heater	2.28	18.61 %
W-Disp	0.42	71.51 %
Oven	0.31	8.44 %
Chimney	0.13	2.28 %
Total	161.69	14.24 %

Branch *	MTD Sales L	Brand Share %
DGL1	16.16	13.46 %
MDU6	11.33	11.77 %
MDU1	10.68	11.46 %
MDU2	10.61	10.58 %
KRR1	5.04	13.98 %
SVG1	4.03	13.23 %
ATG1	3.95	11.22 %
TEN2	3.76	11.84 %
MPA1	2.97	13.68 %
DKI1	2.48	8.44 %
TPT1	2.30	12.00 %
TMM1	2.28	7.15 %
BNR1	2.11	11.55 %
MDU4	1.84	7.76 %
TEN1	1.79	5.82 %
BTU1	1.26	11.66 %
CMR1	0.46	4.42 %
SZSD	0.07	1.07 %
NTM1		0.00 %
Total	161.69	14.24 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	65.89	17.11 %
Fridge	31.36	17.13 %
Wash-Mac	28.90	15.31 %
Air-Cond	20.23	6.81 %
W.Heater	3.53	23.16 %
D-Freez	1.65	67.40 %
W-Disp	0.79	60.61 %
Oven	0.57	14.77 %
Chimney	0.25	10.34 %
Total	153.18	14.19 %

Branch *	MTD Sales L	Brand Share %
CH16	8.88	11.76 %
CH08	8.80	11.35 %
CH05	5.79	8.39 %
CH48	3.71	9.93 %
KNR1	3.01	10.04 %
CH22	2.53	8.02 %
CH19	2.49	3.69 %
CGL1	1.82	9.01 %
WHC3	1.19	12.68 %
MC10	0.29	10.95 %
CH29	0.05	0.65 %
CH40		0.00 %
MC09		0.00 %
Total	153.18	14.19 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	72.27	18.45 %
Wash-Mac	32.62	15.18 %
Fridge	31.65	15.96 %
Air-Cond	7.34	8.04 %
W.Heater	3.10	35.28 %
D-Freez	1.65	92.77 %
Oven	0.45	14.99 %
W-Disp	0.21	58.28 %
Chimney	0.13	2.24 %
Total	149.42	16.31 %

Branch *	MTD Sales L	Brand Share %
SLM1	8.90	9.23 %
SLM3	7.20	12.26 %
HSR2	6.89	11.81 %
ERD1	6.43	9.87 %
SLM2	4.78	13.73 %
VPD1	3.32	13.65 %
KVP1	2.12	13.93 %
PDR1	1.82	10.78 %
PMP1	1.82	9.51 %
KRI1	1.61	11.72 %
VKL1	1.15	10.43 %
APN1	0.53	3.44 %
Total	149.42	16.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	51.13	12.02 %
Fridge	32.12	12.94 %
Wash-Mac	30.41	12.74 %
Air-Cond	20.66	6.16 %
D-Freez	3.68	71.21 %
W.Heater	1.15	11.63 %
Oven	0.36	7.39 %
W-Disp	0.28	61.98 %
Total	139.79	11.00 %

Branch *	MTD Sales L	Brand Share %
TVL1	12.83	11.03 %
RPM1	7.93	10.84 %
TUT1	6.84	4.08 %
TKS2	6.21	12.41 %
NGR1	6.16	7.37 %
KVT1	5.30	8.14 %
SVK1	5.13	12.96 %
VNR2	4.77	9.05 %
PKD1	3.98	8.78 %
TUT2	3.61	6.77 %
MAR1	3.55	13.96 %
TCN1	3.50	12.93 %
ERL2	3.42	13.47 %
VLY1	2.74	10.96 %
TYI1	2.03	13.40 %
STU2	1.84	13.55 %
TKY1	1.75	5.95 %
SKD1	1.54	12.87 %
ASM1	1.53	8.67 %
APK1	1.45	8.04 %
UDN1	1.42	7.74 %
ARM1	1.22	9.74 %
TVL2	1.11	8.81 %
MMT1	0.93	5.87 %
KGL1	0.62	6.32 %
COL1	0.53	9.54 %
KSM1	0.25	4.42 %
VKM1	0.25	2.11 %
S2SD	0.10	0.97 %
Total	139.79	11.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	54.36	17.07 %
Wash-Mac	28.79	19.33 %
Fridge	28.23	19.33 %
Air-Cond	17.39	8.10 %
W.Heater	2.91	29.49 %
D-Freez	1.14	82.61 %
Oven	0.85	23.88 %
W-Disp	0.55	44.73 %
Chimney	0.51	20.46 %
Total	134.73	15.91 %

