

MTD Sales
1,747.68 L

Brand Share %
15.47 %

Information:

MTD : 01-08-2025 To 19-08-2025

* 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	668.59	19.32 %
Fridge	443.79	17.96 %
Wash-Mac	329.37	14.17 %
Air-Cond	255.63	9.13 %
W.Heater	23.38	15.23 %
D-Freez	21.18	61.08 %
Oven	4.75	10.19 %
W-Disp	0.99	14.44 %
Total	1,747.68	15.47 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	242.07	14.66 %
SOUTH-01	238.43	13.41 %
TRICHY-01	213.80	14.04 %
SOUTH-03	200.81	15.33 %
CHENNAI-02	200.63	15.40 %
WEST-02	188.61	17.78 %
SOUTH ARCOT	165.82	18.27 %
NORTH ARCOT	155.47	20.60 %
WEST-01	136.97	14.82 %
KL-SOUTH	5.07	6.01 %
Total	1,747.68	15.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	83.85	20.14 %
Air-Cond	55.64	9.63 %
Fridge	50.79	16.35 %
Wash-Mac	44.60	14.60 %
D-Freez	3.38	62.69 %
W.Heater	2.72	9.96 %
Oven	0.86	14.04 %
W-Disp	0.23	11.16 %
Total	242.07	14.66 %

Branch *	MTD Sales L	Brand Share %
CH16	18.53	15.30 %
CH14	12.45	10.98 %
CH08	10.83	10.30 %
CH07	8.60	11.72 %
GUD2	7.38	14.68 %
CH19	6.92	6.94 %
CH22	5.75	10.68 %
CH11	4.23	5.33 %
CH05	3.50	3.15 %
TKM1	2.97	12.85 %
KNR1	1.08	3.50 %
CH40	0.30	2.02 %
WHC3	0.12	1.02 %
CH29		0.00 %
MC02		0.00 %
Total	242.07	14.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	87.81	16.22 %
Fridge	65.69	17.08 %
Wash-Mac	46.92	13.02 %
Air-Cond	31.11	6.83 %
D-Freez	4.16	54.34 %
W.Heater	2.35	11.99 %
Oven	0.40	4.78 %
Total	238.43	13.41 %

Branch *	MTD Sales L	Brand Share %
TVL1	28.59	14.52 %
TUT1	16.34	8.75 %
KVT1	11.31	12.21 %
RPM1	10.93	15.27 %
TKS2	8.96	11.97 %
VNR2	7.60	8.73 %
TUT2	7.11	10.41 %
RND1	6.10	9.46 %
TCN1	6.00	12.25 %
NGR1	5.44	6.73 %
MAR1	4.87	9.51 %
PKD1	3.43	7.00 %
APK1	3.39	8.90 %
TKY1	3.27	12.72 %
TVL2	3.23	12.52 %
VNR1	3.01	13.66 %
TYI1	2.77	10.48 %
VKM1	2.66	15.43 %
MMT1	1.88	9.19 %
ARM1	1.14	10.76 %
UDN1	1.05	4.12 %
ASM1	0.93	2.93 %
S2SD		0.00 %
WHTV		0.00 %
Total	238.43	13.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	94.05	20.04 %
Fridge	54.88	15.50 %
Wash-Mac	30.66	11.98 %
Air-Cond	29.44	7.14 %
W.Heater	3.30	14.28 %
D-Freez	1.31	43.18 %
Oven	0.16	3.46 %
Total	213.80	14.04 %

Branch *	MTD Sales L	Brand Share %
TRY1	30.61	13.95 %
KUM1	10.51	9.86 %
TNJ2	8.13	9.88 %
TVR2	7.56	8.96 %
NGT1	7.17	13.73 %
TRY3	5.56	12.70 %
JKM1	5.40	11.99 %
TNJ1	5.31	5.82 %
TYR1	3.63	9.44 %
ORU1	3.53	12.75 %
APM1	3.40	15.16 %
PBR1	2.98	10.27 %
MSI1	1.64	5.85 %
TTP1	0.18	0.45 %
TZSD		0.00 %
Total	213.80	14.04 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	72.65	17.80 %
Fridge	56.30	17.87 %
Wash-Mac	39.36	13.64 %
Air-Cond	27.94	10.21 %
W.Heater	2.50	14.36 %
D-Freez	1.72	58.67 %
Oven	0.33	8.25 %
Total	200.81	15.33 %

