

MTD Sales
825.81 L

Brand Share %
14.20 %

Information:

MTD : 01-09-2025 To 17-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.20 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	311.88	18.73 %
Fridge	185.38	14.01 %
Wash-Mac	174.65	14.70 %
Air-Cond	112.68	7.57 %
D-Freez	19.20	63.13 %
W.Heater	13.90	15.29 %
Oven	4.82	21.18 %
W-Disp	3.29	46.75 %
Total	825.81	14.20 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	116.17	13.03 %
SOUTH-01	111.16	11.19 %
SOUTH-03	103.99	14.67 %
CHENNAI-02	99.07	15.10 %
WEST-02	89.79	17.46 %
TRICHY-01	75.59	10.78 %
SOUTH ARCOT	74.70	18.34 %
WEST-01	71.33	16.02 %
NORTH ARCOT	68.38	19.25 %
KL-SOUTH	15.63	10.93 %
Total	825.81	14.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	41.17	18.95 %
Wash-Mac	28.31	15.79 %
Fridge	22.40	12.59 %
Air-Cond	18.65	6.41 %
D-Freez	2.64	64.95 %
W.Heater	1.82	10.07 %
Oven	0.80	26.72 %
W-Disp	0.38	41.43 %
Total	116.17	13.03 %

Branch *	MTD Sales L	Brand Share %
CH14	9.70	13.75 %
CH16	9.01	13.25 %
CH42	5.60	11.97 %
CH08	5.59	10.19 %
CH48	4.51	13.32 %
CH07	3.37	8.77 %
CH30	3.26	11.85 %
WHC3	2.97	6.63 %
CH11	2.65	6.12 %
CH19	2.49	5.45 %
CH05	2.08	3.75 %
CH22	1.87	7.65 %
CGL1	1.18	7.57 %
KNR1	0.67	4.06 %
CH29		0.00 %
CH40		0.00 %
Total	116.17	13.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	33.65	15.05 %
LED TV	32.29	13.17 %
Wash-Mac	20.30	10.69 %
Air-Cond	19.02	6.09 %
D-Freez	4.74	56.90 %
W.Heater	0.56	6.36 %
Oven	0.46	11.05 %
W-Disp	0.14	16.95 %
Total	111.16	11.19 %

Branch *	MTD Sales L	Brand Share %
RPM1	6.52	8.26 %
NGR1	5.54	10.20 %
TUT1	5.19	4.19 %
KVT1	4.33	11.27 %
SDI1	4.24	12.76 %
SVK1	3.88	13.48 %
VLY1	3.67	13.26 %
TUT2	3.51	7.21 %
TKS2	3.00	10.18 %
PKD1	2.26	9.14 %
MAR1	2.11	5.17 %
VNR2	2.02	6.48 %
TYI1	2.01	9.52 %
MMT1	1.73	8.66 %
TCN1	1.58	7.16 %
APK1	1.57	10.58 %
APK2	1.34	9.90 %
VKM1	1.11	7.85 %
TVL2	1.07	11.31 %
TKY1	0.95	5.24 %
ARM1	0.63	7.58 %
UDN1	0.61	3.80 %
S2SD	0.39	4.95 %
ASM1	0.13	1.13 %
Total	111.16	11.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	37.14	17.65 %
Fridge	25.69	13.60 %
Wash-Mac	21.05	14.35 %
Air-Cond	16.43	11.03 %
D-Freez	1.85	64.93 %
W.Heater	1.63	19.13 %
Oven	0.11	5.44 %
W-Disp	0.07	15.30 %
Total	103.99	14.67 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.29	12.14 %
DGL1	5.04	10.11 %
MDU6	5.00	13.39 %
ATG1	4.72	12.08 %
MDU2	4.60	9.14 %
MDU3	2.55	12.14 %
TMM1	1.80	7.57 %
PNV1	1.73	13.27 %
MPA1	1.34	7.16 %
TEN2	1.23	8.02 %
MDU4	1.14	6.91 %
TEN1	1.13	7.62 %
KRR1	1.08	9.00 %
BNR1	0.93	8.33 %
SZSD	0.62	8.14 %
CMR1	0.38	6.85 %
DKI1	0.36	2.64 %
BTU1	0.24	3.21 %
NTM1	0.12	0.86 %
Total	103.99	14.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	31.75	16.89 %
Wash-Mac	28.04	21.88 %
Fridge	17.52	15.34 %
Air-Cond	16.04	7.64 %
W.Heater	2.21	23.26 %
D-Freez	1.38	59.53 %
Oven	1.30	46.24 %
W-Disp	0.82	72.42 %
Total	99.07	15.10 %