Branch *	MTD Sales L	Brand Share %
CH03	11.96	12.13 %
CH15	10.03	9.88 %
CH12	5.85	8.54 %
CH09	4.86	13.20 %
CH44	4.12	13.41 %
CH21	3.62	7.16 %
CH27	1.39	10.96 %
CH46	1.24	6.64 %
UK11	1.16	9.27 %
CH36	1.04	11.10 %
MC06	0.27	9.95 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
Total	134.73	15.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	65.82	16.84 %
Fridge	20.46	11.64 %
Wash-Mac	17.69	12.07 %
Air-Cond	14.35	6.16 %
W.Heater	1.49	12.74 %
D-Freez	1.33	65.68 %
Oven	0.43	12.85 %
W-Disp	0.07	30.91 %
Total	121.64	12.61 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.88	10.66 %
TRY3	5.69	13.22 %
MDI1	4.91	12.54 %
KUM1	4.21	6.75 %
TVR2	3.46	7.25 %
JKM1	3.41	13.90 %
TNJ1	3.00	3.88 %
AYR1	2.78	13.48 %
PBR1	2.18	11.51 %
TTP1	1.45	8.77 %
APM1	0.37	3.46 %
TZSD	0.17	3.68 %
MSI1		0.00 %
ORU1		0.00 %
Total	121.64	12.61 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	48.80	15.49 %
Fridge	24.52	15.91 %
Wash-Mac	19.83	12.05 %
Air-Cond	2.44	3.05 %
W.Heater	1.22	14.33 %
D-Freez	0.78	46.76 %
Oven	0.47	14.13 %
Chimney	0.30	5.34 %
W-Disp	0.28	79.90 %
Total	98.65	13.45 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.64	4.51 %
UAM1	3.94	14.06 %
CBE4	3.10	9.02 %
MPM1	3.02	10.80 %
TPR3	2.59	9.06 %
SUL1	2.15	9.03 %
AVI1	2.13	11.53 %
CBE6	1.88	6.24 %
UMP1	1.61	13.52 %
KGI1	1.31	11.39 %
KMR1	1.28	2.42 %
TPR4	0.91	9.88 %
WZSD		0.00 %
Total	98.65	13.45 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	46.44	20.23 %
Fridge	19.72	17.35 %
Wash-Mac	15.43	15.84 %
Air-Cond	10.56	8.29 %
W.Heater	2.28	25.72 %
D-Freez	1.05	75.31 %
Oven	0.16	9.55 %
W-Disp	0.14	38.46 %
Total	95.78	16.48 %

Branch *	MTD Sales L	Brand Share %
POY1	7.55	10.59 %
SJI2	6.52	11.05 %
KKI2	5.13	13.46 %
CDM1	3.01	12.52 %
KML1	1.96	12.34 %
SJI1		0.00 %
Total	95.78	16.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	42.05	20.57 %
Fridge	17.34	19.46 %
Wash-Mac	17.24	18.67 %
Air-Cond	9.26	9.84 %
W.Heater	1.89	22.54 %
D-Freez	0.90	59.20 %
Oven	0.56	32.13 %
Chimney	0.43	15.49 %
W-Disp	0.28	77.32 %
Total	89.95	18.18 %

Branch *	MTD Sales L	Brand Share %
AKM1	3.63	9.88 %
TRR1	3.18	11.38 %
TRL1	2.00	4.58 %
PLR1	1.71	14.06 %
VNB1	1.12	12.91 %
CPT1	1.06	10.49 %
CGM1	0.54	4.81 %
BGR1		0.00 %
Total	89.95	18.18 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.26	14.90 %
Fridge	1.68	13.08 %
Air-Cond	1.12	6.35 %
D-Freez	0.59	100.00 %
Wash-Mac	0.45	6.00 %
W.Heater	0.03	21.66 %
Total	7.12	11.63 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.51	10.89 %
PAS1	0.85	8.16 %
Total	7.12	11.63 %