

MTD Sales
799.14 L

Brand Share %
14.25 %

Information:

MTD : 01-09-2025 To 16-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.25 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	304.14	18.88 %
Fridge	178.61	14.12 %
Wash-Mac	169.28	14.86 %
Air-Cond	107.78	7.44 %
D-Freez	18.29	63.71 %
W.Heater	13.42	15.18 %
Oven	4.76	21.47 %
W-Disp	2.85	44.86 %
Total	799.14	14.25 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	112.24	13.20 %
SOUTH-01	108.04	11.13 %
SOUTH-03	101.38	14.74 %
CHENNAI-02	96.10	15.15 %
WEST-02	86.47	17.48 %
TRICHY-01	72.48	10.98 %
SOUTH ARCOT	72.22	18.09 %
WEST-01	68.42	15.89 %
NORTH ARCOT	66.49	19.42 %
KL-SOUTH	15.30	10.93 %
Total	799.14	14.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	39.42	19.01 %
Wash-Mac	27.77	16.35 %
Fridge	21.69	13.40 %
Air-Cond	18.12	6.34 %
D-Freez	2.44	65.41 %
W.Heater	1.76	9.86 %
Oven	0.74	25.98 %
W-Disp	0.30	40.07 %
Total	112.24	13.20 %

Branch *	MTD Sales L	Brand Share %
CH14	9.63	13.82 %
CH16	8.77	13.40 %
CH42	5.60	12.49 %
CH08	5.29	9.78 %
CH45	4.06	12.61 %
CH48	3.98	12.39 %
CH30	3.21	12.23 %
CH07	3.09	8.27 %
WHC3	2.97	10.47 %
CH19	2.49	5.54 %
CH11	2.36	6.27 %
CH05	2.08	3.81 %
CH22	1.87	7.81 %
CGL1	1.05	6.98 %
KNR1	0.67	4.10 %
MC10	0.23	9.41 %
CH29		0.00 %
CH40		0.00 %
Total	112.24	13.20 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	32.62	15.00 %
LED TV	31.26	13.07 %
Wash-Mac	20.06	10.89 %
Air-Cond	18.20	5.91 %
D-Freez	4.74	60.46 %
W.Heater	0.56	6.63 %
Oven	0.46	11.05 %
W-Disp	0.14	16.95 %
Total	108.04	11.13 %

Branch *	MTD Sales L	Brand Share %
RPM1	6.13	7.88 %
NGR1	5.54	10.50 %
TUT1	4.97	4.11 %
KVT1	4.33	11.44 %
SDI1	4.24	12.81 %
SVK1	3.88	13.48 %
VLY1	3.55	13.05 %
TUT2	3.27	6.77 %
TKS2	2.89	10.07 %
PKD1	2.26	9.48 %
TYI1	2.01	9.71 %
MAR1	1.98	4.99 %
VNR2	1.79	5.85 %
MMT1	1.73	8.92 %
TCN1	1.58	7.53 %
APK1	1.57	10.85 %
STU2	1.45	13.19 %
APK2	1.34	10.12 %
TVL2	1.07	11.31 %
VKM1	0.98	7.05 %
TKY1	0.95	5.37 %
ARM1	0.63	7.58 %
UDN1	0.61	3.88 %
S2SD	0.39	6.52 %
ASM1	0.13	1.27 %
Total	108.04	11.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	36.49	18.02 %
Fridge	24.29	13.27 %
Wash-Mac	20.56	14.36 %
Air-Cond	16.43	11.26 %
D-Freez	1.85	64.93 %
W.Heater	1.58	19.08 %
Oven	0.11	6.07 %
W-Disp	0.07	18.25 %
Total	101.38	14.74 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.29	12.33 %
DGL1	5.04	10.25 %
MDU2	4.60	9.31 %
MDU6	4.50	12.68 %
ATG1	4.43	11.51 %
MDU3	2.43	11.79 %
CBM1	1.82	13.93 %
TMM1	1.64	7.00 %
PNV1	1.63	13.28 %
MPA1	1.34	7.16 %
TEN2	1.23	8.62 %
MDU4	1.14	7.04 %
TEN1	1.13	7.84 %
KRR1	1.08	9.56 %
BNR1	0.93	9.17 %
SZSD	0.62	9.92 %
CMR1	0.38	6.85 %
DKI1	0.36	2.68 %
BTU1	0.24	3.22 %
NTM1	0.12	0.88 %
Total	101.38	14.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	31.27	17.07 %
Wash-Mac	27.04	22.24 %
Fridge	17.13	15.61 %
Air-Cond	15.09	7.37 %
W.Heater	2.21	23.97 %
D-Freez	1.38	59.53 %
Oven	1.30	48.20 %
W-Disp	0.67	68.43 %
Total	96.10	15.15 %

