

MTD Sales
865.49 L

Brand Share %
14.19 %

Information:

MTD : 01-09-2025 To 19-09-2025

* 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	324.56	18.37 %
Fridge	195.53	14.07 %
Wash-Mac	183.91	14.77 %
Air-Cond	117.73	7.67 %
D-Freez	20.68	62.58 %
W.Heater	14.74	15.22 %
Oven	5.04	20.78 %
W-Disp	3.29	45.10 %
Total	865.49	14.19 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	120.49	13.13 %
SOUTH-01	117.58	11.20 %
SOUTH-03	108.98	14.55 %
CHENNAI-02	103.07	15.06 %
WEST-02	93.16	17.33 %
TRICHY-01	80.51	10.81 %
SOUTH ARCOT	79.31	18.92 %
WEST-01	76.00	15.77 %
NORTH ARCOT	70.23	19.19 %
KL-SOUTH	16.16	10.88 %
Total	865.49	14.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	42.20	18.85 %
Wash-Mac	29.52	15.76 %
Fridge	23.49	12.72 %
Air-Cond	19.63	6.66 %
D-Freez	2.64	64.95 %
W.Heater	1.74	9.23 %
Oven	0.91	28.44 %
W-Disp	0.38	38.15 %
Total	120.49	13.13 %

Branch *	MTD Sales L	Brand Share %
CH14	9.70	13.28 %
CH16	9.49	13.42 %
CH08	6.14	10.67 %
CH42	5.78	11.86 %
CH45	5.02	14.17 %
CH48	4.51	12.93 %
CH07	3.51	8.80 %
WHC3	3.25	7.50 %
SKL1	3.24	14.02 %
CH30	2.89	10.39 %
CH11	2.75	6.21 %
CH19	2.49	5.28 %
CH05	2.28	3.98 %
CH22	1.99	7.95 %
CGL1	1.30	8.20 %
KNR1	0.67	3.81 %
CH29		0.00 %
CH40		0.00 %
Total	120.49	13.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	35.94	15.23 %
LED TV	34.46	13.13 %
Wash-Mac	21.82	10.87 %
Air-Cond	18.94	5.81 %
D-Freez	5.26	57.23 %
W.Heater	0.56	5.61 %
Oven	0.46	10.17 %
W-Disp	0.14	16.95 %
Total	117.58	11.20 %

Branch *	MTD Sales L	Brand Share %
RPM1	7.45	9.13 %
SDI1	5.56	13.80 %
NGR1	5.20	8.74 %
TUT1	5.19	4.01 %
KVT1	4.61	11.31 %
SVK1	3.88	12.84 %
TUT2	3.51	6.63 %
TKS2	3.34	10.89 %
PKD1	2.26	8.53 %
TYI1	2.23	10.09 %
VNR2	2.17	6.75 %
MAR1	2.11	5.05 %
TCN1	2.11	8.66 %
MMT1	1.73	8.62 %
APK1	1.70	10.97 %
APK2	1.34	9.73 %
VKM1	1.11	7.59 %
TVL2	1.07	11.14 %
TKY1	0.95	5.15 %
ARM1	0.63	7.34 %
UDN1	0.61	3.56 %
S2SD	0.39	2.69 %
ASM1	0.13	1.13 %
Total	117.58	11.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	38.10	16.99 %
Fridge	26.73	13.65 %
Wash-Mac	22.47	14.17 %
Air-Cond	16.68	10.86 %
D-Freez	2.99	72.61 %
W.Heater	1.81	18.82 %
Oven	0.11	4.92 %
W-Disp	0.07	15.30 %
Total	108.98	14.55 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.66	11.98 %
DGL1	5.93	10.91 %
MDU6	5.47	13.67 %
ATG1	4.72	11.99 %
MDU2	4.60	9.08 %
MDU3	2.80	12.91 %
TMM1	1.80	7.08 %
KRR1	1.46	10.70 %
MPA1	1.46	6.72 %
TEN2	1.34	7.72 %
MDU4	1.30	7.60 %
TEN1	1.13	6.93 %
BNR1	0.93	8.11 %
SZSD	0.62	4.25 %
DKI1	0.39	2.81 %
CMR1	0.38	6.66 %
BTU1	0.24	3.21 %
NTM1	0.12	0.82 %
Total	108.98	14.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	32.93	16.42 %
Wash-Mac	28.69	21.60 %
Fridge	18.84	15.95 %
Air-Cond	16.62	7.69 %
W.Heater	2.41	23.62 %
D-Freez	1.38	59.53 %
Oven	1.30	46.24 %
W-Disp	0.89	68.27 %
Total	103.07	15.06 %

