

MTD Sales
884.08 L

Brand Share %
14.14 %

Information:

MTD : 01-09-2025 To 20-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.14 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	334.53	18.38 %
Fridge	199.64	14.10 %
Wash-Mac	186.97	14.58 %
Air-Cond	118.37	7.57 %
D-Freez	20.46	61.24 %
W.Heater	15.44	15.07 %
Oven	4.93	19.93 %
W-Disp	3.74	48.42 %
Total	884.08	14.14 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	124.12	13.14 %
SOUTH-01	123.67	11.34 %
SOUTH-03	112.16	14.38 %
CHENNAI-02	104.48	15.04 %
WEST-02	93.45	17.23 %
TRICHY-01	81.25	10.75 %
SOUTH ARCOT	80.04	19.05 %
WEST-01	77.50	15.43 %
NORTH ARCOT	70.76	19.12 %
KL-SOUTH	16.65	11.11 %
Total	884.08	14.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	43.48	18.87 %
Wash-Mac	30.90	15.66 %
Fridge	23.74	12.52 %
Air-Cond	20.24	6.81 %
D-Freez	2.64	61.50 %
W.Heater	1.84	8.75 %
Oven	0.91	26.05 %
W-Disp	0.38	35.39 %
Total	124.12	13.14 %

Branch *	MTD Sales L	Brand Share %
CH14	10.08	13.64 %
CH16	9.62	13.25 %
CH08	6.55	11.17 %
CH42	6.06	12.00 %
CH48	4.66	12.82 %
CH07	3.80	9.41 %
WHC3	3.25	6.73 %
CH11	2.95	6.54 %
CH30	2.89	10.30 %
CH19	2.75	5.62 %
CH05	2.28	3.92 %
CH22	1.99	7.82 %
CGL1	1.30	8.05 %
KNR1	0.67	3.64 %
CH29		0.00 %
CH40		0.00 %
Total	124.12	13.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	39.86	14.51 %
Fridge	36.48	15.15 %
Wash-Mac	21.94	10.51 %
Air-Cond	18.97	5.56 %
D-Freez	5.26	55.13 %
W.Heater	0.56	5.29 %
Oven	0.46	9.94 %
W-Disp	0.14	19.24 %
Total	123.67	11.34 %

Branch *	MTD Sales L	Brand Share %
RPM1	7.45	9.05 %
SDI1	5.56	13.62 %
NGR1	5.33	9.00 %
TUT1	5.19	3.96 %
KVT1	4.85	11.80 %
SVK1	3.99	12.90 %
TUT2	3.51	6.66 %
TKS2	3.34	10.75 %
PKD1	2.26	8.24 %
TYI1	2.23	10.05 %
VNR2	2.17	6.43 %
MAR1	2.11	5.00 %
TCN1	2.11	8.61 %
MMT1	1.85	9.16 %
APK1	1.70	10.97 %
APK2	1.34	9.40 %
VKM1	1.11	7.51 %
TVL2	1.07	10.77 %
TKY1	0.95	5.15 %
ARM1	0.63	7.34 %
UDN1	0.61	3.48 %
S2SD	0.39	2.64 %
ASM1	0.13	1.09 %
Total	123.67	11.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	39.51	16.81 %
Fridge	27.95	13.72 %
Wash-Mac	22.97	13.95 %
Air-Cond	16.68	10.43 %
D-Freez	2.99	72.61 %
W.Heater	1.88	19.05 %
Oven	0.11	4.43 %
W-Disp	0.07	15.30 %
Total	112.16	14.38 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.48	12.64 %
DGL1	6.07	10.92 %
ATG1	4.72	11.74 %
MDU2	4.60	9.06 %
MDU3	2.80	12.57 %
CBM1	2.16	14.07 %
TMM1	1.80	7.04 %
KRR1	1.46	10.70 %
MPA1	1.46	6.49 %
TEN2	1.34	7.72 %
MDU4	1.30	7.55 %
TEN1	1.13	6.74 %
BNR1	0.96	7.93 %
DKI1	0.65	2.26 %
SZSD	0.62	3.46 %
CMR1	0.38	6.66 %
BTU1	0.24	3.21 %
NTM1	0.12	0.82 %
Total	112.16	14.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	33.38	16.36 %
Wash-Mac	29.00	21.28 %
Fridge	19.42	16.19 %
Air-Cond	16.62	7.65 %
W.Heater	2.48	22.94 %
D-Freez	1.38	59.53 %
Oven	1.30	46.24 %
W-Disp	0.89	68.27 %
Total	104.48	15.04 %

