

MTD Sales
1,781.89 L

Brand Share %
15.41 %

Information:

MTD : 01-08-2025 To 20-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.41 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	684.23	19.32 %
Fridge	452.09	17.86 %
Wash-Mac	336.93	14.13 %
Air-Cond	256.48	8.98 %
W.Heater	24.27	15.28 %
D-Freez	21.85	60.58 %
Oven	4.98	9.86 %
W-Disp	1.07	14.60 %
Total	1,781.89	15.41 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	245.91	14.67 %
SOUTH-01	244.09	13.27 %
TRICHY-01	219.56	14.12 %
SOUTH-03	204.38	15.27 %
CHENNAI-02	203.21	15.33 %
WEST-02	192.31	17.76 %
SOUTH ARCOT	168.13	18.30 %
NORTH ARCOT	158.39	20.52 %
WEST-01	140.02	14.73 %
KL-SOUTH	5.91	5.47 %
Total	1,781.89	15.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	86.80	20.62 %
Air-Cond	55.59	9.47 %
Fridge	50.83	16.17 %
Wash-Mac	45.23	14.59 %
D-Freez	3.38	60.05 %
W.Heater	2.90	10.27 %
Oven	0.86	10.25 %
W-Disp	0.30	13.92 %
Total	245.91	14.67 %

Branch *	MTD Sales L	Brand Share %
CH14	12.85	10.76 %
CH08	10.83	10.19 %
CH45	9.20	15.04 %
CH07	8.99	12.16 %
GUD2	7.38	14.44 %
CH19	7.04	7.02 %
CH22	6.16	11.10 %
CH11	4.23	5.14 %
CH05	4.11	3.63 %
TKM1	3.11	13.05 %
KNR1	1.08	3.47 %
CH40	0.30	2.02 %
WHC3	0.12	1.02 %
CH29		0.00 %
MC02		0.00 %
WCHN	-1.31	13.68 %
Total	245.91	14.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	90.44	16.20 %
Fridge	67.86	17.04 %
Wash-Mac	47.79	12.70 %
Air-Cond	31.11	6.65 %
D-Freez	4.16	54.34 %
W.Heater	2.35	11.25 %
Oven	0.40	4.60 %
Total	244.09	13.27 %

Branch *	MTD Sales L	Brand Share %
TVL1	28.96	14.37 %
TUT1	17.42	8.94 %
KVT1	11.31	12.04 %
RPM1	11.14	15.24 %
TKS2	9.22	11.84 %
VNR2	7.60	8.60 %
TUT2	7.11	10.15 %
NGR1	6.13	6.22 %
RND1	6.10	9.32 %
TCN1	6.00	11.76 %
MAR1	5.35	10.21 %
STU2	3.44	15.27 %
PKD1	3.43	7.00 %
APK1	3.39	8.52 %
TKY1	3.27	12.23 %
TVL2	3.23	12.40 %
VNR1	3.01	13.28 %
TYI1	2.77	10.41 %
MMT1	2.01	9.39 %
ARM1	1.14	10.41 %
UDN1	1.05	3.98 %
ASM1	0.93	2.87 %
S2SD		0.00 %
WHTV		0.00 %
Total	244.09	13.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	96.39	20.13 %
Fridge	56.88	15.67 %
Wash-Mac	31.92	12.21 %
Air-Cond	29.44	7.01 %
W.Heater	3.40	14.50 %
D-Freez	1.31	41.33 %
Oven	0.21	4.61 %
Total	219.56	14.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	31.95	14.13 %
KUM1	10.51	9.68 %
TNJ2	8.13	9.83 %
TVR2	7.60	8.89 %
NGT1	7.29	13.79 %
TNJ1	5.89	6.21 %
TRY3	5.62	12.71 %
JKM1	5.40	11.96 %
TYR1	3.81	9.70 %
ORU1	3.53	12.59 %
APM1	3.52	15.25 %
PBR1	2.98	10.11 %
MSI1	1.64	5.77 %
TTP1	0.18	0.45 %
TZSD		0.00 %
Total	219.56	14.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	73.32	17.71 %
Fridge	57.12	17.73 %
Wash-Mac	40.61	13.77 %
Air-Cond	28.29	10.07 %
W.Heater	2.57	14.33 %
D-Freez	2.01	59.90 %
Oven	0.45	10.58 %
Total	204.38	15.27 %

