

MTD Sales
1,617.20 L

Brand Share %
14.65 %

Information:

MTD : 01-10-2025 To 16-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.65 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	748.26	17.18 %
Fridge	343.73	15.98 %
Wash-Mac	309.47	14.84 %
Air-Cond	151.51	6.92 %
W.Heater	28.41	21.14 %
D-Freez	23.41	74.51 %
Oven	5.57	14.11 %
W-Disp	4.23	58.65 %
Chimney	2.62	5.81 %
Total	1,617.20	14.65 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	235.72	14.85 %
WEST-02	207.90	16.53 %
CHENNAI-01	199.82	14.16 %
SOUTH-01	199.70	11.08 %
TRICHY-01	190.31	13.55 %
CHENNAI-02	173.80	16.48 %
WEST-01	143.39	14.08 %
SOUTH ARCOT	137.57	17.32 %
NORTH ARCOT	120.43	19.22 %
KL-SOUTH	8.55	10.74 %
Total	1,617.20	14.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	103.72	16.72 %
Fridge	59.31	16.99 %
Wash-Mac	45.30	14.20 %
Air-Cond	18.72	7.14 %
D-Freez	4.01	78.68 %
W.Heater	3.34	19.45 %
Oven	0.48	9.03 %
W-Disp	0.42	71.51 %
Chimney	0.41	5.02 %
Total	235.72	14.85 %

Branch *	MTD Sales L	Brand Share %
DGL1	23.94	14.14 %
MDU6	15.17	12.94 %
MDU2	14.22	10.88 %
MDU1	13.53	11.43 %
KRR1	7.22	14.32 %
SVG1	5.60	12.97 %
ATG1	5.42	11.56 %
MPA1	5.17	14.23 %
TEN2	4.60	11.20 %
TMM1	4.33	7.76 %
MDU4	3.61	11.20 %
BNR1	3.56	13.68 %
DKI1	3.41	7.80 %
TEN1	3.21	6.86 %
TPT1	3.17	12.85 %
BTU1	2.49	14.16 %
ODM1	2.33	14.36 %
CMR1	0.99	6.10 %
NTM1	0.39	2.15 %
SZSD	0.26	3.49 %
Total	235.72	14.85 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	98.04	18.18 %
Fridge	45.60	16.75 %
Wash-Mac	45.31	15.32 %
Air-Cond	10.68	8.76 %
W.Heater	4.09	32.67 %
D-Freez	3.04	86.12 %
Oven	0.56	14.51 %
Chimney	0.30	3.66 %
W-Disp	0.28	54.69 %
Total	207.90	16.53 %

Branch *	MTD Sales L	Brand Share %
SLM1	13.40	10.38 %
ERD1	10.26	11.56 %
HSR2	10.00	12.05 %
SLM3	9.79	13.55 %
SLM2	7.07	13.75 %
VPD1	5.18	13.78 %
KVP1	2.78	11.71 %
PDR1	2.38	10.99 %
KRI1	2.08	8.59 %
PMP1	1.89	8.37 %
APN1	0.86	3.88 %
Total	207.90	16.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	87.73	17.45 %
Fridge	39.32	15.68 %
Wash-Mac	36.64	15.17 %
Air-Cond	26.58	7.03 %
W.Heater	4.44	22.01 %
D-Freez	2.22	64.94 %
W-Disp	1.20	57.33 %
Oven	1.16	20.32 %
Chimney	0.53	8.06 %
Total	199.82	14.16 %

Branch *	MTD Sales L	Brand Share %
CH16	13.35	12.85 %
CH14	13.34	14.19 %
CH08	12.00	11.89 %
CH05	6.95	8.37 %
GUD1	6.24	13.95 %
CH11	5.60	14.09 %
CZWH	5.37	13.69 %
CH48	4.35	8.23 %
CH19	4.07	4.87 %
CH22	3.43	7.72 %
KNR1	3.34	8.52 %
CGL1	2.61	9.41 %
WHC3	1.84	8.92 %
MC10	0.29	9.80 %
CH29	0.15	1.92 %
CH40		0.00 %
MC09		0.00 %
Total	199.82	14.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	76.82	12.13 %
Fridge	46.49	13.19 %
Wash-Mac	42.76	12.71 %
Air-Cond	26.12	5.84 %
D-Freez	4.41	71.19 %
W.Heater	2.08	12.09 %
Oven	0.46	7.21 %
W-Disp	0.42	58.07 %
Chimney	0.13	4.10 %
Total	199.70	11.08 %

