

MTD Sales
1,662.33 L

Brand Share %
15.43 %

Information:

MTD : 01-08-2025 To 17-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.43 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	636.67	19.31 %
Fridge	419.48	17.76 %
Wash-Mac	314.79	14.29 %
Air-Cond	245.46	9.12 %
W.Heater	21.26	15.25 %
D-Freez	19.36	60.34 %
Oven	4.40	9.88 %
W-Disp	0.91	14.63 %
Total	1,662.33	15.43 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	228.50	13.63 %
CHENNAI-01	227.94	14.47 %
TRICHY-01	205.11	14.06 %
CHENNAI-02	195.81	15.72 %
SOUTH-03	191.51	15.35 %
WEST-02	176.65	17.30 %
SOUTH ARCOT	157.56	17.95 %
NORTH ARCOT	149.40	20.68 %
WEST-01	125.63	14.40 %
KL-SOUTH	4.21	5.40 %
Total	1,662.33	15.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	84.72	16.51 %
Fridge	62.50	17.17 %
Wash-Mac	43.88	13.00 %
Air-Cond	30.87	7.21 %
D-Freez	3.87	54.48 %
W.Heater	2.27	12.73 %
Oven	0.40	4.91 %
Total	228.50	13.63 %

Branch *	MTD Sales L	Brand Share %
TVL1	27.11	14.45 %
TUT1	16.10	9.02 %
KVT1	11.10	12.55 %
TKS2	8.23	11.41 %
SVK1	7.28	14.23 %
VNR2	7.16	8.63 %
TUT2	6.86	10.63 %
RND1	6.23	10.05 %
TCN1	5.58	12.11 %
MAR1	4.59	9.44 %
NGR1	3.69	5.87 %
APK1	3.39	9.40 %
TVL2	3.23	13.11 %
PKD1	3.19	6.80 %
TKY1	3.16	13.55 %
TYI1	2.77	10.94 %
VNR1	2.71	13.36 %
MMT1	1.55	8.11 %
ASM1	0.93	3.00 %
ARM1	0.90	8.74 %
UDN1	0.79	3.57 %
S2SD		0.00 %
WHTV		0.00 %
Total	228.50	13.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	79.72	20.13 %
Air-Cond	51.97	9.26 %
Fridge	48.14	16.22 %
Wash-Mac	41.74	14.73 %
D-Freez	2.85	58.57 %
W.Heater	2.51	10.14 %
Oven	0.86	14.04 %
W-Disp	0.15	7.75 %
Total	227.94	14.47 %

Branch *	MTD Sales L	Brand Share %
CH16	16.62	14.91 %
CH14	12.06	11.16 %
CH08	10.83	10.87 %
CH07	8.60	12.36 %
CH45	7.00	13.19 %
CH19	6.62	6.80 %
CH22	5.50	10.51 %
CH11	4.37	5.73 %
CH05	3.50	3.29 %
TKM1	2.50	11.40 %
CZWH	0.93	9.85 %
KNR1	0.80	2.73 %
CH40	0.30	2.14 %
WHC3	0.12	1.02 %
CH29		0.00 %
MC02		0.00 %
Total	227.94	14.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	90.38	20.29 %
Fridge	52.40	15.38 %
Air-Cond	28.91	7.26 %
Wash-Mac	28.88	11.73 %
W.Heater	3.08	14.72 %
D-Freez	1.31	49.21 %
Oven	0.16	3.73 %
Total	205.11	14.06 %

Branch *	MTD Sales L	Brand Share %
TRY1	29.52	14.30 %
KUM1	10.39	10.22 %
TNJ2	7.86	9.79 %
TVR2	7.44	9.14 %
NGT1	6.79	13.55 %
TRY3	5.45	13.11 %
JKM1	5.40	12.28 %
TNJ1	4.78	5.44 %
TYR1	3.47	9.70 %
ORU1	3.28	12.46 %
APM1	3.27	15.00 %
PBR1	2.51	9.34 %
MSI1	1.64	6.08 %
TTP1	0.18	0.47 %
TZSD		0.00 %
Total	205.11	14.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	62.03	17.18 %
Fridge	51.06	21.85 %
Wash-Mac	40.06	17.21 %
Air-Cond	37.35	9.39 %
W.Heater	2.91	24.65 %
D-Freez	1.42	91.41 %
Oven	0.91	13.68 %
W-Disp	0.07	11.13 %
Total	195.81	15.72 %