Branch *	MTD Sales L	Brand Share %
MDU1	19.19	10.84 %
MDU2	14.32	15.34 %
DGL1	10.69	11.17 %
MDU6	8.33	11.75 %
ATG1	6.84	12.29 %
TMM1	4.99	13.40 %
MDU3	3.72	10.94 %
TEN2	3.32	11.50 %
KRR1	2.92	10.26 %
MDU5	2.49	13.44 %
BTU1	2.24	14.16 %
MPA1	2.23	7.36 %
DKI1	1.88	4.75 %
BNR1	1.69	7.45 %
CMR1	0.54	4.39 %
TEN1	0.51	1.62 %
NTM1	0.11	0.78 %
SZSD		0.00 %
WHMD		0.00 %
Total	200.81	15.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	62.93	16.78 %
Fridge	52.35	21.70 %
Wash-Mac	41.32	16.60 %
Air-Cond	38.16	9.19 %
W.Heater	3.25	24.46 %
D-Freez	1.42	91.41 %
Oven	1.14	16.00 %
W-Disp	0.07	9.91 %
Total	200.63	15.40 %

Branch *	MTD Sales L	Brand Share %
CH15	17.17	12.26 %
CH03	16.63	11.66 %
CH18	11.65	15.24 %
MJR1	9.27	15.05 %
CH12	8.26	9.76 %
CH06	7.92	13.15 %
CH21	7.50	9.52 %
CH33	6.51	13.88 %
CH17	5.27	14.47 %
UKI1	2.97	12.30 %
CH44	2.55	5.89 %
CH31	2.25	12.13 %
CH32	0.99	6.75 %
CH27	0.96	4.25 %
CH36	0.18	0.80 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	200.63	15.40 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	77.87	21.20 %
Fridge	51.14	19.85 %
Wash-Mac	39.85	15.00 %
Air-Cond	14.01	9.31 %
W.Heater	3.27	24.56 %
D-Freez	1.51	79.16 %
Oven	0.89	21.61 %
W-Disp	0.08	30.51 %
Total	188.61	17.78 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.97	11.79 %
OML1	5.26	14.89 %
SLM2	5.18	11.17 %
KRI1	4.65	12.48 %
SLM3	3.71	7.54 %
TRM1	3.11	10.79 %
PMP1	1.71	12.86 %
SGG1	1.60	14.40 %
EDP1	1.46	7.88 %
PLC1	0.62	3.43 %
WHPD		0.00 %
WZWH		0.00 %
Total	188.61	17.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	72.20	25.52 %
Fridge	36.90	18.93 %
Wash-Mac	27.46	15.01 %
Air-Cond	23.34	10.33 %
D-Freez	3.65	67.79 %
W.Heater	1.42	10.59 %
W-Disp	0.46	74.67 %
Oven	0.40	25.25 %
Total	165.82	18.27 %

Branch *	MTD Sales L	Brand Share %
POY1	17.76	15.20 %
CUD1	10.74	12.92 %
CDM1	9.70	14.72 %
KLM1	6.12	13.94 %
NVL2	6.10	15.25 %
SJI1	4.62	13.57 %
KML1	1.49	4.44 %
WHNV		0.00 %
WHUT		0.00 %
Total	165.82	18.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	62.75	25.71 %
Fridge	34.77	20.25 %
Air-Cond	28.94	16.45 %
Wash-Mac	24.40	16.83 %
D-Freez	2.59	76.21 %
W.Heater	2.02	18.91 %
Total	155.47	20.60 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.73	14.74 %
VEL1	5.80	13.26 %
TRL1	5.34	9.27 %
CGM1	0.67	2.85 %
BGR1	0.13	0.85 %
Total	155.47	20.60 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	53.08	16.05 %
Fridge	37.91	17.33 %
Wash-Mac	34.47	13.58 %
Air-Cond	7.06	7.33 %
W.Heater	2.55	16.95 %
D-Freez	1.17	47.11 %
Oven	0.57	9.19 %
W-Disp	0.15	21.40 %
Total	136.97	14.82 %

Branch *	MTD Sales L	Brand Share %
CBE2	14.34	8.95 %
CBE6	5.37	13.61 %
TPR1	4.87	13.04 %
DPM2	4.60	14.93 %
SUL1	4.07	15.31 %
KMR1	3.54	4.43 %
PPI1	2.67	14.03 %
KMD1	1.63	7.85 %
CNR1	1.57	12.39 %
KGI1	1.29	9.70 %
MPM1	1.17	4.05 %
KGM1	0.79	6.63 %
ANR1	0.75	8.68 %
TPR4	0.53	3.04 %
WHCB		0.00 %
WZSD		0.00 %
Total	136.97	14.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.05	13.54 %
LED TV	1.39	5.33 %
Wash-Mac	0.35	1.97 %
D-Freez	0.28	29.30 %
Total	5.07	6.01 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.22	5.32 %
PAS1	1.85	7.72 %
Total	5.07	6.01 %