Branch *	MTD Sales L	Brand Share %
CH03	9.62	13.23 %
CH15	7.31	10.14 %
CH12	5.47	10.99 %
CH21	5.45	11.63 %
CH18	5.17	11.19 %
MJR1	4.16	13.29 %
CH20	4.07	12.20 %
CH44	2.80	12.33 %
CH17	2.52	13.18 %
CH36	0.69	7.30 %
CH32	0.37	5.03 %
CH46	0.30	2.52 %
MC06		0.00 %
CH01		0.00 %
Total	104.48	15.04 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.83	22.14 %
Wash-Mac	23.02	15.58 %
Fridge	19.48	13.92 %
Air-Cond	7.46	11.64 %
W.Heater	2.70	26.18 %
D-Freez	1.05	62.35 %
W-Disp	0.68	90.84 %
Oven	0.23	9.63 %
Total	93.45	17.23 %

Branch *	MTD Sales L	Brand Share %
HSR2	4.59	11.32 %
SLM1	4.41	11.52 %
TRM1	3.23	10.74 %
ERD1	2.56	9.64 %
SLM3	1.96	7.84 %
RSP1	1.82	14.14 %
KRI1	1.46	11.08 %
HSR1	1.30	5.94 %
VKL1	1.06	10.24 %
PLC1	0.97	12.34 %
WZWH	0.55	3.49 %
Total	93.45	17.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	31.61	14.16 %
Fridge	18.03	10.83 %
Wash-Mac	15.50	12.64 %
Air-Cond	12.59	5.56 %
W.Heater	1.55	12.44 %
D-Freez	1.44	61.26 %
W-Disp	0.46	58.80 %
Oven	0.06	4.59 %
Total	81.25	10.75 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.41	7.76 %
PBR2	5.15	12.60 %
PTK1	4.98	12.75 %
KUM1	3.84	8.91 %
MVM1	3.51	9.83 %
TNJ2	3.23	9.42 %
TRY3	1.94	11.58 %
JKM1	1.91	12.60 %
TVR2	1.48	3.85 %
ORU1	1.37	8.23 %
TNJ1	1.36	2.88 %
TRY2	1.11	7.23 %
APM1	0.77	6.94 %
TZSD	0.68	5.19 %
PBR1	0.59	5.23 %
TTP1	0.41	3.15 %
MSI1	0.40	2.97 %
Total	81.25	10.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.28	25.60 %
Fridge	16.04	16.31 %
Wash-Mac	13.99	17.91 %
Air-Cond	11.58	11.44 %
D-Freez	3.27	75.98 %
W.Heater	1.22	18.17 %
W-Disp	0.38	54.18 %
Oven	0.29	30.58 %
Total	80.04	19.05 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.35	12.94 %
KML1	0.47	3.34 %
WHNV		0.00 %
Total	80.04	19.05 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	33.56	19.08 %
Fridge	18.35	14.84 %
Wash-Mac	18.09	14.62 %
Air-Cond	4.45	7.35 %
W.Heater	1.73	14.09 %
D-Freez	0.70	40.38 %
Oven	0.40	11.25 %
W-Disp	0.22	24.45 %
Total	77.50	15.43 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.32	6.61 %
TPR1	2.30	8.31 %
CBE6	1.99	9.31 %
KMR1	1.92	5.64 %
TPR2	1.72	11.12 %
SUL1	1.35	11.47 %
KGI1	0.65	6.61 %
TPR4	0.48	5.74 %
MPM1	0.24	2.03 %
WZSD	0.13	1.06 %
KGM1		0.00 %
Total	77.50	15.43 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.24	30.16 %
Fridge	14.30	16.17 %
Wash-Mac	10.44	13.40 %
Air-Cond	7.93	10.24 %
W.Heater	1.42	18.74 %
D-Freez	1.13	53.69 %
Oven	0.79	35.40 %
W-Disp	0.52	56.22 %
Total	70.76	19.12 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.26	10.67 %
TRL1	4.18	11.17 %
TRR1	2.21	10.46 %
PTU1	0.63	13.91 %
PLR1	0.51	10.61 %
BGR1	0.18	2.25 %
CGM1	0.12	1.34 %
Total	70.76	19.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.77	11.68 %
Fridge	5.85	12.87 %
Air-Cond	1.86	10.24 %
Wash-Mac	1.11	4.36 %
D-Freez	0.61	62.14 %
Oven	0.38	42.81 %
W.Heater	0.07	7.99 %
Total	16.65	11.11 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.64	8.64 %
KLR1	2.46	10.43 %
Total	16.65	11.11 %