

MTD Sales
1,712.94 L

Brand Share %
15.47 %

Information:

MTD : 01-08-2025 To 18-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.47 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	654.61	19.29 %
Fridge	434.92	17.91 %
Wash-Mac	322.58	14.22 %
Air-Cond	252.45	9.20 %
W.Heater	22.53	15.25 %
D-Freez	20.42	61.62 %
Oven	4.51	9.89 %
W-Disp	0.91	13.78 %
Total	1,712.94	15.47 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	238.54	14.77 %
SOUTH-01	233.41	13.50 %
TRICHY-01	210.20	14.02 %
CHENNAI-02	198.66	15.55 %
SOUTH-03	198.02	15.45 %
WEST-02	183.64	17.51 %
SOUTH ARCOT	162.40	18.16 %
NORTH ARCOT	152.63	20.59 %
WEST-01	130.90	14.52 %
KL-SOUTH	4.54	5.56 %
Total	1,712.94	15.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	82.65	20.24 %
Air-Cond	55.64	9.76 %
Fridge	50.40	16.55 %
Wash-Mac	43.10	14.72 %
D-Freez	3.09	60.57 %
W.Heater	2.66	10.02 %
Oven	0.86	14.04 %
W-Disp	0.15	7.75 %
Total	238.54	14.77 %

Branch *	MTD Sales L	Brand Share %
CH16	18.14	15.34 %
CH14	12.18	10.98 %
CH08	10.83	10.67 %
CH07	8.60	12.12 %
GUD2	7.38	15.44 %
CH19	6.92	7.00 %
CH22	5.50	10.28 %
CH11	4.37	5.60 %
CH05	3.50	3.21 %
TKM1	2.65	11.89 %
KNR1	1.08	3.58 %
CH40	0.30	2.12 %
WHC3	0.12	1.02 %
CH29		0.00 %
MC02		0.00 %
Total	238.54	14.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	86.52	16.37 %
Fridge	63.76	17.00 %
Wash-Mac	45.11	12.94 %
Air-Cond	31.12	7.05 %
D-Freez	4.16	56.27 %
W.Heater	2.35	12.39 %
Oven	0.40	4.86 %
Total	233.41	13.50 %

Branch *	MTD Sales L	Brand Share %
TVL1	27.67	14.30 %
TUT1	16.10	8.79 %
KVT1	11.31	12.39 %
TKS2	8.58	11.56 %
VNR2	7.16	8.36 %
TUT2	7.11	10.56 %
RND1	6.35	9.77 %
TCN1	6.00	12.74 %
MAR1	4.71	9.55 %
NGR1	3.80	5.55 %
APK1	3.39	9.08 %
PKD1	3.31	6.99 %
TKY1	3.27	13.64 %
TVL2	3.23	12.99 %
VNR1	3.01	14.19 %
TYI1	2.77	10.48 %
MMT1	1.70	8.86 %
ARM1	1.01	9.70 %
ASM1	0.93	2.95 %
UDN1	0.79	3.53 %
S2SD		0.00 %
WHTV		0.00 %
Total	233.41	13.50 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	92.27	20.04 %
Fridge	54.48	15.55 %
Wash-Mac	29.46	11.71 %
Air-Cond	29.44	7.22 %
W.Heater	3.08	14.08 %
D-Freez	1.31	49.21 %
Oven	0.16	3.68 %
Total	210.20	14.02 %

Branch *	MTD Sales L	Brand Share %
TRY1	30.03	13.92 %
KUM1	10.51	10.09 %
TNJ2	8.13	9.96 %
TVR2	7.56	8.98 %
NGT1	7.04	13.94 %
TRY3	5.56	12.74 %
JKM1	5.40	12.13 %
TNJ1	5.10	5.68 %
ORU1	3.53	12.91 %
TYR1	3.47	9.19 %
APM1	3.27	14.83 %
PBR1	2.51	8.98 %
MSI1	1.64	6.08 %
TTP1	0.18	0.46 %
TZSD		0.00 %
Total	210.20	14.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	62.52	16.95 %
Fridge	52.22	21.81 %
Wash-Mac	40.63	16.87 %
Air-Cond	37.60	9.25 %
W.Heater	3.17	25.04 %
D-Freez	1.42	91.41 %
Oven	1.02	14.58 %
W-Disp	0.07	9.91 %
Total	198.66	15.55 %

