

MTD Sales
819.79 L

Brand Share %
15.38 %

Information:

MTD : 01-11-2025 To 12-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.38 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	367.22	20.42 %
Fridge	174.68	16.84 %
Wash-Mac	158.32	12.47 %
Air-Cond	79.44	7.54 %
W.Heater	21.27	19.96 %
D-Freez	11.56	73.45 %
Oven	3.57	16.28 %
W-Disp	2.26	45.10 %
Chimney	1.47	6.40 %
Total	819.79	15.38 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	128.81	16.60 %
CHENNAI-02	99.28	15.92 %
SOUTH-01	98.35	12.92 %
SOUTH-03	94.14	14.27 %
TRICHY-01	91.08	13.26 %
WEST-02	87.65	16.76 %
WEST-01	74.89	15.96 %
SOUTH ARCOT	73.59	17.02 %
NORTH ARCOT	67.47	19.65 %
KL-SOUTH	4.53	7.97 %
Total	819.79	15.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	58.50	24.81 %
Fridge	27.71	20.92 %
Wash-Mac	22.46	12.56 %
Air-Cond	13.43	6.76 %
W.Heater	2.81	13.52 %
D-Freez	2.17	78.75 %
Oven	0.98	28.46 %
Chimney	0.38	18.00 %
W-Disp	0.36	37.13 %
Total	128.81	16.60 %

Branch *	MTD Sales L	Brand Share %
CH16	9.25	15.16 %
CH42	6.32	12.06 %
CH14	5.33	11.71 %
CH11	4.32	14.53 %
GUD1	4.29	14.12 %
CH05	4.02	6.87 %
CZWH	3.23	10.41 %
CH19	3.14	7.60 %
CGL1	2.93	14.53 %
CH48	2.47	7.99 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN	-0.62	3.62 %
Total	128.81	16.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	42.11	19.21 %
Wash-Mac	22.72	16.06 %
Fridge	18.99	18.22 %
Air-Cond	11.57	8.20 %
W.Heater	2.01	19.87 %
Oven	0.91	29.81 %
D-Freez	0.47	49.19 %
W-Disp	0.36	45.64 %
Chimney	0.14	5.26 %
Total	99.28	15.92 %