Branch *	MTD Sales L	Brand Share %
MDU1	19.61	10.78 %
MDU2	14.48	15.17 %
DGL1	12.27	12.43 %
MDU6	8.45	11.82 %
ATG1	6.95	12.17 %
TMM1	4.99	12.93 %
MDU3	3.72	10.65 %
TEN2	3.45	11.75 %
KRR1	2.92	10.07 %
MDU5	2.78	14.56 %
BTU1	2.42	15.11 %
MPA1	2.23	7.30 %
DKI1	1.88	4.70 %
BNR1	1.69	7.35 %
CMR1	0.54	4.23 %
TEN1	0.51	1.59 %
NTM1	0.11	0.78 %
SZSD		0.00 %
WHMD		0.00 %
Total	204.38	15.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	63.41	16.61 %
Fridge	52.61	21.60 %
Wash-Mac	42.96	16.96 %
Air-Cond	38.16	9.02 %
W.Heater	3.25	23.93 %
D-Freez	1.61	92.37 %
Oven	1.14	14.67 %
W-Disp	0.07	9.91 %
Total	203.21	15.33 %

Branch *	MTD Sales L	Brand Share %
CH15	17.27	12.09 %
CH03	16.80	11.56 %
CH18	11.82	15.02 %
MJR1	9.38	14.82 %
CH12	8.41	9.90 %
CH06	8.16	12.83 %
CH21	7.67	9.65 %
CH33	6.65	13.93 %
CH17	5.27	14.47 %
UKI1	2.97	12.19 %
CH44	2.55	5.68 %
CH31	2.25	11.44 %
CH27	1.08	4.73 %
CH32	0.99	6.75 %
CH36	0.30	1.30 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	203.21	15.33 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	79.27	21.18 %
Fridge	52.04	19.85 %
Wash-Mac	40.90	14.99 %
Air-Cond	14.01	9.14 %
W.Heater	3.43	24.83 %
D-Freez	1.70	81.06 %
Oven	0.89	21.01 %
W-Disp	0.08	30.51 %
Total	192.31	17.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.97	11.57 %
HSR2	9.99	15.21 %
OML1	5.43	15.12 %
KRI1	5.19	13.40 %
SLM2	5.18	10.97 %
SLM3	3.71	7.53 %
TRM1	3.22	10.53 %
EDP1	1.73	8.80 %
PMP1	1.71	12.86 %
SGG1	1.60	14.14 %
PLC1	0.62	3.43 %
WHPD		0.00 %
WZWH		0.00 %
Total	192.31	17.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	73.39	25.56 %
Fridge	37.35	18.89 %
Wash-Mac	27.78	14.97 %
Air-Cond	23.65	10.42 %
D-Freez	3.65	67.79 %
W.Heater	1.45	10.67 %
W-Disp	0.46	74.67 %
Oven	0.40	25.25 %
Total	168.13	18.30 %

Branch *	MTD Sales L	Brand Share %
POY1	17.76	14.96 %
CUD1	11.00	13.15 %
CDM1	9.70	14.62 %
KLM1	6.30	14.15 %
NVL2	6.10	15.19 %
SJI1	4.62	13.47 %
KML1	1.61	4.79 %
WHNV		0.00 %
WHUT		0.00 %
Total	168.13	18.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	64.86	25.82 %
Fridge	35.16	20.01 %
Air-Cond	28.94	16.23 %
Wash-Mac	24.69	16.69 %
D-Freez	2.59	76.21 %
W.Heater	2.16	19.30 %
Total	158.39	20.52 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.11	15.00 %
VEL1	5.80	12.91 %
TRL1	5.48	9.12 %
CGM1	0.67	2.76 %
BGR1	0.13	0.85 %
Total	158.39	20.52 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	54.59	16.01 %
Fridge	38.95	17.40 %
Wash-Mac	34.71	13.28 %
Air-Cond	7.06	7.15 %
W.Heater	2.76	17.59 %
D-Freez	1.17	43.34 %
Oven	0.63	9.93 %
W-Disp	0.15	17.70 %
Total	140.02	14.73 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.21	9.23 %
CBE6	5.37	13.43 %
TPR1	5.24	13.84 %
DPM2	4.85	15.40 %
SUL1	4.07	15.05 %
KMR1	3.54	4.34 %
PPI1	2.67	13.96 %
KMD1	2.00	9.35 %
CNR1	1.57	11.92 %
KGI1	1.29	9.23 %
MPM1	1.17	3.70 %
ANR1	0.92	10.30 %
KGM1	0.79	6.45 %
TPR4	0.53	2.97 %
WHCB		0.00 %
WZSD		0.00 %
Total	140.02	14.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.28	10.92 %
LED TV	1.76	5.16 %
Wash-Mac	0.35	1.64 %
D-Freez	0.28	29.30 %
Air-Cond	0.23	1.18 %
Total	5.91	5.47 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.56	5.40 %
PAS1	1.85	7.51 %
KLR1	0.49	2.82 %
Total	5.91	5.47 %