

MTD Sales
1,140.50 L

Brand Share %
15.04 %

Information:

MTD : 01-08-2025 To 14-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.04 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	418.01	18.82 %
Fridge	281.63	16.63 %
Wash-Mac	217.94	13.89 %
Air-Cond	187.87	9.67 %
W.Heater	15.74	16.58 %
D-Freez	15.01	61.83 %
Oven	3.84	11.82 %
W-Disp	0.45	9.42 %
Total	1,140.50	15.04 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	155.92	13.48 %
CHENNAI-01	154.95	14.14 %
TRICHY-01	146.30	14.18 %
SOUTH-03	141.49	15.49 %
WEST-02	130.15	17.12 %
CHENNAI-02	118.68	14.16 %
SOUTH ARCOT	105.91	18.51 %
NORTH ARCOT	93.64	18.87 %
WEST-01	90.22	13.63 %
KL-SOUTH	3.24	5.65 %
Total	1,140.50	15.04 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	55.08	17.09 %
Fridge	40.49	15.61 %
Wash-Mac	30.65	12.78 %
Air-Cond	24.43	7.84 %
D-Freez	3.36	60.18 %
W.Heater	1.64	13.73 %
Oven	0.28	5.29 %
Total	155.92	13.48 %

Branch *	MTD Sales L	Brand Share %
TVL1	18.66	14.86 %
TUT1	11.34	9.64 %
KVT1	7.03	10.36 %
TUT2	5.76	12.11 %
TKS2	5.19	11.04 %
SVK1	5.14	14.18 %
ERL2	5.06	14.02 %
TCN1	4.97	13.93 %
RND1	4.72	10.88 %
VNR2	3.43	11.43 %
PKD1	2.96	7.91 %
MAR1	2.88	8.99 %
NGR1	2.41	5.20 %
APK1	2.31	8.70 %
TYI1	2.11	11.58 %
STU2	2.09	14.98 %
TKY1	2.07	13.43 %
TVL2	1.93	11.73 %
VNR1	1.64	10.76 %
VKM1	1.32	11.13 %
MMT1	0.81	7.40 %
ASM1	0.72	3.08 %
COL1	0.72	12.25 %
ARM1	0.66	9.96 %
S2SD		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	155.92	13.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	47.00	18.84 %
Air-Cond	44.19	10.32 %
Fridge	31.27	15.22 %
Wash-Mac	27.58	14.72 %
D-Freez	2.35	67.35 %
W.Heater	1.91	11.65 %
Oven	0.63	14.26 %
Total	154.95	14.14 %

Branch *	MTD Sales L	Brand Share %
CH16	12.26	14.71 %
CH08	8.31	11.22 %
CH14	7.96	9.96 %
CH07	5.13	11.19 %
CH19	4.67	6.53 %
CH45	4.28	11.68 %
CH11	3.43	5.28 %
SKL1	3.30	13.99 %
CH22	3.17	8.36 %
CH05	1.98	2.87 %
TKM1	1.43	8.82 %
CZWH	0.93	9.85 %
KNR1	0.63	3.17 %
CH40	0.30	2.77 %
WHC3	0.12	1.08 %
CH29		0.00 %
MC02		0.00 %
Total	154.95	14.14 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	66.94	21.98 %
Fridge	32.47	13.53 %
Air-Cond	24.81	8.41 %
Wash-Mac	18.90	10.89 %
W.Heater	2.17	15.79 %
D-Freez	0.83	42.08 %
Oven	0.16	5.42 %
Total	146.30	14.18 %

