

MTD Sales
1,355.08 L

Brand Share %
14.55 %

Information:

MTD : 01-10-2025 To 14-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.55 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	615.38	17.02 %
Fridge	287.93	16.01 %
Wash-Mac	259.79	14.90 %
Air-Cond	138.97	7.16 %
W.Heater	23.31	21.05 %
D-Freez	18.49	72.29 %
Oven	5.20	14.89 %
W-Disp	3.54	56.96 %
Chimney	2.46	6.44 %
Total	1,355.08	14.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	187.34	14.21 %
CHENNAI-01	177.47	14.36 %
WEST-02	173.37	16.60 %
SOUTH-01	163.97	11.18 %
CHENNAI-02	159.11	16.52 %
TRICHY-01	148.58	12.84 %
WEST-01	118.47	13.95 %
SOUTH ARCOT	112.27	17.22 %
NORTH ARCOT	106.59	19.15 %
KL-SOUTH	7.91	11.01 %
Total	1,355.08	14.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	80.40	15.65 %
Fridge	46.54	16.43 %
Wash-Mac	37.07	14.24 %
Air-Cond	15.78	6.85 %
D-Freez	3.73	79.47 %
W.Heater	2.63	18.27 %
W-Disp	0.42	71.51 %
Chimney	0.41	5.98 %
Oven	0.36	7.91 %
Total	187.34	14.21 %

Branch *	MTD Sales L	Brand Share %
DGL1	18.20	12.97 %
MDU6	13.02	12.39 %
MDU1	12.37	11.77 %
MDU2	12.27	10.90 %
KRR1	5.76	13.28 %
SVG1	4.46	12.43 %
TEN2	4.32	11.83 %
ATG1	4.13	10.61 %
MPA1	3.70	13.42 %
BNR1	3.01	13.95 %
TEN1	2.54	6.96 %
TPT1	2.50	11.68 %
DKI1	2.48	7.39 %
TMM1	2.40	5.88 %
MDU4	2.19	8.13 %
ODM1	1.63	12.48 %
CMR1	0.46	3.67 %
NTM1	0.11	0.86 %
SZSD	0.07	1.02 %
Total	187.34	14.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	77.97	17.83 %
Fridge	35.22	16.90 %
Wash-Mac	32.20	15.27 %
Air-Cond	23.62	6.81 %
W.Heater	3.81	22.43 %
D-Freez	2.22	64.94 %
Oven	1.11	22.02 %
W-Disp	0.94	58.30 %
Chimney	0.38	6.43 %
Total	177.47	14.36 %

Branch *	MTD Sales L	Brand Share %
CH16	11.10	12.19 %
CH08	9.95	11.31 %
CH05	6.37	8.72 %
GUD1	5.49	14.08 %
CH45	5.37	14.42 %
CH11	5.21	14.05 %
CH48	4.35	9.73 %
CH19	3.60	4.92 %
CH22	3.36	8.78 %
KNR1	3.34	9.64 %
CGL1	1.96	8.32 %
WHC3	1.64	13.51 %
MC10	0.29	9.80 %
CH29	0.11	1.34 %
CH40		0.00 %
MC09		0.00 %
Total	177.47	14.36 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	80.35	18.08 %
Wash-Mac	38.78	15.94 %
Fridge	38.16	16.66 %
Air-Cond	9.39	9.04 %
W.Heater	3.54	33.33 %
D-Freez	2.08	88.70 %
Oven	0.56	16.26 %
Chimney	0.30	4.27 %
W-Disp	0.21	58.28 %
Total	173.37	16.60 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.36	10.69 %
HSR2	9.07	13.44 %
SLM3	8.59	13.56 %
ERD1	8.18	11.19 %
SLM2	5.63	13.03 %
OML1	4.47	14.16 %
VPD1	4.28	14.14 %
KVP1	2.12	12.05 %
PMP1	1.89	9.11 %
PDR1	1.82	9.95 %
VKL1	1.79	13.85 %
KRI1	1.76	9.47 %
APN1	0.53	2.90 %
Total	173.37	16.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	59.38	12.09 %
Fridge	37.40	13.03 %
Wash-Mac	35.54	12.92 %
Air-Cond	25.62	6.62 %
D-Freez	3.68	71.17 %
W.Heater	1.52	12.11 %
Oven	0.36	6.81 %
W-Disp	0.35	53.59 %
Chimney	0.13	4.62 %
Total	163.97	11.18 %

