

MTD Sales
1,805.08 L

Brand Share %
14.77 %

Information:

MTD : 01-10-2025 To 17-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	853.08	17.41 %
Fridge	380.60	16.00 %
Wash-Mac	343.60	14.84 %
Air-Cond	159.68	6.80 %
W.Heater	31.30	21.06 %
D-Freez	23.59	74.66 %
Oven	6.09	13.96 %
W-Disp	4.23	58.03 %
Chimney	2.91	6.07 %
Total	1,805.08	14.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	261.76	14.87 %
WEST-02	246.18	17.06 %
SOUTH-01	222.90	11.13 %
CHENNAI-01	218.55	14.49 %
TRICHY-01	216.68	13.93 %
CHENNAI-02	180.00	16.20 %
WEST-01	159.57	14.33 %
SOUTH ARCOT	150.55	17.10 %
NORTH ARCOT	140.34	18.42 %
KL-SOUTH	8.55	10.24 %
Total	1,805.08	14.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	115.75	16.55 %
Fridge	66.58	17.11 %
Wash-Mac	51.12	14.42 %
Air-Cond	18.95	6.85 %
D-Freez	4.01	78.68 %
W.Heater	4.01	20.16 %
Oven	0.52	9.25 %
W-Disp	0.42	71.51 %
Chimney	0.41	4.71 %
Total	261.76	14.87 %

Branch *	MTD Sales L	Brand Share %
DGL1	26.71	14.18 %
MDU6	16.52	13.47 %
MDU2	15.82	11.23 %
MDU1	14.16	11.00 %
KRR1	7.34	13.35 %
ATG1	5.73	10.40 %
SVG1	5.66	12.30 %
MPA1	5.53	13.93 %
TEN2	5.41	11.76 %
TMM1	5.13	8.31 %
MDU4	4.28	11.42 %
TEN1	3.82	7.56 %
DKI1	3.68	7.52 %
TPT1	3.55	12.07 %
BTU1	2.60	13.26 %
ODM1	2.43	13.85 %
CMR1	1.09	5.87 %
NTM1	0.39	1.86 %
SZSD	0.26	3.27 %
Total	261.76	14.87 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	118.03	18.47 %
Fridge	53.72	17.32 %
Wash-Mac	53.49	16.16 %
Air-Cond	12.37	9.33 %
W.Heater	4.23	31.71 %
D-Freez	3.04	86.12 %
Oven	0.60	14.82 %
Chimney	0.42	4.56 %
W-Disp	0.28	54.80 %
Total	246.18	17.06 %

Branch *	MTD Sales L	Brand Share %
SLM1	15.63	10.99 %
ERD1	11.03	11.20 %
HSR2	10.43	11.95 %
SLM3	10.41	13.49 %
SLM2	7.76	13.17 %
VPD1	6.41	14.67 %
KVP1	3.28	13.04 %
PDR1	2.38	10.08 %
KRI1	2.31	8.34 %
PMP1	1.89	7.91 %
APN1	1.51	6.11 %
Total	246.18	17.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	87.43	12.22 %
Fridge	52.98	13.62 %
Wash-Mac	46.38	12.22 %
Air-Cond	28.03	5.82 %
D-Freez	4.41	71.19 %
W.Heater	2.44	12.41 %
Oven	0.69	9.04 %
W-Disp	0.42	52.44 %
Chimney	0.13	3.91 %
Total	222.90	11.13 %

Branch *	MTD Sales L	Brand Share %
TVL1	18.99	10.99 %
RPM1	12.47	11.50 %
TUT1	12.42	4.78 %
TKS2	9.55	12.32 %
NGR1	8.88	6.99 %
KVT1	8.78	8.59 %
SVK1	6.67	9.47 %
TCN1	6.58	12.43 %
VNR2	6.40	8.11 %
PKD1	6.10	8.43 %
TUT2	5.38	6.13 %
ARM1	4.79	14.02 %
STU2	3.87	14.62 %
TYI1	2.72	10.88 %
SKD1	2.67	11.64 %
TKY1	2.37	6.31 %
APK1	2.04	8.04 %
TVL2	2.04	8.69 %
ASM1	1.94	7.31 %
MMT1	1.93	7.15 %
UDN1	1.64	5.84 %
KGL1	1.55	9.08 %
VKM1	0.59	2.95 %
COL1	0.53	6.32 %
S2SD	0.10	0.79 %
Total	222.90	11.13 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	99.47	18.38 %
Fridge	41.83	15.71 %
Wash-Mac	39.41	15.17 %
Air-Cond	27.74	6.91 %
W.Heater	4.76	21.93 %
D-Freez	2.40	66.71 %
Oven	1.20	20.13 %
W-Disp	1.20	57.33 %
Chimney	0.53	7.74 %
Total	218.55	14.49 %