Branch *	MTD Sales L	Brand Share %
TRY1	20.99	14.59 %
MVM1	11.32	14.80 %
KUM1	7.24	9.73 %
TVR2	5.32	10.33 %
TNJ1	4.44	6.68 %
JKM1	4.31	12.92 %
TRY3	4.13	12.71 %
TNJ2	4.07	7.18 %
NGT1	3.70	10.45 %
TYR1	2.76	9.85 %
APM1	2.28	12.98 %
PBR1	1.90	10.84 %
ORU1	1.39	9.71 %
MSI1	1.05	5.25 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	146.30	14.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	48.23	17.97 %
Fridge	39.81	17.81 %
Wash-Mac	28.57	13.94 %
Air-Cond	21.83	10.98 %
W.Heater	1.76	14.29 %
D-Freez	1.01	50.48 %
Oven	0.28	9.76 %
Total	141.49	15.49 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.12	10.27 %
MDU2	8.38	14.72 %
DGL1	6.32	9.83 %
MDU6	6.19	13.18 %
MLR1	5.32	14.99 %
ATG1	4.64	11.56 %
TMM1	3.96	14.23 %
MDU3	2.77	9.65 %
KRR1	2.38	11.04 %
TEN2	2.14	9.64 %
MDU5	1.85	14.35 %
MPA1	1.61	7.07 %
BTU1	1.50	12.91 %
BNR1	1.02	6.15 %
DKI1	1.00	4.02 %
TEN1	0.39	1.77 %
CMR1	0.37	4.72 %
NTM1	0.11	1.12 %
SZSD		0.00 %
WHMD		0.00 %
Total	141.49	15.49 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	52.14	20.28 %
Fridge	35.37	18.37 %
Wash-Mac	27.45	14.32 %
Air-Cond	10.69	10.00 %
W.Heater	2.38	30.77 %
D-Freez	1.21	90.58 %
Oven	0.83	30.14 %
W-Disp	0.08	30.51 %
Total	130.15	17.12 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.48	11.06 %
ERD1	6.24	14.34 %
HSR1	4.80	13.83 %
KRI1	3.33	11.52 %
SLM2	3.25	9.81 %
BMD1	2.50	15.01 %
SLM3	2.49	9.04 %
TRM1	1.96	9.48 %
APN1	1.50	12.48 %
PMP1	1.01	12.30 %
EDP1	0.84	7.79 %
PLC1	0.41	3.12 %
WHPD		0.00 %
WZWH		0.00 %
Total	130.15	17.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	33.11	14.09 %
Fridge	32.23	21.17 %
Air-Cond	25.44	9.08 %
Wash-Mac	24.50	15.56 %
W.Heater	1.84	25.48 %
Oven	0.80	17.14 %
D-Freez	0.68	83.72 %
W-Disp	0.07	15.14 %
Total	118.68	14.16 %

Branch *	MTD Sales L	Brand Share %
CH15	11.33	11.85 %
CH03	9.05	10.08 %
CH12	6.78	12.22 %
CH18	6.75	13.43 %
MJR1	5.06	13.49 %
CH06	4.61	10.43 %
CH33	4.53	14.97 %
CH21	4.09	7.43 %
UKI1	1.90	12.12 %
CH31	1.18	10.69 %
CH44	1.11	3.94 %
CH27	0.35	2.25 %
CH32	0.33	5.24 %
MC06	0.29	11.30 %
CH36	0.13	0.98 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	118.68	14.16 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	44.96	25.26 %
Fridge	23.29	18.01 %
Wash-Mac	17.35	15.32 %
Air-Cond	15.91	11.58 %
D-Freez	2.60	63.50 %
W.Heater	1.15	13.38 %
Oven	0.34	32.40 %
W-Disp	0.30	119.84 %
Total	105.91	18.51 %

Branch *	MTD Sales L	Brand Share %
POY1	9.91	14.48 %
CUD1	7.71	14.03 %
CDM1	5.51	14.48 %
KLM1	4.61	14.59 %
SJI1	2.64	10.94 %
KML1	0.33	1.33 %
WHNV		0.00 %
WHUT		0.00 %
Total	105.91	18.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	35.53	23.13 %
Fridge	23.15	19.88 %
Wash-Mac	16.36	16.57 %
Air-Cond	15.42	13.34 %
D-Freez	1.74	74.22 %
W.Heater	1.43	20.72 %
Total	93.64	18.87 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.92	11.80 %
TRT1	3.10	14.51 %
ARC2	3.03	13.24 %
TRL1	2.94	7.92 %
WJP1	1.78	11.25 %
CGM1	0.67	3.94 %
BGR1	0.13	1.45 %
Total	93.64	18.87 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	34.07	14.53 %
Wash-Mac	26.35	13.77 %
Fridge	21.76	13.70 %
Air-Cond	5.14	8.66 %
W.Heater	1.44	14.80 %
D-Freez	0.94	52.33 %
Oven	0.52	9.14 %
Total	90.22	13.63 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.94	10.08 %
TPR1	3.61	13.33 %
KMR1	3.19	4.85 %
AVI1	2.75	13.00 %
CBE6	2.30	8.65 %
SUL1	1.99	10.77 %
DPM2	1.95	8.99 %
KGI1	1.23	12.68 %
MPM1	1.17	5.47 %
KMD1	1.01	6.44 %
KGM1	0.58	6.07 %
TPR4	0.53	3.85 %
ANR1	0.40	5.68 %
WHCB		0.00 %
WZSD		0.00 %
Total	90.22	13.63 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.77	11.17 %
LED TV	0.97	5.42 %
D-Freez	0.28	33.56 %
Wash-Mac	0.22	1.97 %
Total	3.24	5.65 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.34	5.39 %
PAS1	0.90	6.45 %
Total	3.24	5.65 %