Branch *	MTD Sales L	Brand Share %
CH15	16.71	12.55 %
CH03	16.10	11.66 %
CH12	8.13	9.83 %
CH06	7.92	13.76 %
CH21	6.62	8.80 %
CH33	6.51	14.57 %
CH17	5.27	14.99 %
UKI1	2.70	12.36 %
CH44	2.55	6.26 %
CH31	2.25	12.44 %
CH32	0.99	7.41 %
CH27	0.49	2.31 %
CH36	0.13	0.57 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	195.81	15.72 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	69.94	18.16 %
Fridge	53.29	17.76 %
Wash-Mac	37.60	13.74 %
Air-Cond	26.59	10.02 %
W.Heater	2.27	14.04 %
D-Freez	1.49	55.03 %
Oven	0.33	8.58 %
Total	191.51	15.35 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.71	10.34 %
DGL1	9.87	10.87 %
MDU6	8.21	11.88 %
MLR1	6.59	15.28 %
ATG1	6.45	12.40 %
TMM1	4.53	12.89 %
MDU3	3.72	11.01 %
TEN2	3.32	12.23 %
KRR1	2.85	10.23 %
MDU5	2.49	13.56 %
BTU1	1.95	12.93 %
MPA1	1.90	6.57 %
DKI1	1.88	5.12 %
BNR1	1.58	7.17 %
CMR1	0.54	4.40 %
TEN1	0.51	1.78 %
NTM1	0.11	0.83 %
SZSD		0.00 %
WHMD		0.00 %
Total	191.51	15.35 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	71.37	20.28 %
Fridge	48.02	19.33 %
Wash-Mac	38.30	14.87 %
Air-Cond	13.70	9.43 %
W.Heater	3.14	26.41 %
D-Freez	1.21	82.40 %
Oven	0.83	21.06 %
W-Disp	0.08	30.51 %
Total	176.65	17.30 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.83	12.02 %
HSR2	8.73	14.52 %
ERD1	8.49	15.16 %
SLM2	5.18	11.60 %
OML1	4.96	14.12 %
KRI1	3.76	10.54 %
SLM3	3.41	7.07 %
TRM1	3.11	11.14 %
PMP1	1.71	13.87 %
EDP1	1.46	8.04 %
PLC1	0.62	3.50 %
WHPD		0.00 %
WZWH		0.00 %
Total	176.65	17.30 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.73	25.06 %
Fridge	34.48	18.31 %
Wash-Mac	26.46	15.12 %
Air-Cond	22.06	10.02 %
D-Freez	3.65	67.79 %
W.Heater	1.33	10.52 %
W-Disp	0.46	74.67 %
Oven	0.40	25.25 %
Total	157.56	17.95 %

Branch *	MTD Sales L	Brand Share %
POY1	17.06	15.00 %
CUD1	10.50	13.63 %
CDM1	8.11	12.95 %
NVL2	5.93	15.03 %
KLM1	5.66	13.54 %
SJI1	4.39	13.81 %
KML1	1.49	4.55 %
WHNV		0.00 %
WHUT		0.00 %
Total	157.56	17.95 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	60.54	25.62 %
Fridge	33.51	20.63 %
Air-Cond	27.23	16.05 %
Wash-Mac	24.09	17.41 %
D-Freez	2.36	74.46 %
W.Heater	1.67	17.62 %
Total	149.40	20.68 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.01	14.50 %
VEL1	5.52	13.40 %
TRL1	5.34	9.62 %
CGM1	0.67	2.88 %
BGR1	0.13	0.90 %
Total	149.40	20.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	47.86	15.43 %
Fridge	33.75	16.29 %
Wash-Mac	33.55	13.84 %
Air-Cond	6.79	7.51 %
W.Heater	2.07	15.24 %
D-Freez	0.94	41.82 %
Oven	0.52	8.63 %
W-Disp	0.15	27.68 %
Total	125.63	14.40 %

Branch *	MTD Sales L	Brand Share %
CBE2	13.06	8.72 %
CBE6	5.28	13.79 %
TPR1	4.32	12.56 %
AVI1	3.95	14.76 %
DPM2	3.59	12.60 %
KMR1	3.40	4.40 %
PPI1	2.55	13.87 %
CNR1	1.57	12.67 %
KMD1	1.33	6.94 %
KGI1	1.23	9.63 %
MPM1	1.17	4.12 %
ANR1	0.75	9.11 %
KGM1	0.65	5.54 %
TPR4	0.53	3.14 %
WHCB		0.00 %
WZSD		0.00 %
Total	125.63	14.40 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.33	11.52 %
LED TV	1.39	5.78 %
D-Freez	0.28	29.30 %
Wash-Mac	0.22	1.39 %
Total	4.21	5.40 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.89	5.20 %
PAS1	1.32	5.91 %
Total	4.21	5.40 %