Branch *	MTD Sales L	Brand Share %
CH16	15.70	13.70 %
CH14	13.90	14.29 %
CH08	13.63	12.69 %
GUD1	7.07	14.50 %
CH05	7.07	8.20 %
CH11	6.06	14.21 %
CZWH	5.37	12.94 %
CH48	4.42	7.74 %
CH19	4.32	4.61 %
KNR1	3.55	8.75 %
CH22	3.43	7.47 %
CGL1	2.61	9.16 %
WHC3	1.84	8.92 %
MC10	0.29	9.80 %
CH29	0.15	1.76 %
CH40		0.00 %
MC09		0.00 %
Total	218.55	14.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	122.63	18.54 %
Fridge	35.34	12.32 %
Wash-Mac	33.07	13.86 %
Air-Cond	18.67	5.55 %
W.Heater	3.18	15.83 %
D-Freez	2.99	81.12 %
Oven	0.43	8.55 %
W-Disp	0.21	56.62 %
Chimney	0.18	5.89 %
Total	216.68	13.93 %

Branch *	MTD Sales L	Brand Share %
TRY1	28.21	11.70 %
MDI1	8.61	13.91 %
TRY3	7.84	12.99 %
JKM1	6.47	14.40 %
TVR2	6.16	8.14 %
KUM1	6.04	6.78 %
TNJ1	5.89	5.31 %
TRY2	5.75	14.63 %
PBR1	4.31	13.45 %
TTP1	1.84	6.80 %
APM1	0.37	2.20 %
TZSD	0.17	2.43 %
ORU1	0.11	0.42 %
MSI1		0.00 %
Total	216.68	13.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	74.71	17.39 %
Wash-Mac	38.91	19.92 %
Fridge	36.24	19.20 %
Air-Cond	22.52	8.23 %
W.Heater	4.17	31.02 %
D-Freez	1.14	82.61 %
Oven	1.04	21.53 %
W-Disp	0.77	52.87 %
Chimney	0.51	20.46 %
Total	180.00	16.20 %

Branch *	MTD Sales L	Brand Share %
CH03	17.39	13.16 %
CH15	13.69	10.38 %
CH12	10.43	11.67 %
CH09	6.90	14.48 %
CH21	5.50	8.25 %
CH44	5.19	12.40 %
CH46	2.69	12.06 %
CH27	1.83	10.73 %
CH36	1.66	10.37 %
UKI1	1.40	9.63 %
MC06	0.27	8.19 %
CH32	0.21	3.83 %
CH01		0.00 %
MC05		0.00 %
Total	180.00	16.20 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	81.74	16.64 %
Fridge	38.15	16.88 %
Wash-Mac	31.69	12.50 %
Air-Cond	3.32	2.95 %
W.Heater	2.14	16.20 %
D-Freez	1.16	53.28 %
Oven	0.63	11.95 %
W-Disp	0.43	85.81 %
Chimney	0.30	3.26 %
Total	159.57	14.33 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.69	5.41 %
TPR2	7.77	14.29 %
CBE4	5.45	10.61 %
TPR3	4.80	13.34 %
SUL1	4.07	11.23 %
MPM1	3.93	10.00 %
CBE6	3.59	7.93 %
AVI1	3.21	11.35 %
KGI1	2.10	12.42 %
KMR1	1.28	1.79 %
TPR4	1.22	8.26 %
WZSD	0.03	0.33 %
Total	159.57	14.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	76.62	20.91 %
Fridge	29.45	17.26 %
Wash-Mac	23.26	15.17 %
Air-Cond	15.02	8.90 %
W.Heater	3.27	22.85 %
D-Freez	2.48	87.84 %
Oven	0.30	13.84 %
W-Disp	0.14	38.46 %
Total	150.55	17.10 %

Branch *	MTD Sales L	Brand Share %
POY1	14.14	14.12 %
SJI2	8.72	11.56 %
NVL2	8.68	14.72 %
KKI2	8.13	13.25 %
ULP1	5.57	14.15 %
KML1	3.18	12.91 %
SJI1		0.00 %
Total	150.55	17.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	73.34	22.38 %
Wash-Mac	25.57	18.26 %
Fridge	24.50	18.57 %
Air-Cond	11.28	8.00 %
W.Heater	3.07	24.29 %
D-Freez	1.11	52.66 %
Oven	0.68	27.16 %
Chimney	0.43	12.26 %
W-Disp	0.36	70.04 %
Total	140.34	18.42 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.12	10.24 %
TRR1	4.87	12.16 %
TRL1	2.52	4.60 %
CGM1	0.71	4.43 %
BGR1	0.03	0.18 %
Total	140.34	18.42 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.37	11.87 %
Fridge	1.81	9.12 %
Air-Cond	1.79	7.83 %
D-Freez	0.86	84.87 %
Wash-Mac	0.69	6.67 %
W.Heater	0.03	9.52 %
Total	8.55	10.24 %

Branch *	MTD Sales L	Brand Share %
TVP1	5.62	10.20 %
PAS1	0.85	6.12 %
TVSD		0.00 %
Total	8.55	10.24 %