Branch *	MTD Sales L	Brand Share %
CH03	8.24	12.32 %
CH15	6.69	10.53 %
CH12	5.39	11.80 %
CH21	5.25	11.89 %
CH18	4.65	11.41 %
CH20	3.91	13.27 %
MJR1	3.90	13.31 %
CH09	3.42	14.11 %
CH44	2.80	12.83 %
CH31	1.18	12.55 %
CH36	0.69	8.50 %
CH32	0.37	5.30 %
CH46	0.30	2.71 %
MC06		0.00 %
CH01		0.00 %
Total	96.10	15.15 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	36.24	22.72 %
Wash-Mac	20.68	15.22 %
Fridge	18.58	14.65 %
Air-Cond	6.89	11.76 %
W.Heater	2.46	26.20 %
D-Freez	0.86	57.35 %
W-Disp	0.54	88.71 %
Oven	0.23	9.99 %
Total	86.47	17.48 %

Branch *	MTD Sales L	Brand Share %
HSR2	4.05	11.26 %
SLM1	3.80	10.71 %
TRM1	2.82	9.51 %
ERD1	2.43	8.78 %
SLM3	1.83	8.36 %
VKL1	1.35	13.67 %
HSR1	1.27	6.09 %
KRI1	1.18	9.21 %
PLC1	0.97	12.64 %
HRR1	0.81	14.00 %
WZWH	0.55	9.89 %
Total	86.47	17.48 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	29.39	15.30 %
Fridge	15.98	11.00 %
Wash-Mac	13.92	13.02 %
Air-Cond	10.12	5.03 %
W.Heater	1.42	13.01 %
D-Freez	1.36	66.45 %
W-Disp	0.23	41.63 %
Oven	0.06	4.81 %
Total	72.48	10.98 %

Branch *	MTD Sales L	Brand Share %
TRY1	11.12	7.81 %
PBR2	4.86	12.95 %
PTK1	4.42	13.13 %
MVM1	3.22	10.31 %
KIK1	3.17	12.20 %
TNJ2	3.04	10.40 %
KUM1	2.84	7.46 %
TRY3	1.90	12.32 %
TVR2	1.48	4.25 %
JKM1	1.43	10.86 %
ORU1	1.37	9.54 %
TNJ1	1.22	3.05 %
TRY2	1.11	8.30 %
APM1	0.77	7.73 %
PBR1	0.46	4.39 %
TTP1	0.41	3.94 %
MSI1	0.28	2.47 %
Total	72.48	10.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.23	25.70 %
Fridge	13.17	14.33 %
Wash-Mac	12.50	16.81 %
Air-Cond	10.66	10.67 %
D-Freez	3.27	75.98 %
W.Heater	0.77	13.80 %
W-Disp	0.38	54.34 %
Oven	0.23	25.94 %
Total	72.22	18.09 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.22	13.69 %
VCM1	1.39	11.40 %
TVM2	0.84	13.37 %
KML1	0.47	3.41 %
WHNV		0.00 %
Total	72.22	18.09 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	30.23	21.00 %
Wash-Mac	16.31	14.76 %
Fridge	16.04	15.17 %
Air-Cond	3.14	5.82 %
W.Heater	1.35	12.42 %
D-Freez	0.88	50.59 %
Oven	0.40	12.78 %
W-Disp	0.07	9.26 %
Total	68.42	15.89 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.15	5.79 %
TPR1	1.85	11.02 %
KMR1	1.80	5.86 %
CBE6	1.73	8.87 %
TPR2	1.72	12.00 %
SUL1	1.28	12.81 %
TPR4	0.48	6.98 %
KGI1	0.39	4.38 %
MPM1	0.14	1.22 %
WZSD	0.13	6.29 %
KGM1		0.00 %
Total	68.42	15.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.23	30.18 %
Fridge	13.60	16.92 %
Wash-Mac	9.62	13.88 %
Air-Cond	7.27	9.81 %
W.Heater	1.24	17.87 %
D-Freez	1.13	62.95 %
Oven	0.96	41.51 %
W-Disp	0.44	58.16 %
Total	66.49	19.42 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.93	11.35 %
KPM2	3.41	9.38 %
TRR1	1.96	10.66 %
GDM1	1.37	12.01 %
PTU1	0.63	13.93 %
CPT1	0.57	12.92 %
PLR1	0.38	8.85 %
BGR1	0.18	2.52 %
CGM1	0.12	1.49 %
Total	66.49	19.42 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.39	11.69 %
Fridge	5.51	12.73 %
Air-Cond	1.86	11.37 %
Wash-Mac	0.82	3.49 %
D-Freez	0.39	64.46 %
Oven	0.27	34.14 %
W.Heater	0.07	7.99 %
Total	15.30	10.93 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.04	8.59 %
KLR1	2.35	10.36 %
Total	15.30	10.93 %