

MTD Sales
899.71 L

Brand Share %
15.40 %

Information:

MTD : 01-11-2025 To 14-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.40 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	404.47	20.33 %
Fridge	192.14	16.90 %
Wash-Mac	175.09	12.69 %
Air-Cond	84.56	7.39 %
W.Heater	23.24	19.42 %
D-Freez	12.10	69.32 %
Oven	3.91	15.52 %
W-Disp	2.57	43.27 %
Chimney	1.64	6.55 %
Total	899.71	15.40 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	135.12	16.12 %
SOUTH-01	109.91	13.38 %
CHENNAI-02	106.85	15.56 %
WEST-02	103.72	17.81 %
SOUTH-03	103.71	14.16 %
TRICHY-01	100.88	13.09 %
WEST-01	81.57	15.75 %
SOUTH ARCOT	80.33	17.57 %
NORTH ARCOT	72.82	19.54 %
KL-SOUTH	4.80	7.56 %
Total	899.71	15.40 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	61.29	24.16 %
Fridge	29.52	20.44 %
Wash-Mac	23.98	12.31 %
Air-Cond	13.43	6.30 %
W.Heater	3.00	13.46 %
D-Freez	2.17	78.75 %
Oven	0.98	26.55 %
Chimney	0.38	18.00 %
W-Disp	0.36	26.75 %
Total	135.12	16.12 %

Branch *	MTD Sales L	Brand Share %
CH16	10.30	14.87 %
CH42	6.55	11.73 %
CH14	6.30	13.37 %
CH11	4.60	14.73 %
GUD1	4.36	13.57 %
CH22	4.13	14.52 %
CH05	4.02	6.28 %
CH19	3.25	7.16 %
CZWH	3.23	9.83 %
CGL1	3.18	14.38 %
CH48	2.63	8.13 %
KNR1	2.40	13.79 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN	-0.62	3.50 %
Total	135.12	16.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	39.73	15.11 %
Fridge	29.04	17.06 %
Wash-Mac	23.85	12.16 %
Air-Cond	13.08	7.87 %
W.Heater	2.01	12.09 %
D-Freez	1.34	73.37 %
W-Disp	0.52	38.88 %
Oven	0.34	10.67 %
Total	109.91	13.38 %

Branch *	MTD Sales L	Brand Share %
NGR1	6.31	13.34 %
TUT1	4.53	4.18 %
KVT1	4.29	9.12 %
RPM1	3.82	11.11 %
RND1	3.75	12.06 %
PKD1	3.32	14.50 %
SDI1	2.05	14.25 %
VNR2	1.88	5.70 %
TUT2	1.77	4.72 %
MMT1	1.69	12.09 %
APK2	1.64	10.02 %
APK1	1.35	8.94 %
TCN1	1.14	6.13 %
PDI1	0.92	9.41 %
SKD1	0.90	10.52 %
TVL2	0.80	5.56 %
UDN1	0.78	5.67 %
COL1	0.70	14.17 %
TKY1	0.49	7.30 %
VKM1	0.49	3.82 %
S2SD	0.33	8.33 %
WHTV		0.00 %
Total	109.91	13.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	44.14	18.14 %
Wash-Mac	25.36	16.38 %
Fridge	21.34	18.91 %
Air-Cond	11.87	7.57 %
W.Heater	2.17	20.20 %
Oven	0.91	26.87 %
D-Freez	0.47	41.82 %
W-Disp	0.45	50.95 %
Chimney	0.14	5.26 %
Total	106.85	15.56 %

