

MTD Sales
2,755.42 L

Brand Share %
15.43 %

Information:

MTD : 01-10-2025 To 20-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.43 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,385.26	18.43 %
Fridge	568.47	16.21 %
Wash-Mac	515.31	14.78 %
Air-Cond	197.33	6.64 %
W.Heater	44.57	21.11 %
D-Freez	27.75	75.46 %
Oven	8.53	14.82 %
W-Disp	4.79	58.75 %
Chimney	3.41	5.38 %
Total	2,755.42	15.43 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	406.80	14.97 %
WEST-02	389.62	17.27 %
SOUTH-01	358.94	12.31 %
CHENNAI-01	313.87	15.01 %
TRICHY-01	303.83	14.34 %
CHENNAI-02	279.68	16.68 %
WEST-01	241.01	15.28 %
NORTH ARCOT	229.04	19.23 %
SOUTH ARCOT	221.66	18.35 %
KL-SOUTH	10.97	10.34 %
Total	2,755.42	15.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	194.07	17.21 %
Fridge	98.68	16.60 %
Wash-Mac	80.50	14.55 %
Air-Cond	21.73	5.60 %
W.Heater	5.70	19.66 %
D-Freez	4.28	76.86 %
Oven	0.88	11.16 %
Chimney	0.53	4.69 %
W-Disp	0.42	58.55 %
Total	406.80	14.97 %

Branch *	MTD Sales L	Brand Share %
MDU1	40.90	10.37 %
DGL1	37.68	14.46 %
MDU6	25.07	15.30 %
MDU2	22.19	11.45 %
KRR1	11.08	11.84 %
MPA1	10.15	15.08 %
ATG1	9.30	11.83 %
TMM1	8.77	9.62 %
SVG1	8.07	12.11 %
MDU4	7.11	13.89 %
TEN2	5.64	8.86 %
TEN1	5.37	8.32 %
DKI1	4.89	7.80 %
BTU1	4.16	13.58 %
CMR1	1.43	5.06 %
NTM1	1.02	2.91 %
SZSD	0.30	2.49 %
Total	406.80	14.97 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	197.57	19.34 %
Fridge	85.12	17.26 %
Wash-Mac	80.15	15.28 %
Air-Cond	15.67	9.04 %
W.Heater	6.08	32.25 %
D-Freez	3.50	80.26 %
Oven	0.70	11.40 %
Chimney	0.55	4.02 %
W-Disp	0.28	54.80 %
Total	389.62	17.27 %

Branch *	MTD Sales L	Brand Share %
SLM1	25.89	12.19 %
ERD1	18.77	12.34 %
HSR2	14.55	11.81 %
SLM3	14.40	13.17 %
SLM2	12.49	14.73 %
KRI1	5.55	10.34 %
KVP1	5.26	12.12 %
PDR1	3.59	10.41 %
APN1	2.68	7.16 %
PMP1	2.25	6.25 %
WZWH	1.14	12.45 %
Total	389.62	17.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	156.29	13.73 %
Fridge	82.70	14.38 %
Wash-Mac	73.02	13.02 %
Air-Cond	36.35	6.18 %
D-Freez	5.12	71.76 %
W.Heater	3.89	13.24 %
Oven	0.90	9.27 %
W-Disp	0.42	52.44 %
Chimney	0.25	4.64 %
Total	358.94	12.31 %

Branch *	MTD Sales L	Brand Share %
TVL1	33.94	13.40 %
RPM1	18.03	12.71 %
TUT1	16.77	4.71 %
TKS2	16.28	15.17 %
NGR1	14.95	7.96 %
KVT1	12.57	8.77 %
PKD1	10.73	10.62 %
TCN1	10.50	14.98 %
SVK1	9.91	10.52 %
VNR2	9.12	7.83 %
APK1	8.19	11.78 %
TUT2	6.83	5.71 %
SDI1	6.71	15.13 %
TYI1	5.33	12.68 %
STU2	5.21	13.69 %
MMT1	4.54	10.12 %
SKD1	4.32	12.48 %
TKY1	3.96	8.17 %
KGL1	3.16	9.77 %
UDN1	2.59	6.40 %
ASM1	2.53	6.04 %
TVL2	2.35	8.07 %
VKM1	1.45	3.76 %
COL1	0.56	5.07 %
S2SD	0.10	0.58 %
Total	358.94	12.31 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	153.62	19.63 %
Fridge	58.01	15.24 %
Wash-Mac	57.28	14.67 %
Air-Cond	32.60	6.73 %
W.Heater	6.12	19.85 %
D-Freez	2.58	64.63 %
Oven	1.85	22.60 %
W-Disp	1.28	56.51 %
Chimney	0.53	7.54 %
Total	313.87	15.01 %