Branch *	MTD Sales L	Brand Share %
CH15	16.75	12.39 %
CH03	16.34	11.57 %
MJR1	9.27	15.26 %
CH12	8.13	9.71 %
CH06	7.92	13.52 %
CH21	7.37	9.58 %
CH33	6.51	14.16 %
CH17	5.27	14.66 %
UKI1	2.84	12.30 %
CH44	2.55	6.05 %
CH31	2.25	12.34 %
CH32	0.99	6.91 %
CH27	0.96	4.31 %
CH36	0.18	0.80 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	198.66	15.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	71.88	18.09 %
Fridge	55.13	17.88 %
Wash-Mac	39.36	13.89 %
Air-Cond	27.41	10.19 %
W.Heater	2.43	14.35 %
D-Freez	1.49	55.03 %
Oven	0.33	8.25 %
Total	198.02	15.45 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.99	10.88 %
DGL1	10.69	11.41 %
MDU6	8.21	11.70 %
ATG1	6.84	12.48 %
MLR1	6.59	15.08 %
TMM1	4.68	12.93 %
MDU3	3.72	10.98 %
TEN2	3.32	11.82 %
KRR1	2.85	10.08 %
MDU5	2.49	13.44 %
BTU1	2.07	13.37 %
MPA1	2.01	6.73 %
DKI1	1.88	4.94 %
BNR1	1.69	7.46 %
CMR1	0.54	4.39 %
TEN1	0.51	1.68 %
NTM1	0.11	0.80 %
SZSD		0.00 %
WHMD		0.00 %
Total	198.02	15.45 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	74.65	20.59 %
Fridge	49.83	19.50 %
Wash-Mac	39.52	14.96 %
Air-Cond	14.01	9.48 %
W.Heater	3.21	25.35 %
D-Freez	1.51	85.34 %
Oven	0.83	21.06 %
W-Disp	0.08	30.51 %
Total	183.64	17.51 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.83	11.75 %
HSR2	9.59	15.31 %
ERD1	8.88	15.46 %
SLM2	5.18	11.23 %
OML1	5.12	14.31 %
KRI1	4.45	12.05 %
KVP1	3.75	15.39 %
SLM3	3.54	7.23 %
TRM1	3.11	11.02 %
PMP1	1.71	13.31 %
EDP1	1.46	7.98 %
PLC1	0.62	3.43 %
WHPD		0.00 %
WZWH		0.00 %
Total	183.64	17.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	71.20	25.49 %
Fridge	35.29	18.39 %
Wash-Mac	27.12	15.13 %
Air-Cond	22.86	10.25 %
D-Freez	3.65	67.79 %
W.Heater	1.42	10.86 %
W-Disp	0.46	74.67 %
Oven	0.40	25.25 %
Total	162.40	18.16 %

Branch *	MTD Sales L	Brand Share %
POY1	17.06	14.80 %
CUD1	10.50	13.26 %
CDM1	9.40	14.54 %
NVL2	6.10	15.30 %
KLM1	5.79	13.55 %
SJI1	4.39	13.17 %
KML1	1.49	4.43 %
WHNV		0.00 %
WHUT		0.00 %
Total	162.40	18.16 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	61.40	25.53 %
Fridge	34.77	20.57 %
Air-Cond	27.58	16.03 %
Wash-Mac	24.40	17.14 %
D-Freez	2.59	76.21 %
W.Heater	1.89	18.40 %
Total	152.63	20.59 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.60	14.88 %
VEL1	5.52	12.98 %
TRL1	5.34	9.38 %
CGM1	0.67	2.86 %
BGR1	0.13	0.85 %
Total	152.63	20.59 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	50.12	15.51 %
Fridge	36.52	17.12 %
Wash-Mac	33.55	13.48 %
Air-Cond	6.79	7.32 %
W.Heater	2.32	16.03 %
D-Freez	0.94	41.82 %
Oven	0.52	8.49 %
W-Disp	0.15	27.68 %
Total	130.90	14.52 %

Branch *	MTD Sales L	Brand Share %
CBE2	14.34	9.13 %
CBE6	5.28	13.40 %
TPR1	4.63	12.80 %
SUL1	4.07	15.31 %
AVI1	3.95	14.66 %
DPM2	3.79	12.95 %
KMR1	3.54	4.53 %
PPI1	2.67	14.34 %
CNR1	1.57	12.67 %
KMD1	1.49	7.41 %
KGI1	1.23	9.42 %
MPM1	1.17	4.10 %
KGM1	0.79	6.63 %
ANR1	0.75	8.88 %
TPR4	0.53	3.06 %
WHCB		0.00 %
WZSD		0.00 %
Total	130.90	14.52 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.52	11.90 %
LED TV	1.39	5.46 %
Wash-Mac	0.35	2.06 %
D-Freez	0.28	29.30 %
Total	4.54	5.56 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.22	5.47 %
PAS1	1.32	5.80 %
Total	4.54	5.56 %