Branch *	MTD Sales L	Brand Share %
CH03	9.08	13.05 %
CH15	6.96	10.70 %
CH12	5.39	11.64 %
CH21	5.25	11.69 %
CH18	4.65	10.73 %
CH20	3.91	12.74 %
MJR1	3.90	12.96 %
CH44	2.80	12.75 %
CH17	2.46	13.86 %
CH31	1.18	10.95 %
CH36	0.69	8.24 %
CH32	0.37	5.15 %
CH46	0.30	2.68 %
MC06		0.00 %
CH01		0.00 %
Total	99.07	15.10 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	37.24	22.76 %
Wash-Mac	21.56	15.24 %
Fridge	19.71	14.82 %
Air-Cond	6.89	11.14 %
W.Heater	2.57	26.65 %
D-Freez	1.05	62.35 %
W-Disp	0.54	88.71 %
Oven	0.23	9.99 %
Total	89.79	17.46 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.13	11.08 %
HSR2	4.05	10.87 %
TRM1	2.94	9.68 %
ERD1	2.43	8.76 %
SLM3	1.83	8.13 %
VKL1	1.35	13.34 %
HSR1	1.27	6.08 %
KRI1	1.18	9.21 %
PLC1	0.97	12.64 %
HRR1	0.81	14.00 %
WZWH	0.55	7.28 %
Total	89.79	17.46 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	29.91	14.68 %
Fridge	16.77	10.86 %
Wash-Mac	14.59	12.71 %
Air-Cond	10.89	5.12 %
D-Freez	1.66	70.75 %
W.Heater	1.48	12.96 %
W-Disp	0.23	41.63 %
Oven	0.06	4.81 %
Total	75.59	10.78 %

Branch *	MTD Sales L	Brand Share %
TRY1	11.42	7.63 %
PBR2	4.98	12.79 %
PTK1	4.83	12.92 %
KIK1	3.43	12.59 %
MVM1	3.38	9.94 %
TNJ2	3.04	9.57 %
KUM1	2.84	7.15 %
TRY3	2.16	12.85 %
JKM1	1.91	13.67 %
TVR2	1.48	4.05 %
ORU1	1.37	8.84 %
TNJ1	1.36	3.14 %
TRY2	1.11	8.05 %
APM1	0.77	7.50 %
TZSD	0.68	12.38 %
PBR1	0.46	4.37 %
TTP1	0.41	3.32 %
MSI1	0.28	2.22 %
Total	75.59	10.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.99	25.92 %
Fridge	13.78	14.59 %
Wash-Mac	13.05	17.11 %
Air-Cond	10.99	10.86 %
D-Freez	3.27	75.98 %
W.Heater	0.94	15.63 %
W-Disp	0.46	58.82 %
Oven	0.23	25.94 %
Total	74.70	18.34 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.22	13.55 %
NVL2	3.19	14.08 %
VCM1	1.39	11.17 %
TVM2	0.84	12.75 %
KML1	0.47	3.34 %
WHNV		0.00 %
Total	74.70	18.34 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	31.15	21.03 %
Wash-Mac	16.84	14.70 %
Fridge	16.62	15.33 %
Air-Cond	3.92	6.83 %
W.Heater	1.38	12.54 %
D-Freez	0.88	46.08 %
Oven	0.40	12.78 %
W-Disp	0.14	17.25 %
Total	71.33	16.02 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.68	6.40 %
KMR1	1.92	6.01 %
TPR1	1.85	10.82 %
CBE6	1.73	8.50 %
TPR2	1.72	11.96 %
SUL1	1.28	12.61 %
TPR4	0.48	6.88 %
KGI1	0.39	4.29 %
MPM1	0.14	1.21 %
WZSD	0.13	4.38 %
KGM1		0.00 %
Total	71.33	16.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.74	29.81 %
Fridge	13.73	16.33 %
Wash-Mac	10.09	13.84 %
Air-Cond	7.97	10.46 %
W.Heater	1.24	17.71 %
D-Freez	1.13	62.95 %
Oven	0.96	39.84 %
W-Disp	0.52	56.22 %
Total	68.38	19.25 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.93	11.02 %
KPM2	3.41	8.94 %
TRR1	1.96	10.33 %
GDM1	1.50	12.59 %
PTU1	0.63	13.93 %
PLR1	0.38	8.85 %
BGR1	0.18	2.42 %
CGM1	0.12	1.49 %
Total	68.38	19.25 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.50	11.69 %
Fridge	5.51	12.53 %
Air-Cond	1.86	11.01 %
Wash-Mac	0.82	3.40 %
D-Freez	0.61	73.82 %
Oven	0.27	34.14 %
W.Heater	0.07	7.99 %
Total	15.63	10.93 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.26	8.64 %
KLR1	2.46	10.63 %
Total	15.63	10.93 %