

MTD Sales
850.22 L

Brand Share %
14.19 %

Information:

MTD : 01-09-2025 To 18-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.19 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	319.64	18.43 %
Fridge	191.97	14.12 %
Wash-Mac	180.31	14.75 %
Air-Cond	116.10	7.65 %
D-Freez	19.84	61.85 %
W.Heater	14.27	15.21 %
Oven	4.88	20.96 %
W-Disp	3.22	45.64 %
Total	850.22	14.19 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	117.15	13.01 %
SOUTH-01	116.35	11.28 %
SOUTH-03	106.49	14.51 %
CHENNAI-02	101.01	15.07 %
WEST-02	92.39	17.31 %
TRICHY-01	79.27	10.89 %
SOUTH ARCOT	77.41	18.74 %
WEST-01	73.95	15.68 %
NORTH ARCOT	70.04	19.38 %
KL-SOUTH	16.16	11.07 %
Total	850.22	14.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	41.34	18.88 %
Wash-Mac	28.08	15.44 %
Fridge	23.04	12.71 %
Air-Cond	19.06	6.52 %
D-Freez	2.64	64.95 %
W.Heater	1.82	9.99 %
Oven	0.80	25.92 %
W-Disp	0.38	38.15 %
Total	117.15	13.01 %

Branch *	MTD Sales L	Brand Share %
CH14	9.70	13.50 %
CH16	9.21	13.39 %
CH08	5.74	10.13 %
CH42	5.37	11.61 %
CH48	4.51	13.23 %
CH07	3.51	8.82 %
WHC3	3.25	7.50 %
CH30	2.75	10.19 %
CH11	2.75	6.28 %
CH19	2.49	5.37 %
CH05	2.28	4.06 %
CH22	1.87	7.61 %
CGL1	1.30	8.20 %
KNR1	0.67	3.94 %
CH29		0.00 %
CH40		0.00 %
Total	117.15	13.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	35.77	15.41 %
LED TV	33.75	13.12 %
Wash-Mac	21.46	10.87 %
Air-Cond	18.94	5.90 %
D-Freez	5.26	57.23 %
W.Heater	0.56	5.76 %
Oven	0.46	10.73 %
W-Disp	0.14	16.95 %
Total	116.35	11.28 %

Branch *	MTD Sales L	Brand Share %
RPM1	7.22	8.96 %
NGR1	5.20	9.28 %
TUT1	5.19	4.10 %
SDI1	5.12	13.11 %
KVT1	4.61	11.49 %
SVK1	3.88	13.12 %
TUT2	3.51	6.72 %
TKS2	3.34	10.89 %
PKD1	2.26	8.75 %
TYI1	2.23	10.34 %
VNR2	2.17	6.87 %
MAR1	2.11	5.09 %
TCN1	2.11	8.84 %
MMT1	1.73	8.66 %
APK1	1.70	11.22 %
APK2	1.34	9.46 %
VKM1	1.11	7.78 %
TVL2	1.07	11.14 %
TKY1	0.95	5.15 %
ARM1	0.63	7.42 %
UDN1	0.61	3.58 %
S2SD	0.39	3.12 %
ASM1	0.13	1.13 %
Total	116.35	11.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	37.87	17.07 %
Fridge	26.06	13.59 %
Wash-Mac	21.84	14.18 %
Air-Cond	16.68	11.06 %
D-Freez	2.15	68.25 %
W.Heater	1.71	18.33 %
Oven	0.11	5.13 %
W-Disp	0.07	15.30 %
Total	106.49	14.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.42	11.97 %
DGL1	5.53	10.63 %
MDU6	5.47	14.11 %
ATG1	4.72	12.07 %
MDU2	4.60	9.04 %
MDU3	2.55	11.84 %
TMM1	1.80	7.27 %
MPA1	1.46	7.15 %
KRR1	1.36	10.49 %
TEN2	1.23	7.15 %
MDU4	1.14	6.85 %
TEN1	1.13	7.37 %
BNR1	0.93	8.11 %
SZSD	0.62	4.79 %
CMR1	0.38	6.66 %
DKI1	0.36	2.61 %
BTU1	0.24	3.21 %
NTM1	0.12	0.82 %
Total	106.49	14.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	32.25	16.60 %
Wash-Mac	28.55	21.79 %
Fridge	18.12	15.71 %
Air-Cond	16.31	7.63 %
W.Heater	2.29	23.67 %
D-Freez	1.38	59.53 %
Oven	1.30	46.24 %
W-Disp	0.82	72.42 %
Total	101.01	15.07 %

