

MTD Sales
2,106.24 L

Brand Share %
14.80 %

Information:

MTD : 01-10-2025 To 18-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.80 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,014.88	17.40 %
Fridge	444.03	16.02 %
Wash-Mac	397.96	14.76 %
Air-Cond	173.48	6.63 %
W.Heater	35.62	20.66 %
D-Freez	26.01	74.57 %
Oven	6.92	14.19 %
W-Disp	4.30	56.74 %
Chimney	3.04	5.70 %
Total	2,106.24	14.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	325.48	14.46 %
WEST-02	282.86	17.03 %
SOUTH-01	273.62	11.52 %
TRICHY-01	249.85	14.04 %
CHENNAI-01	242.00	14.50 %
CHENNAI-02	207.69	15.95 %
WEST-01	184.70	14.70 %
SOUTH ARCOT	170.73	17.46 %
NORTH ARCOT	160.10	18.34 %
KL-SOUTH	9.20	10.45 %
Total	2,106.24	14.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	151.90	16.38 %
Fridge	80.84	16.77 %
Wash-Mac	61.44	14.03 %
Air-Cond	20.74	5.82 %
W.Heater	4.71	19.14 %
D-Freez	4.28	76.86 %
Oven	0.73	10.87 %
W-Disp	0.42	58.55 %
Chimney	0.41	4.04 %
Total	325.48	14.46 %

Branch *	MTD Sales L	Brand Share %
MDU1	33.36	9.62 %
DGL1	30.09	14.01 %
MDU6	20.17	14.57 %
MDU2	18.47	11.53 %
KRR1	8.71	12.49 %
ATG1	8.27	12.33 %
MPA1	7.17	14.72 %
SVG1	6.24	11.20 %
TMM1	6.12	8.38 %
TEN2	5.52	10.58 %
MDU4	5.42	12.50 %
TPT1	4.83	13.48 %
TEN1	4.62	8.05 %
DKI1	4.03	7.18 %
BTU1	2.60	11.97 %
CMR1	1.20	5.49 %
NTM1	0.81	2.94 %
SZSD	0.30	2.49 %
Total	325.48	14.46 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	138.49	18.67 %
Fridge	60.74	16.91 %
Wash-Mac	60.61	16.02 %
Air-Cond	13.19	9.00 %
W.Heater	4.97	32.28 %
D-Freez	3.50	83.15 %
Oven	0.65	14.71 %
Chimney	0.42	4.17 %
W-Disp	0.28	54.80 %
Total	282.86	17.03 %

Branch *	MTD Sales L	Brand Share %
SLM1	17.79	11.08 %
ERD1	13.27	11.48 %
SLM3	11.43	13.29 %
HSR2	10.88	11.62 %
SLM2	9.51	14.18 %
KVP1	3.36	11.91 %
KRI1	2.65	7.90 %
PDR1	2.56	9.74 %
PMP1	1.91	7.56 %
APN1	1.63	5.80 %
WZWH	1.14	12.45 %
Total	282.86	17.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	112.15	12.68 %
Fridge	64.50	13.94 %
Wash-Mac	56.24	12.48 %
Air-Cond	31.77	5.97 %
D-Freez	4.59	69.50 %
W.Heater	2.93	12.45 %
Oven	0.78	9.02 %
W-Disp	0.42	52.44 %
Chimney	0.25	5.27 %
Total	273.62	11.52 %

Branch *	MTD Sales L	Brand Share %
TVL1	23.88	11.96 %
RPM1	14.88	12.46 %
TUT1	13.75	4.54 %
TKS2	12.34	13.29 %
NGR1	11.43	7.30 %
KVT1	10.14	8.50 %
PKD1	8.68	10.37 %
SVK1	7.88	10.03 %
VNR2	7.56	8.49 %
TCN1	7.41	12.86 %
APK1	6.12	10.67 %
TUT2	5.81	5.87 %
ARM1	5.51	14.65 %
SKD1	3.07	11.13 %
TYI1	3.06	9.48 %
MMT1	2.67	8.03 %
TKY1	2.37	5.61 %
TVL2	2.24	8.20 %
ASM1	1.94	5.83 %
KGL1	1.92	9.49 %
UDN1	1.80	5.57 %
VKM1	0.71	2.86 %
COL1	0.56	6.16 %
S2SD	0.10	0.58 %
Total	273.62	11.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	143.19	18.35 %
Fridge	41.83	12.74 %
Wash-Mac	37.21	13.60 %
Air-Cond	19.81	5.49 %
W.Heater	3.49	15.37 %
D-Freez	3.45	83.25 %
Oven	0.47	8.63 %
W-Disp	0.21	56.62 %
Chimney	0.18	5.04 %
Total	249.85	14.04 %