Branch *	MTD Sales L	Brand Share %
TVL1	15.11	11.67 %
RPM1	9.49	11.11 %
TUT1	8.88	4.77 %
NGR1	6.89	6.89 %
TKS2	6.62	11.54 %
KVT1	6.21	8.08 %
SVK1	6.11	12.68 %
VNR2	5.30	9.04 %
TCN1	5.24	13.83 %
PKD1	4.56	8.31 %
TUT2	3.98	6.49 %
VLY1	3.28	11.71 %
TYI1	2.14	12.21 %
STU2	2.07	13.87 %
SKD1	2.07	12.41 %
TKY1	2.00	6.30 %
ASM1	1.61	8.24 %
APK1	1.55	7.78 %
ARM1	1.51	11.45 %
UDN1	1.42	6.41 %
TVL2	1.22	8.82 %
MMT1	1.11	5.98 %
KSM1	0.85	12.57 %
KGL1	0.74	6.05 %
COL1	0.53	8.55 %
VKM1	0.35	2.68 %
S2SD	0.10	0.85 %
Total	163.97	11.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	65.20	17.69 %
Wash-Mac	33.47	20.05 %
Fridge	32.60	20.09 %
Air-Cond	20.84	8.52 %
W.Heater	3.66	32.02 %
D-Freez	1.14	82.61 %
Oven	0.99	25.31 %
W-Disp	0.70	50.48 %
Chimney	0.51	20.46 %
Total	159.11	16.52 %

Branch *	MTD Sales L	Brand Share %
CH03	14.62	13.15 %
CH15	12.43	10.87 %
CH12	8.36	10.91 %
CH09	5.90	14.33 %
CH21	4.66	7.71 %
CH44	4.57	13.05 %
CH46	2.03	9.92 %
CH27	1.51	11.01 %
UKI1	1.40	10.28 %
CH36	1.04	8.07 %
MC06	0.27	9.34 %
CH32	0.21	4.55 %
CH01		0.00 %
MC05		0.00 %
Total	159.11	16.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	81.73	17.19 %
Fridge	24.01	11.55 %
Wash-Mac	22.78	12.96 %
Air-Cond	15.52	5.66 %
D-Freez	2.05	74.71 %
W.Heater	1.92	13.56 %
Oven	0.43	9.74 %
W-Disp	0.14	46.93 %
Total	148.58	12.84 %

Branch *	MTD Sales L	Brand Share %
TRY1	19.90	10.62 %
TNJ2	9.14	13.84 %
TRY3	5.96	12.06 %
MDI1	5.41	12.08 %
KUM1	4.78	6.73 %
TVR2	4.55	8.46 %
TRY2	4.18	14.04 %
TNJ1	4.01	4.52 %
JKM1	3.52	11.08 %
PBR1	2.18	10.14 %
TTP1	1.73	8.96 %
APM1	0.37	2.76 %
TZSD	0.17	3.32 %
MSI1		0.00 %
ORU1		0.00 %
Total	148.58	12.84 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	59.73	16.20 %
Fridge	29.24	16.61 %
Wash-Mac	22.86	12.10 %
Air-Cond	3.32	3.57 %
W.Heater	1.36	14.05 %
D-Freez	0.78	46.76 %
Oven	0.53	13.69 %
W-Disp	0.35	83.40 %
Chimney	0.30	4.59 %
Total	118.47	13.95 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.15	4.84 %
UAM1	4.59	13.19 %
TPR3	4.49	14.14 %
CBE4	4.49	10.46 %
MPM1	3.35	10.73 %
SUL1	3.22	11.13 %
CBE6	2.55	7.02 %
AVI1	2.54	11.57 %
UMP1	1.89	12.36 %
KGI1	1.47	11.15 %
KMR1	1.28	2.26 %
TPR4	0.91	8.52 %
WZSD	0.02	0.24 %
Total	118.47	13.95 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	54.53	20.92 %
Fridge	23.54	18.28 %
Wash-Mac	17.23	15.69 %
Air-Cond	12.69	9.26 %
W.Heater	2.49	23.18 %
D-Freez	1.34	79.63 %
Oven	0.30	15.60 %
W-Disp	0.14	38.46 %
Total	112.27	17.22 %

Branch *	MTD Sales L	Brand Share %
POY1	9.97	12.58 %
SJI2	7.92	12.37 %
KKI2	5.83	12.89 %
CDM1	3.59	13.96 %
KML1	2.53	14.54 %
SJI1		0.00 %
Total	112.27	17.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	52.84	22.89 %
Fridge	19.54	19.48 %
Wash-Mac	19.29	18.62 %
Air-Cond	10.42	9.95 %
W.Heater	2.33	23.73 %
D-Freez	0.90	51.08 %
Oven	0.56	26.83 %
Chimney	0.43	13.72 %
W-Disp	0.28	64.95 %
Total	106.59	19.15 %

Branch *	MTD Sales L	Brand Share %
AKM1	6.15	13.86 %
TRR1	3.85	12.68 %
TRL1	2.00	4.19 %
VNB1	1.12	12.64 %
CGM1	0.71	6.10 %
BGR1		0.00 %
Total	106.59	19.15 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.26	13.06 %
Air-Cond	1.79	8.74 %
Fridge	1.68	10.58 %
D-Freez	0.59	79.29 %
Wash-Mac	0.57	6.40 %
W.Heater	0.03	11.13 %
Total	7.91	11.01 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.98	10.68 %
PAS1	0.85	6.82 %
TVSD		0.00 %
Total	7.91	11.01 %