Branch *	MTD Sales L	Brand Share %
CH03	8.92	13.45 %
CH15	7.37	10.72 %
CH17	4.42	14.69 %
CH12	4.16	10.49 %
CH44	2.41	12.02 %
CH09	1.57	5.62 %
MJR1	1.34	5.10 %
CH36	0.79	8.46 %
CH27	0.53	5.86 %
CH32	0.33	7.36 %
MC06		0.00 %
Total	99.28	15.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	35.31	14.45 %
Fridge	26.77	16.86 %
Wash-Mac	21.53	11.70 %
Air-Cond	11.13	7.28 %
W.Heater	1.71	12.96 %
D-Freez	1.17	76.80 %
W-Disp	0.44	37.79 %
Oven	0.28	9.85 %
Total	98.35	12.92 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.82	12.73 %
TUT1	4.12	4.04 %
RPM1	3.67	11.37 %
KVT1	3.44	8.07 %
PKD1	2.88	13.68 %
RND1	2.65	9.46 %
VNR2	1.88	6.12 %
SDI1	1.78	13.17 %
TUT2	1.77	4.96 %
MMT1	1.69	12.09 %
APK1	1.35	9.48 %
APK2	1.31	8.99 %
PDI1	0.92	10.25 %
TCN1	0.86	4.92 %
UDN1	0.78	5.75 %
TVL2	0.68	5.53 %
SKD1	0.59	7.28 %
VKM1	0.49	4.64 %
TKY1	0.37	5.88 %
S2SD	0.33	8.33 %
WHTV		0.00 %
Total	98.35	12.92 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	45.36	19.84 %
Fridge	20.67	15.43 %
Wash-Mac	20.47	12.48 %
Air-Cond	3.97	3.50 %
W.Heater	2.50	19.13 %
D-Freez	0.63	100.00 %
W-Disp	0.21	51.10 %
Oven	0.20	7.41 %
Chimney	0.12	4.86 %
Total	94.14	14.27 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.75	13.44 %
KKD3	6.22	14.26 %
MDU2	5.74	11.78 %
MDU6	5.02	11.93 %
DGL1	4.25	9.60 %
TMM1	2.86	12.83 %
MDU4	2.65	15.24 %
PNV2	2.45	8.76 %
KRR1	2.19	11.98 %
TEN1	1.92	12.44 %
DKI1	1.74	10.27 %
USL1	1.59	13.61 %
SVG1	1.47	10.24 %
MDU3	1.17	10.06 %
KPT1	0.89	14.04 %
TEN2	0.81	4.94 %
ADP1	0.74	7.65 %
TDI1	0.56	7.85 %
PKM1	0.36	5.22 %
NTM1	0.33	6.19 %
MPA1	0.31	2.55 %
CMR1	0.17	2.77 %
BTU1	0.11	1.95 %
WHMD	-0.24	8.81 %
Total	94.14	14.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	45.29	19.47 %
Air-Cond	13.89	7.55 %
Wash-Mac	13.78	10.69 %
Fridge	13.71	11.16 %
W.Heater	3.10	22.69 %
D-Freez	0.89	100.00 %
W-Disp	0.30	100.00 %
Oven	0.13	6.15 %
Total	91.08	13.26 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.76	11.79 %
MVM1	5.46	13.49 %
KUM1	5.31	12.64 %
TNJ2	4.14	11.41 %
TRY3	3.77	14.05 %
PTK1	3.45	13.46 %
TVR2	3.16	7.69 %
TNJ1	2.20	4.59 %
TRY2	2.04	9.04 %
JKM1	1.55	9.83 %
TTP1	1.24	7.64 %
KRN1	0.80	8.83 %
APM1	0.70	8.57 %
MSI1	0.64	6.29 %
TZSD	0.56	10.24 %
PBR1	0.38	3.51 %
ORU1	0.19	2.91 %
WTRZ	-0.48	12.11 %
Total	91.08	13.26 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.46	21.09 %
Fridge	22.66	19.12 %
Wash-Mac	18.32	12.03 %
Air-Cond	3.35	6.51 %
W.Heater	2.92	29.56 %
D-Freez	1.70	90.80 %
Chimney	0.13	2.67 %
Oven	0.11	7.21 %
Total	87.65	16.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.78	13.20 %
HSR2	3.80	10.38 %
SLM3	3.37	13.82 %
HSR1	2.55	10.97 %
SLM2	1.75	7.21 %
KVP1	1.47	13.53 %
RSP1	1.47	13.84 %
MTR1	1.38	11.77 %
EPI1	1.29	12.51 %
OML1	0.99	6.33 %
PDR1	0.98	10.27 %
PMP1	0.54	5.28 %
VKL1	0.47	8.29 %
APN1	0.43	4.67 %
WHPD	-0.12	3.32 %
Total	87.65	16.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	36.03	23.29 %
Fridge	17.04	15.99 %
Wash-Mac	14.49	10.60 %
Air-Cond	3.16	6.41 %
W.Heater	2.40	22.36 %
D-Freez	0.74	35.83 %
Chimney	0.44	8.03 %
W-Disp	0.29	55.52 %
Oven	0.28	9.37 %
Total	74.89	15.96 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.49	6.45 %
TPR1	3.53	14.51 %
TPR2	2.90	14.09 %
CBE4	2.87	10.89 %
CBE6	2.45	11.93 %
MPM1	1.81	14.80 %
KGM1	0.81	12.62 %
TPR4	0.76	7.35 %
KMR1	0.73	3.08 %
GDR1	0.59	13.85 %
KGI1	0.41	4.36 %
WZSD	0.18	5.44 %
WHCB		0.00 %
Total	74.89	15.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.56	22.17 %
Fridge	14.80	18.92 %
Air-Cond	11.83	11.67 %
Wash-Mac	10.44	11.56 %
W.Heater	1.54	19.74 %
D-Freez	0.64	74.40 %
Oven	0.40	27.92 %
W-Disp	0.23	59.31 %
Chimney	0.14	25.21 %
Total	73.59	17.02 %

Branch *	MTD Sales L	Brand Share %
CDM1	4.54	15.32 %
KKI2	3.55	12.76 %
SJI2	3.07	14.56 %
VPM2	2.88	12.12 %
TRK1	1.90	10.35 %
KML1	1.65	8.21 %
WHUT	-0.12	4.52 %
Total	73.59	17.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.21	24.71 %
Wash-Mac	12.91	15.74 %
Fridge	10.90	15.97 %
Air-Cond	7.10	14.08 %
W.Heater	2.19	31.39 %
D-Freez	1.71	62.36 %
Oven	0.28	18.49 %
Chimney	0.12	12.47 %
W-Disp	0.07	23.92 %
Total	67.47	19.65 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.71	8.26 %
ARC2	1.51	13.87 %
GDM1	1.49	14.01 %
VNB1	1.42	13.96 %
CPT1	0.87	12.42 %
BGR1		0.00 %
WHVL		0.00 %
Total	67.47	19.65 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
D-Freez	1.43	100.00 %
Fridge	1.42	10.38 %
Wash-Mac	1.19	10.48 %
LED TV	0.39	2.12 %
W.Heater	0.09	25.72 %
Total	4.53	7.97 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.33	6.08 %
PAS1	0.53	4.77 %
Total	4.53	7.97 %