

MTD Sales
1,425.78 L

Brand Share %
15.15 %

Information:

MTD : 01-08-2025 To 15-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.15 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	533.44	18.87 %
Fridge	355.24	17.24 %
Wash-Mac	272.64	14.09 %
Air-Cond	223.61	9.34 %
W.Heater	18.81	15.98 %
D-Freez	17.25	61.13 %
Oven	4.18	10.47 %
W-Disp	0.60	10.68 %
Total	1,425.78	15.15 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	197.78	13.51 %
CHENNAI-01	194.60	13.95 %
TRICHY-01	180.17	13.82 %
CHENNAI-02	167.26	15.10 %
SOUTH-03	163.28	15.04 %
WEST-02	157.14	17.25 %
SOUTH ARCOT	129.23	18.43 %
NORTH ARCOT	128.31	20.26 %
WEST-01	104.14	14.01 %
KL-SOUTH	3.87	6.15 %
Total	1,425.78	15.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	72.12	16.85 %
Fridge	53.11	16.68 %
Wash-Mac	37.76	12.91 %
Air-Cond	29.09	7.34 %
D-Freez	3.36	58.07 %
W.Heater	1.95	12.56 %
Oven	0.40	5.61 %
Total	197.78	13.51 %

Branch *	MTD Sales L	Brand Share %
TVL1	24.40	14.24 %
TUT1	14.39	9.03 %
KVT1	8.78	11.04 %
TUT2	7.13	12.01 %
TKS2	6.97	10.95 %
SVK1	6.02	13.72 %
RND1	5.73	10.22 %
TCN1	5.55	13.48 %
MAR1	4.59	10.99 %
VNR2	3.77	11.94 %
PKD1	3.08	6.90 %
TKY1	3.03	15.03 %
APK1	2.90	8.90 %
NGR1	2.87	5.10 %
TVL2	2.78	12.53 %
TYI1	2.54	11.25 %
VNR1	2.05	10.96 %
MMT1	1.21	6.92 %
ASM1	0.93	3.23 %
ARM1	0.93	10.25 %
COL1	0.85	8.87 %
UDN1	0.23	1.18 %
S2SD		0.00 %
WHTV		0.00 %
Total	197.78	13.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	63.97	18.74 %
Air-Cond	48.40	9.53 %
Fridge	40.89	15.73 %
Wash-Mac	35.54	14.07 %
D-Freez	2.52	55.63 %
W.Heater	2.40	11.33 %
Oven	0.81	13.52 %
W-Disp	0.07	4.01 %
Total	194.60	13.95 %

Branch *	MTD Sales L	Brand Share %
CH16	15.09	14.98 %
CH14	9.50	9.69 %
CH08	9.40	10.54 %
CH07	6.73	10.99 %
CH19	5.97	6.73 %
CH45	5.62	11.77 %
SKL1	4.48	14.56 %
CH22	4.38	9.52 %
CH11	3.67	5.11 %
CH05	2.37	2.56 %
TKM1	2.15	11.34 %
CZWH	0.93	9.85 %
KNR1	0.63	2.54 %
CH40	0.30	2.52 %
WHC3	0.12	1.06 %
CH29		0.00 %
MC02		0.00 %
Total	194.60	13.95 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	80.05	20.37 %
Fridge	42.09	13.94 %
Air-Cond	28.10	7.72 %
Wash-Mac	25.62	11.63 %
W.Heater	2.84	15.81 %
D-Freez	1.31	49.21 %
Oven	0.16	4.28 %
Total	180.17	13.82 %

Branch *	MTD Sales L	Brand Share %
TRY1	25.84	14.43 %
MDI1	12.24	14.69 %
KUM1	8.02	8.81 %
TVR2	6.50	9.26 %
NGT1	6.17	13.36 %
TNJ2	5.83	8.23 %
JKM1	4.79	12.34 %
TNJ1	4.56	5.70 %
TRY3	4.38	11.77 %
TYR1	3.14	9.64 %
ORU1	2.78	12.26 %
PBR1	2.31	9.14 %
MSI1	1.51	6.38 %
TTP1	0.18	0.52 %
TZSD		0.00 %
WTRZ		0.00 %
Total	180.17	13.82 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	49.10	15.61 %
Fridge	44.98	22.23 %
Wash-Mac	34.57	16.43 %
Air-Cond	34.03	9.38 %
W.Heater	2.46	24.70 %
D-Freez	1.25	90.36 %
Oven	0.80	14.37 %
W-Disp	0.07	11.13 %
Total	167.26	15.10 %