Branch *	MTD Sales L	Brand Share %
CH03	9.58	13.64 %
CH15	7.96	10.33 %
CH17	4.84	15.18 %
CH12	4.16	9.48 %
CH44	2.60	11.32 %
CH09	1.93	6.36 %
MJR1	1.34	4.63 %
CH36	1.03	10.08 %
CH27	0.71	7.72 %
CH32	0.33	7.25 %
MC06		0.00 %
Total	106.85	15.56 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	45.22	21.84 %
Fridge	27.08	20.79 %
Wash-Mac	20.99	12.64 %
Air-Cond	4.50	7.86 %
W.Heater	3.50	30.44 %
D-Freez	2.11	77.13 %
Chimney	0.13	2.41 %
Oven	0.11	6.25 %
W-Disp	0.07	23.31 %
Total	103.72	17.81 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.42	12.84 %
HSR2	4.96	12.37 %
HSR1	3.43	11.89 %
SLM2	1.88	7.35 %
MTR1	1.57	12.35 %
EPI1	1.57	13.17 %
KVP1	1.47	12.50 %
OML1	1.21	7.67 %
PDR1	0.98	9.78 %
VKL1	0.76	12.62 %
PMP1	0.69	6.58 %
APN1	0.68	6.55 %
WHPD	-0.12	2.90 %
Total	103.72	17.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	50.69	19.65 %
Wash-Mac	23.21	12.78 %
Fridge	21.30	14.29 %
Air-Cond	4.57	3.75 %
W.Heater	2.72	18.59 %
D-Freez	0.63	100.00 %
Oven	0.27	7.56 %
W-Disp	0.21	51.10 %
Chimney	0.12	4.27 %
Total	103.71	14.16 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.22	13.86 %
MDU6	5.46	11.68 %
MDU2	5.33	10.13 %
DGL1	5.18	10.08 %
TMM1	3.13	12.26 %
PNV2	2.67	8.77 %
MDU4	2.65	14.68 %
KRR1	2.58	12.27 %
TEN1	2.29	13.46 %
DKI1	1.96	10.00 %
USL1	1.59	12.64 %
SVG1	1.59	9.32 %
MDU3	1.30	10.34 %
ADP1	0.95	9.22 %
TEN2	0.91	5.02 %
KPT1	0.89	13.20 %
PKM1	0.59	7.96 %
TDI1	0.56	6.93 %
MPA1	0.41	2.96 %
NTM1	0.33	5.82 %
BTU1	0.24	3.55 %
CMR1	0.17	2.38 %
WHMD	-0.24	8.81 %
Total	103.71	14.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	50.49	19.01 %
Wash-Mac	16.17	11.27 %
Fridge	15.49	10.91 %
Air-Cond	14.14	7.07 %
W.Heater	3.31	21.97 %
D-Freez	0.85	100.00 %
W-Disp	0.30	100.00 %
Oven	0.13	5.83 %
Total	100.88	13.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	14.02	11.54 %
PBR2	7.02	15.11 %
MVM1	6.30	13.11 %
KUM1	6.08	12.88 %
TNJ2	4.57	11.56 %
TRY3	3.86	12.69 %
TVR2	3.85	8.52 %
PTK1	3.45	12.30 %
TVR1	2.69	14.06 %
AYR1	2.65	15.09 %
TNJ1	2.30	4.27 %
TRY2	2.04	8.57 %
JKM1	1.77	10.01 %
TTP1	1.46	7.99 %
KRN1	1.39	12.91 %
APM1	0.70	7.77 %
PBR1	0.65	5.72 %
MSI1	0.64	5.69 %
TZSD	0.56	10.24 %
ORU1	0.19	2.66 %
WTRZ	-0.48	10.88 %
Total	100.88	13.09 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	40.17	22.98 %
Fridge	18.45	15.88 %
Wash-Mac	15.28	10.33 %
Air-Cond	3.46	6.26 %
W.Heater	2.46	20.51 %
D-Freez	0.74	29.77 %
Chimney	0.44	7.52 %
W-Disp	0.29	55.52 %
Oven	0.28	8.65 %
Total	81.57	15.75 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.75	5.98 %
TPR1	3.78	14.03 %
TPR2	3.52	15.11 %
CBE4	3.00	10.24 %
CBE6	2.99	13.63 %
SUL1	2.92	14.63 %
MPM1	1.81	13.89 %
KMR1	0.73	2.56 %
TPR4	0.67	6.12 %
GDR1	0.59	13.47 %
KGI1	0.41	4.06 %
WZSD	0.35	10.17 %
WHCB		0.00 %
Total	81.57	15.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	37.82	23.47 %
Fridge	16.18	19.44 %
Air-Cond	12.13	11.44 %
Wash-Mac	10.92	11.60 %
W.Heater	1.64	19.00 %
D-Freez	0.64	74.40 %
Oven	0.45	23.39 %
Chimney	0.31	43.48 %
W-Disp	0.23	59.31 %
Total	80.33	17.57 %

Branch *	MTD Sales L	Brand Share %
KKI2	4.35	14.66 %
VPM2	3.37	13.78 %
SJI2	3.17	14.60 %
TRK1	2.19	11.29 %
KML1	1.65	8.07 %
WHUT	-0.12	4.52 %
Total	80.33	17.57 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.42	24.20 %
Wash-Mac	14.14	15.97 %
Fridge	12.19	16.66 %
Air-Cond	7.39	13.49 %
W.Heater	2.33	30.09 %
D-Freez	1.71	62.36 %
Oven	0.39	21.04 %
W-Disp	0.14	31.81 %
Chimney	0.12	10.50 %
Total	72.82	19.54 %

Branch *	MTD Sales L	Brand Share %
SBR1	4.37	14.89 %
AKM1	3.55	14.82 %
TRL1	2.71	7.75 %
ARC2	1.85	14.94 %
VNB1	1.42	13.63 %
CPT1	0.87	11.78 %
BGR1		0.00 %
WHVL		0.00 %
Total	72.82	19.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.54	9.82 %
D-Freez	1.43	100.00 %
Wash-Mac	1.19	9.40 %
LED TV	0.49	2.41 %
W.Heater	0.09	23.71 %
Oven	0.06	12.81 %
Total	4.80	7.56 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.33	5.57 %
PAS1	0.59	4.60 %
Total	4.80	7.56 %