Branch *	MTD Sales L	Brand Share %
TRY1	30.73	11.50 %
TNJ2	14.24	13.92 %
MDI1	9.75	14.25 %
TRY3	8.87	13.42 %
TVR2	8.52	9.65 %
JKM1	7.54	14.20 %
TNJ1	6.60	5.43 %
KUM1	6.36	6.42 %
PBR1	4.87	13.67 %
TTP1	2.17	6.29 %
ORU1	0.56	1.91 %
APM1	0.48	2.46 %
TZSD	0.17	1.85 %
MSI1		0.00 %
Total	249.85	14.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	112.18	18.56 %
Fridge	47.04	15.50 %
Wash-Mac	43.08	14.75 %
Air-Cond	29.21	6.88 %
W.Heater	5.03	20.53 %
D-Freez	2.40	63.00 %
Oven	1.32	19.97 %
W-Disp	1.20	55.04 %
Chimney	0.53	7.86 %
Total	242.00	14.50 %

Branch *	MTD Sales L	Brand Share %
CH14	16.87	14.47 %
CH16	15.56	12.71 %
CH08	15.34	12.99 %
CH05	8.70	8.66 %
CZWH	5.57	12.12 %
CH48	5.10	7.87 %
CH19	4.64	4.67 %
KNR1	4.23	9.89 %
CH22	3.92	7.75 %
CGL1	2.92	8.90 %
WHC3	1.84	7.45 %
MC10	0.29	8.79 %
CH29	0.15	1.44 %
CH40		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	242.00	14.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	86.27	16.82 %
Wash-Mac	46.11	19.93 %
Fridge	42.39	19.43 %
Air-Cond	24.75	7.93 %
W.Heater	4.67	29.07 %
D-Freez	1.14	82.61 %
Oven	1.08	19.39 %
W-Disp	0.77	52.87 %
Chimney	0.51	16.58 %
Total	207.69	15.95 %

Branch *	MTD Sales L	Brand Share %
CH03	20.24	13.39 %
CH15	15.28	10.56 %
CH12	11.99	11.54 %
CH21	7.82	9.43 %
CH44	5.45	11.75 %
UKI1	3.49	13.42 %
CH46	2.94	12.68 %
CH27	2.00	10.73 %
CH36	1.94	10.48 %
CH32	0.35	4.83 %
MC06	0.27	8.19 %
CH01		0.00 %
MC05		0.00 %
Total	207.69	15.95 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	95.33	17.07 %
Fridge	44.03	17.28 %
Wash-Mac	35.71	12.40 %
Air-Cond	3.91	3.20 %
W.Heater	2.59	17.50 %
D-Freez	1.78	63.49 %
Oven	0.63	11.75 %
W-Disp	0.43	85.81 %
Chimney	0.30	3.12 %
Total	184.70	14.70 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.63	5.36 %
TPR2	8.54	14.04 %
CBE4	7.24	12.12 %
MPM1	4.95	10.93 %
SUL1	4.46	11.15 %
CBE6	4.28	8.75 %
AVI1	3.55	10.20 %
KGI1	2.33	12.35 %
TPR4	1.50	8.43 %
KMR1	1.28	1.63 %
WZSD	0.28	2.63 %
Total	184.70	14.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	88.67	21.51 %
Fridge	32.86	17.34 %
Wash-Mac	26.15	15.13 %
Air-Cond	15.96	8.87 %
W.Heater	3.84	23.43 %
D-Freez	2.69	88.68 %
Oven	0.42	18.26 %
W-Disp	0.14	38.46 %
Total	170.73	17.46 %

Branch *	MTD Sales L	Brand Share %
POY1	14.84	13.70 %
SJI2	10.13	12.34 %
KKI2	9.56	13.90 %
NVL2	9.48	14.73 %
ULP1	6.26	13.69 %
KML1	4.20	14.60 %
SJI1		0.00 %
Total	170.73	17.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	82.98	21.83 %
Wash-Mac	30.73	19.10 %
Fridge	27.99	18.27 %
Air-Cond	12.10	7.79 %
W.Heater	3.35	23.97 %
D-Freez	1.32	56.99 %
Oven	0.79	26.00 %
Chimney	0.43	12.26 %
W-Disp	0.42	73.53 %
Total	160.10	18.34 %

Branch *	MTD Sales L	Brand Share %
KPM2	12.48	10.25 %
AKM1	8.16	14.38 %
TRR1	5.29	11.09 %
TRL1	3.01	4.99 %
CGM1	0.71	3.90 %
BGR1	0.03	0.15 %
Total	160.10	18.34 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.71	12.43 %
Air-Cond	2.05	8.28 %
Fridge	1.81	8.93 %
D-Freez	0.86	84.87 %
Wash-Mac	0.69	6.29 %
Oven	0.05	7.51 %
W.Heater	0.03	7.96 %
Total	9.20	10.45 %

Branch *	MTD Sales L	Brand Share %
TVP1	6.04	10.33 %
KLR1	2.08	14.05 %
PAS1	1.07	7.43 %
TVSD		0.00 %
WTVP		0.00 %
Total	9.20	10.45 %