

MTD Sales
1,090.20 L

Brand Share %
15.02 %

Information:

MTD : 01-08-2025 To 13-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.02 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	397.79	18.72 %
Fridge	267.93	16.58 %
Wash-Mac	209.52	13.93 %
Air-Cond	182.20	9.76 %
W.Heater	14.74	16.47 %
D-Freez	13.87	62.82 %
Oven	3.84	12.32 %
W-Disp	0.30	7.14 %
Total	1,090.20	15.02 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	151.62	14.31 %
SOUTH-01	147.40	13.39 %
TRICHY-01	139.31	14.22 %
SOUTH-03	135.87	15.70 %
WEST-02	122.57	16.97 %
CHENNAI-02	114.37	14.17 %
SOUTH ARCOT	102.55	18.40 %
NORTH ARCOT	89.31	18.71 %
WEST-01	83.96	13.22 %
KL-SOUTH	3.24	5.82 %
Total	1,090.20	15.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	45.71	19.42 %
Air-Cond	43.68	10.41 %
Fridge	30.79	15.40 %
Wash-Mac	26.79	14.79 %
D-Freez	2.35	73.65 %
W.Heater	1.68	11.15 %
Oven	0.63	14.73 %
Total	151.62	14.31 %

Branch *	MTD Sales L	Brand Share %
CH08	8.03	11.14 %
CH14	7.37	9.96 %
CH07	5.13	11.49 %
CH19	4.67	6.61 %
CH45	4.28	11.97 %
CH11	3.43	5.37 %
CH22	3.04	8.54 %
SKL1	2.99	13.03 %
CH05	1.98	2.90 %
TKM1	1.43	8.90 %
CZWH	0.93	10.13 %
KNR1	0.63	3.23 %
CH40	0.30	2.77 %
WHC3	0.12	1.37 %
CH29		0.00 %
MC02		0.00 %
Total	151.62	14.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	51.52	16.78 %
Fridge	38.18	15.51 %
Wash-Mac	29.43	12.71 %
Air-Cond	23.32	7.94 %
D-Freez	3.13	60.29 %
W.Heater	1.54	13.58 %
Oven	0.28	5.71 %
Total	147.40	13.39 %

Branch *	MTD Sales L	Brand Share %
TVL1	17.96	14.60 %
TUT1	10.73	9.32 %
KVT1	6.63	10.16 %
TUT2	5.44	11.74 %
SVK1	4.77	13.76 %
TCN1	4.76	14.00 %
TKS2	4.69	10.49 %
RND1	4.51	10.98 %
VNR2	3.43	11.81 %
ERL2	3.12	13.23 %
MAR1	2.71	8.94 %
PKD1	2.47	7.00 %
NGR1	2.13	5.45 %
TKY1	2.07	14.01 %
APK1	2.04	8.03 %
TYI1	1.94	11.15 %
TVL2	1.81	11.67 %
VNR1	1.64	11.21 %
VKM1	1.04	9.17 %
MMT1	0.81	7.54 %
ASM1	0.72	3.12 %
ARM1	0.63	10.79 %
COL1	0.60	10.67 %
S2SD		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	147.40	13.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	63.28	21.93 %
Fridge	30.13	13.28 %
Air-Cond	24.56	8.67 %
Wash-Mac	18.42	11.27 %
W.Heater	1.92	15.22 %
D-Freez	0.83	49.29 %
Oven	0.16	5.99 %
Total	139.31	14.22 %