Branch *	MTD Sales L	Brand Share %
CH03	9.48	13.13 %
CH15	7.31	10.30 %
CH12	5.47	11.14 %
CH21	5.45	11.76 %
CH18	5.03	11.16 %
MJR1	4.16	13.34 %
CH20	3.91	11.76 %
CH44	2.80	12.63 %
CH17	2.52	13.18 %
CH31	1.18	11.63 %
CH36	0.69	7.69 %
CH32	0.37	5.06 %
CH46	0.30	2.54 %
MC06		0.00 %
CH01		0.00 %
Total	103.07	15.06 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.54	22.29 %
Wash-Mac	23.13	15.77 %
Fridge	19.61	14.03 %
Air-Cond	7.46	11.76 %
W.Heater	2.60	26.55 %
D-Freez	1.05	62.35 %
W-Disp	0.54	88.71 %
Oven	0.23	8.72 %
Total	93.16	17.33 %

Branch *	MTD Sales L	Brand Share %
HSR2	4.59	11.50 %
SLM1	4.41	11.44 %
TRM1	3.23	10.74 %
ERD1	2.56	9.64 %
SLM3	1.96	7.87 %
KRI1	1.46	10.98 %
HSR1	1.41	6.41 %
VKL1	1.06	10.42 %
PLC1	0.97	12.34 %
WZWH	0.55	3.72 %
Total	93.16	17.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	31.38	14.40 %
Fridge	17.74	10.75 %
Wash-Mac	15.37	12.69 %
Air-Cond	12.59	5.61 %
D-Freez	1.66	64.63 %
W.Heater	1.48	12.13 %
W-Disp	0.23	41.63 %
Oven	0.06	4.59 %
Total	80.51	10.81 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.18	7.71 %
PBR2	5.15	12.64 %
PTK1	4.98	12.75 %
NGT1	4.13	14.17 %
KUM1	3.73	8.84 %
MVM1	3.38	9.72 %
TNJ2	3.23	9.47 %
TRY3	2.16	12.44 %
JKM1	1.91	12.75 %
TVR2	1.48	3.91 %
ORU1	1.37	8.48 %
TNJ1	1.36	2.91 %
TRY2	1.11	7.23 %
APM1	0.77	7.14 %
TZSD	0.68	6.46 %
PBR1	0.59	5.47 %
TTP1	0.41	3.18 %
MSI1	0.40	2.99 %
Total	80.51	10.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.20	25.84 %
Fridge	15.57	15.85 %
Wash-Mac	13.89	17.89 %
Air-Cond	11.58	11.28 %
D-Freez	3.27	75.98 %
W.Heater	1.14	17.92 %
W-Disp	0.38	54.18 %
Oven	0.29	30.58 %
Total	79.31	18.92 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.35	13.22 %
KML1	0.47	3.28 %
WHNV		0.00 %
Total	79.31	18.92 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	33.14	20.06 %
Fridge	17.96	14.95 %
Wash-Mac	17.67	14.85 %
Air-Cond	4.45	7.42 %
W.Heater	1.54	13.22 %
D-Freez	0.70	40.38 %
Oven	0.40	11.87 %
W-Disp	0.14	17.25 %
Total	76.00	15.77 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.12	6.75 %
TPR1	2.09	7.63 %
CBE6	1.99	9.50 %
KMR1	1.92	5.84 %
TPR2	1.72	11.28 %
SUL1	1.35	11.80 %
KGI1	0.65	6.61 %
TPR4	0.48	6.26 %
MPM1	0.14	1.17 %
WZSD	0.13	1.88 %
KGM1		0.00 %
Total	76.00	15.77 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.11	30.10 %
Fridge	14.04	16.13 %
Wash-Mac	10.23	13.45 %
Air-Cond	7.93	10.29 %
W.Heater	1.38	18.97 %
D-Freez	1.13	53.69 %
Oven	0.90	38.49 %
W-Disp	0.52	56.22 %
Total	70.23	19.19 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.26	10.75 %
TRL1	4.06	11.20 %
TRR1	2.21	11.04 %
GDM1	1.50	12.46 %
PTU1	0.63	13.91 %
PLR1	0.38	8.52 %
BGR1	0.18	2.27 %
CGM1	0.12	1.37 %
Total	70.23	19.19 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.50	11.30 %
Fridge	5.63	12.51 %
Air-Cond	1.86	10.57 %
Wash-Mac	1.11	4.34 %
D-Freez	0.61	62.14 %
Oven	0.38	42.81 %
W.Heater	0.07	7.99 %
Total	16.16	10.88 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.38	8.44 %
KLR1	2.46	10.44 %
Total	16.16	10.88 %