Branch *	MTD Sales L	Brand Share %
CH16	18.78	12.28 %
CH08	17.70	12.76 %
CH05	12.17	9.34 %
CH11	8.91	15.19 %
CH48	8.15	10.05 %
KNR1	5.79	11.21 %
CZWH	5.57	11.53 %
CH19	5.56	4.71 %
CH22	4.92	7.96 %
CGL1	4.08	8.93 %
WHC3	1.84	7.45 %
MC10	0.29	8.79 %
CH29	0.15	1.29 %
CH40		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	313.87	15.01 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	178.42	18.60 %
Fridge	51.63	13.08 %
Wash-Mac	43.63	13.59 %
Air-Cond	21.45	5.34 %
W.Heater	4.17	15.76 %
D-Freez	3.66	84.06 %
Oven	0.47	8.22 %
W-Disp	0.21	56.62 %
Chimney	0.18	4.36 %
Total	303.83	14.34 %

Branch *	MTD Sales L	Brand Share %
TRY1	38.36	12.13 %
TNJ2	15.67	13.35 %
MDI1	11.94	14.07 %
TRY3	11.36	13.93 %
TVR2	10.60	10.23 %
JKM1	9.74	14.68 %
KUM1	8.74	7.73 %
TNJ1	7.02	5.10 %
PBR1	6.38	13.68 %
TTP1	2.69	6.61 %
APM1	0.59	2.61 %
ORU1	0.56	1.67 %
TZSD	0.17	1.85 %
MSI1		0.00 %
Total	303.83	14.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	121.97	18.07 %
Wash-Mac	61.28	19.81 %
Fridge	58.57	20.64 %
Air-Cond	28.10	7.49 %
W.Heater	5.59	27.95 %
Oven	1.49	21.79 %
D-Freez	1.14	82.61 %
W-Disp	1.04	60.33 %
Chimney	0.51	15.01 %
Total	279.68	16.68 %

Branch *	MTD Sales L	Brand Share %
CH03	25.38	13.69 %
CH15	19.68	11.83 %
CH12	14.74	11.72 %
CH21	10.69	10.25 %
CH44	7.07	13.18 %
CH17	7.05	15.20 %
UKI1	5.70	15.17 %
CH46	4.57	12.68 %
CH27	2.84	12.52 %
CH36	2.35	10.47 %
CH32	0.35	4.53 %
MC06	0.27	6.90 %
CH01		0.00 %
MC05		0.00 %
Total	279.68	16.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	130.57	18.63 %
Fridge	54.04	16.77 %
Wash-Mac	44.36	11.83 %
Air-Cond	4.80	3.48 %
W.Heater	3.83	20.29 %
D-Freez	1.78	63.49 %
Oven	0.78	12.70 %
Chimney	0.43	3.44 %
W-Disp	0.43	85.81 %
Total	241.01	15.28 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.15	5.44 %
TPR2	11.81	13.48 %
TPR1	9.05	14.67 %
CBE4	8.12	11.22 %
MPM1	6.61	11.34 %
AVI1	6.22	12.69 %
CBE6	5.58	9.66 %
SUL1	5.40	10.92 %
TPR4	3.54	11.38 %
KGI1	2.49	10.46 %
KMR1	1.78	1.94 %
WZSD	0.28	2.63 %
Total	241.01	15.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	123.29	23.11 %
Wash-Mac	42.67	18.78 %
Fridge	38.34	18.31 %
Air-Cond	16.82	8.74 %
W.Heater	4.54	25.13 %
D-Freez	1.50	60.13 %
Oven	0.88	24.52 %
W-Disp	0.57	70.35 %
Chimney	0.43	11.23 %
Total	229.04	19.23 %

Branch *	MTD Sales L	Brand Share %
KPM2	15.98	10.47 %
AKM1	10.99	15.16 %
TRR1	7.88	11.59 %
TRL1	4.39	5.66 %
CGM1	1.06	4.06 %
BGR1	0.28	1.10 %
Total	229.04	19.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	125.11	23.18 %
Fridge	39.21	17.15 %
Wash-Mac	31.62	15.07 %
Air-Cond	17.11	8.47 %
W.Heater	4.60	24.13 %
D-Freez	3.33	90.64 %
Oven	0.53	20.48 %
W-Disp	0.14	38.46 %
Total	221.66	18.35 %

Branch *	MTD Sales L	Brand Share %
POY1	17.49	14.23 %
CUD1	14.96	14.46 %
SJI2	13.07	12.48 %
KKI2	12.88	14.85 %
CDM1	12.76	14.94 %
NVL2	11.30	14.48 %
KML1	4.80	13.98 %
SJI1		0.00 %
Total	221.66	18.35 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.36	11.63 %
Air-Cond	2.70	10.04 %
Fridge	2.17	8.52 %
D-Freez	0.86	84.87 %
Wash-Mac	0.80	5.82 %
Oven	0.05	6.16 %
W.Heater	0.03	6.63 %
Total	10.97	10.34 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.56	11.05 %
KLR1	2.08	12.33 %
PAS1	1.33	6.48 %
TVSD		0.00 %
WTVP		0.00 %
Total	10.97	10.34 %