Branch *	MTD Sales L	Brand Share %
TRY1	20.54	14.75 %
KUM1	6.18	9.00 %
TVR2	4.69	10.44 %
TNJ1	4.32	6.93 %
JKM1	4.31	13.76 %
TRY3	3.98	12.66 %
TNJ2	3.86	7.13 %
NGT1	3.19	9.63 %
TYR1	2.53	9.23 %
APM1	1.94	11.68 %
PBR1	1.90	11.19 %
ORU1	1.39	9.80 %
MSI1	1.05	5.40 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	139.31	14.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	47.17	18.31 %
Fridge	38.03	18.02 %
Wash-Mac	26.86	13.79 %
Air-Cond	21.32	11.51 %
W.Heater	1.67	14.10 %
D-Freez	0.55	35.73 %
Oven	0.28	9.76 %
Total	135.87	15.70 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.84	10.06 %
MDU2	7.98	14.42 %
DGL1	6.32	10.77 %
MDU6	5.91	13.14 %
ATG1	4.30	11.34 %
TMM1	3.96	14.66 %
MDU3	2.64	9.45 %
KRR1	2.27	10.67 %
TEN2	2.14	10.38 %
MPA1	1.61	7.17 %
BTU1	1.39	12.39 %
DKI1	1.00	4.14 %
BNR1	0.91	5.64 %
TEN1	0.39	1.88 %
CMR1	0.37	4.74 %
NTM1	0.11	1.24 %
SZSD		0.00 %
WHMD		0.00 %
Total	135.87	15.70 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	49.13	19.97 %
Fridge	33.05	18.06 %
Wash-Mac	25.32	13.95 %
Air-Cond	10.69	10.69 %
W.Heater	2.33	30.68 %
D-Freez	1.21	90.58 %
Oven	0.83	30.66 %
Total	122.57	16.97 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.07	10.74 %
ERD1	5.30	13.89 %
HSR1	4.10	12.68 %
SLM2	3.25	10.34 %
KRI1	3.12	11.27 %
SLM3	2.41	8.97 %
TRM1	1.96	9.55 %
APN1	1.50	13.98 %
PMP1	1.01	12.79 %
EDP1	0.71	6.80 %
PLC1	0.41	3.29 %
WHPD		0.00 %
WZWH		0.00 %
Total	122.57	16.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	32.15	14.15 %
Fridge	30.97	21.32 %
Air-Cond	24.32	8.96 %
Wash-Mac	23.78	15.80 %
W.Heater	1.66	24.98 %
Oven	0.80	17.14 %
D-Freez	0.68	83.72 %
Total	114.37	14.17 %

Branch *	MTD Sales L	Brand Share %
CH15	11.03	11.84 %
CH03	9.05	10.47 %
CH12	6.78	12.65 %
CH18	6.45	13.39 %
MJR1	5.00	13.57 %
CH06	4.61	10.74 %
CH33	4.41	14.61 %
CH21	4.09	7.45 %
UKI1	1.62	11.20 %
CH31	1.18	10.74 %
CH44	1.11	4.01 %
CH32	0.33	5.65 %
MC06	0.29	11.30 %
CH27	0.24	1.61 %
CH01		0.00 %
CH36		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	114.37	14.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.33	24.94 %
Fridge	22.64	18.02 %
Wash-Mac	17.35	15.61 %
Air-Cond	14.83	11.14 %
D-Freez	2.60	66.04 %
W.Heater	1.15	13.79 %
Oven	0.34	32.40 %
W-Disp	0.30	119.84 %
Total	102.55	18.40 %

Branch *	MTD Sales L	Brand Share %
POY1	9.63	14.24 %
CUD1	7.51	13.96 %
CDM1	4.96	13.57 %
KLM1	4.32	14.27 %
SJI1	2.64	10.94 %
KML1	0.33	1.34 %
WHNV		0.00 %
WHUT		0.00 %
Total	102.55	18.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.74	22.98 %
Fridge	22.06	19.72 %
Wash-Mac	15.86	16.75 %
Air-Cond	14.82	13.11 %
D-Freez	1.45	76.42 %
W.Heater	1.37	20.46 %
Total	89.31	18.71 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.92	11.84 %
ARC2	3.03	13.67 %
TRL1	2.48	6.93 %
WJP1	1.78	12.51 %
CGM1	0.67	3.98 %
BGR1	0.13	1.48 %
Total	89.31	18.71 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	30.80	13.65 %
Wash-Mac	25.48	13.77 %
Fridge	20.31	13.48 %
Air-Cond	4.66	8.14 %
W.Heater	1.42	15.58 %
D-Freez	0.77	47.37 %
Oven	0.52	9.37 %
Total	83.96	13.22 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.76	10.30 %
KMR1	3.19	4.89 %
TPR1	2.88	11.12 %
UMP1	2.49	13.91 %
AVI1	2.34	11.88 %
CBE6	2.30	9.22 %
TPR3	1.94	13.00 %
SUL1	1.82	10.46 %
DPM2	1.67	8.19 %
CNR1	1.29	12.95 %
KGI1	1.23	13.01 %
KMD1	1.01	7.00 %
MPM1	0.93	4.43 %
KGM1	0.58	6.36 %
TPR4	0.53	3.93 %
ANR1	0.40	5.87 %
WHCB		0.00 %
WZSD		0.00 %
Total	83.96	13.22 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.77	11.53 %
LED TV	0.97	5.57 %
D-Freez	0.28	33.56 %
Wash-Mac	0.22	2.07 %
Total	3.24	5.82 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.34	5.52 %
PAS1	0.90	6.78 %
Total	3.24	5.82 %