Branch *	MTD Sales L	Brand Share %
CH03	9.18	13.07 %
CH15	7.31	10.35 %
CH12	5.39	11.30 %
CH21	5.38	11.94 %
CH18	5.03	11.26 %
MJR1	4.16	13.74 %
CH20	3.91	12.58 %
CH44	2.80	12.75 %
CH17	2.46	13.15 %
CH31	1.18	10.95 %
CH36	0.69	7.95 %
CH32	0.37	5.15 %
CH46	0.30	2.60 %
MC06		0.00 %
CH01		0.00 %
Total	101.01	15.07 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	37.88	22.06 %
Wash-Mac	22.71	15.62 %
Fridge	20.23	14.73 %
Air-Cond	7.18	11.04 %
W.Heater	2.57	26.53 %
D-Freez	1.05	62.35 %
W-Disp	0.54	88.71 %
Oven	0.23	9.99 %
Total	92.39	17.31 %

Branch *	MTD Sales L	Brand Share %
HSR2	4.31	10.94 %
SLM1	4.13	10.79 %
TRM1	3.23	10.55 %
ERD1	2.56	9.19 %
SLM3	1.83	7.70 %
KRI1	1.46	10.88 %
VKL1	1.35	12.86 %
HSR1	1.27	5.80 %
PLC1	0.97	12.34 %
HRR1	0.81	13.56 %
WZWH	0.55	5.16 %
Total	92.39	17.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	30.79	14.48 %
Fridge	17.26	10.74 %
Wash-Mac	15.20	12.81 %
Air-Cond	12.59	5.72 %
D-Freez	1.66	64.63 %
W.Heater	1.48	12.71 %
W-Disp	0.23	41.63 %
Oven	0.06	4.81 %
Total	79.27	10.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.05	7.73 %
PBR2	4.98	12.38 %
PTK1	4.98	12.91 %
KUM1	3.39	8.32 %
MVM1	3.38	9.85 %
TNJ2	3.23	9.73 %
TRY3	2.16	12.85 %
JKM1	1.91	12.95 %
TVR2	1.48	3.98 %
ORU1	1.37	8.67 %
TNJ1	1.36	3.02 %
TRY2	1.11	7.45 %
APM1	0.77	7.35 %
TZSD	0.68	7.99 %
PBR1	0.46	4.32 %
TTP1	0.41	3.24 %
MSI1	0.40	2.99 %
Total	79.27	10.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.74	25.91 %
Fridge	15.20	15.89 %
Wash-Mac	13.53	17.58 %
Air-Cond	10.99	10.77 %
D-Freez	3.27	75.98 %
W.Heater	1.08	17.17 %
W-Disp	0.38	54.18 %
Oven	0.23	25.94 %
Total	77.41	18.74 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.35	13.43 %
NVL2	3.19	13.94 %
KML1	0.47	3.34 %
WHNV		0.00 %
Total	77.41	18.74 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	33.01	20.27 %
Wash-Mac	17.27	14.80 %
Fridge	16.80	14.53 %
Air-Cond	4.19	7.08 %
W.Heater	1.44	12.81 %
D-Freez	0.70	40.38 %
Oven	0.40	11.87 %
W-Disp	0.14	17.25 %
Total	73.95	15.68 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.86	6.46 %
CBE6	1.99	9.68 %
KMR1	1.92	5.98 %
TPR2	1.72	11.65 %
TPR1	1.66	6.40 %
SUL1	1.35	12.25 %
KGI1	0.65	6.70 %
TPR4	0.48	6.43 %
MPM1	0.14	1.20 %
WZSD	0.13	2.28 %
KGM1		0.00 %
Total	73.95	15.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.51	29.91 %
Fridge	13.86	16.21 %
Wash-Mac	10.57	14.17 %
Air-Cond	8.30	10.80 %
W.Heater	1.25	17.61 %
D-Freez	1.13	53.69 %
Oven	0.90	40.37 %
W-Disp	0.52	56.22 %
Total	70.04	19.38 %

Branch *	MTD Sales L	Brand Share %
TRL1	4.06	11.20 %
KPM2	3.93	10.14 %
TRR1	1.96	10.04 %
GDM1	1.50	12.59 %
PTU1	0.63	13.91 %
PLR1	0.38	8.52 %
BGR1	0.18	2.34 %
CGM1	0.12	1.46 %
Total	70.04	19.38 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.50	11.46 %
Fridge	5.63	12.69 %
Air-Cond	1.86	11.19 %
Wash-Mac	1.11	4.37 %
D-Freez	0.61	62.14 %
Oven	0.38	42.81 %
W.Heater	0.07	7.99 %
Total	16.16	11.07 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.38	8.64 %
KLR1	2.46	10.55 %
Total	16.16	11.07 %