Branch *	MTD Sales L	Brand Share %
TVL1	16.39	10.70 %
RPM1	11.20	11.13 %
TUT1	10.77	4.62 %
TKS2	8.47	11.88 %
NGR1	7.88	6.89 %
KVT1	7.84	8.46 %
SVK1	6.59	10.44 %
TCN1	6.23	13.19 %
VNR2	6.07	8.69 %
PKD1	5.21	7.86 %
TUT2	4.88	6.49 %
ARM1	4.25	13.42 %
TYI1	2.72	12.24 %
SKD1	2.27	11.54 %
TKY1	2.00	5.59 %
ASM1	1.73	7.11 %
TVL2	1.73	9.53 %
APK1	1.66	7.14 %
UDN1	1.42	5.46 %
KGL1	1.22	8.09 %
MMT1	1.11	4.77 %
KSM1	0.88	10.49 %
COL1	0.53	6.71 %
VKM1	0.46	2.57 %
S2SD	0.10	0.85 %
Total	199.70	11.08 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	105.62	17.90 %
Fridge	30.52	11.88 %
Wash-Mac	30.06	14.10 %
Air-Cond	17.80	5.64 %
D-Freez	2.99	81.12 %
W.Heater	2.68	15.03 %
Oven	0.43	9.45 %
W-Disp	0.21	56.62 %
Total	190.31	13.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	24.39	11.13 %
TRY3	7.18	12.67 %
MDI1	6.70	12.55 %
TVR2	5.95	8.92 %
JKM1	5.58	13.79 %
KUM1	5.56	6.69 %
TNJ1	5.20	4.93 %
PBR1	3.73	13.02 %
TTP1	1.84	7.58 %
APM1	0.37	2.38 %
TZSD	0.17	2.43 %
MSI1		0.00 %
ORU1		0.00 %
Total	190.31	13.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	70.57	17.52 %
Wash-Mac	37.75	20.41 %
Fridge	35.67	19.92 %
Air-Cond	22.26	8.38 %
W.Heater	4.10	32.30 %
D-Freez	1.14	82.61 %
Oven	1.04	23.66 %
W-Disp	0.77	52.87 %
Chimney	0.51	20.46 %
Total	173.80	16.48 %

Branch *	MTD Sales L	Brand Share %
CH03	16.69	13.73 %
CH15	12.93	10.22 %
CH12	10.00	11.85 %
CH09	6.78	14.46 %
CH21	5.50	8.41 %
CH44	4.86	12.27 %
CH46	2.30	10.59 %
CH27	1.51	10.21 %
CH36	1.46	9.49 %
UKI1	1.40	9.83 %
MC06	0.27	8.92 %
CH32	0.21	4.29 %
CH01		0.00 %
MC05		0.00 %
Total	173.80	16.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	72.90	16.27 %
Fridge	34.89	16.83 %
Wash-Mac	28.08	12.18 %
Air-Cond	3.32	3.16 %
W.Heater	1.74	14.36 %
D-Freez	1.16	53.28 %
Oven	0.58	13.03 %
W-Disp	0.43	85.81 %
Chimney	0.30	3.46 %
Total	143.39	14.08 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.73	5.29 %
CBE4	5.45	11.34 %
TPR1	5.23	14.65 %
TPR3	4.80	13.79 %
MPM1	3.93	10.64 %
SUL1	3.73	11.25 %
CBE6	3.33	8.06 %
PPI1	3.04	14.57 %
AVI1	2.92	11.21 %
UMP1	2.54	12.32 %
CNR1	2.00	14.51 %
KGI1	1.59	10.68 %
KMR1	1.28	1.93 %
TPR4	1.12	8.79 %
WZSD	0.03	0.33 %
Total	143.39	14.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.77	21.06 %
Fridge	27.98	18.34 %
Wash-Mac	21.02	15.43 %
Air-Cond	13.82	8.66 %
W.Heater	3.05	23.48 %
D-Freez	2.48	87.84 %
Oven	0.30	14.76 %
W-Disp	0.14	38.46 %
Total	137.57	17.32 %

Branch *	MTD Sales L	Brand Share %
POY1	13.00	14.33 %
SJI2	8.70	12.12 %
KKI2	7.34	13.34 %
ULP1	5.18	14.42 %
KML1	2.94	12.82 %
MKM1	2.07	14.35 %
SJI1		0.00 %
Total	137.57	17.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	60.71	22.95 %
Fridge	22.14	19.71 %
Wash-Mac	21.85	18.46 %
Air-Cond	10.42	9.32 %
W.Heater	2.85	25.08 %
D-Freez	1.11	52.66 %
Oven	0.56	25.20 %
Chimney	0.43	12.96 %
W-Disp	0.36	70.04 %
Total	120.43	19.22 %

Branch *	MTD Sales L	Brand Share %
AKM1	7.41	14.51 %
TRR1	4.46	12.20 %
ARC2	2.83	14.36 %
TRL1	2.40	4.52 %
VNB1	1.34	14.29 %
CGM1	0.71	5.10 %
BGR1	0.03	0.20 %
Total	120.43	19.22 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.37	12.52 %
Fridge	1.81	9.66 %
Air-Cond	1.79	8.15 %
D-Freez	0.86	84.87 %
Wash-Mac	0.69	6.93 %
W.Heater	0.03	11.13 %
Total	8.55	10.74 %

Branch *	MTD Sales L	Brand Share %
TVP1	5.62	10.73 %
PAS1	0.85	6.26 %
TVSD		0.00 %
Total	8.55	10.74 %