Branch *	MTD Sales L	Brand Share %
CH15	15.72	13.05 %
CH03	12.98	10.55 %
CH18	9.22	15.06 %
MJR1	7.70	13.85 %
CH12	7.43	10.04 %
CH06	7.02	12.97 %
CH21	6.41	9.03 %
CH33	5.77	14.35 %
UKI1	2.45	12.68 %
CH31	1.97	12.77 %
CH44	1.77	4.88 %
CH32	0.53	4.35 %
CH27	0.35	1.86 %
CH36	0.13	0.67 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	167.26	15.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	58.32	17.60 %
Fridge	45.32	17.36 %
Wash-Mac	32.40	13.44 %
Air-Cond	23.95	10.31 %
W.Heater	2.00	14.03 %
D-Freez	1.01	50.48 %
Oven	0.28	8.07 %
Total	163.28	15.04 %

Branch *	MTD Sales L	Brand Share %
MDU1	15.78	10.60 %
MDU2	9.66	13.70 %
DGL1	7.74	9.88 %
MDU6	7.00	13.20 %
MLR1	5.85	14.48 %
ATG1	5.20	11.31 %
TMM1	4.32	14.43 %
MDU3	3.44	10.60 %
TEN2	2.79	10.88 %
KRR1	2.56	10.44 %
MDU5	2.11	13.57 %
MPA1	1.90	7.37 %
DKI1	1.82	5.72 %
BTU1	1.67	12.61 %
MNM1	1.66	14.54 %
BNR1	1.35	7.09 %
TEN1	0.39	1.51 %
CMR1	0.37	3.53 %
NTM1	0.11	0.94 %
SZSD		0.00 %
WHMD		0.00 %
Total	163.28	15.04 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	62.74	20.24 %
Fridge	43.28	19.17 %
Wash-Mac	34.19	15.02 %
Air-Cond	12.10	9.07 %
W.Heater	2.71	29.61 %
D-Freez	1.21	90.58 %
Oven	0.83	23.62 %
W-Disp	0.08	30.51 %
Total	157.14	17.25 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.25	12.46 %
ERD1	7.28	14.06 %
OML1	4.72	14.96 %
SLM2	4.49	10.86 %
KRI1	3.76	11.30 %
SLM3	3.14	8.00 %
TRM1	2.42	10.04 %
PMP1	1.46	14.28 %
EDP1	1.24	8.05 %
PLC1	0.41	2.58 %
WHPD		0.00 %
WZWH		0.00 %
Total	157.14	17.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	56.07	25.18 %
Fridge	28.60	18.58 %
Wash-Mac	21.94	15.35 %
Air-Cond	17.48	10.60 %
D-Freez	3.23	68.40 %
W.Heater	1.23	11.79 %
Oven	0.40	28.22 %
W-Disp	0.30	94.85 %
Total	129.23	18.43 %

Branch *	MTD Sales L	Brand Share %
POY1	10.32	14.45 %
CUD1	9.67	13.34 %
CDM1	7.19	13.13 %
KLM1	5.54	14.14 %
SJI1	3.86	13.29 %
KML1	1.28	4.26 %
WHNV		0.00 %
WHUT		0.00 %
Total	129.23	18.43 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	49.60	24.36 %
Fridge	28.97	20.35 %
Air-Cond	24.78	16.41 %
Wash-Mac	21.27	17.40 %
D-Freez	2.14	72.55 %
W.Heater	1.55	19.06 %
Total	128.31	20.26 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.20	13.18 %
VEL1	5.07	13.46 %
TRL1	5.03	9.88 %
WJP1	2.55	13.97 %
CGM1	0.67	3.24 %
BGR1	0.13	1.14 %
Total	128.31	20.26 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	40.08	15.22 %
Wash-Mac	29.13	13.69 %
Fridge	26.01	14.65 %
Air-Cond	5.70	8.09 %
W.Heater	1.68	15.27 %
D-Freez	0.94	46.67 %
Oven	0.52	8.87 %
W-Disp	0.08	16.04 %
Total	104.14	14.01 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.02	9.05 %
PLI1	5.99	14.45 %
TPR1	4.14	13.68 %
KMR1	3.39	4.93 %
AVI1	3.11	13.66 %
CBE6	3.05	9.61 %
SUL1	2.97	14.61 %
DPM2	2.56	10.61 %
TPR3	2.39	13.91 %
CNR1	1.57	14.80 %
KGI1	1.23	10.57 %
MPM1	1.17	5.10 %
KMD1	1.01	6.15 %
KGM1	0.58	5.64 %
ANR1	0.57	7.44 %
TPR4	0.53	3.53 %
WHCB		0.00 %
WZSD		0.00 %
Total	104.14	14.01 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.98	11.48 %
LED TV	1.39	7.22 %
D-Freez	0.28	33.56 %
Wash-Mac	0.22	1.83 %
Total	3.87	6.15 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.55	5.51 %
PAS1	1.32	7.96 %
Total	3.87	6.15 %