

MTD Sales
1,266.83 L

Brand Share %
15.58 %

Information:

MTD : 01-11-2025 To 20-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.58 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	590.57	20.52 %
Fridge	260.18	16.88 %
Wash-Mac	250.15	13.11 %
Air-Cond	105.07	6.90 %
W.Heater	31.66	17.29 %
D-Freez	17.57	72.81 %
Oven	5.48	15.46 %
W-Disp	3.99	45.00 %
Chimney	2.16	6.69 %
Total	1,266.83	15.58 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	186.08	15.39 %
SOUTH-01	165.54	13.91 %
CHENNAI-02	158.82	15.92 %
SOUTH-03	144.75	13.99 %
WEST-02	141.93	18.68 %
TRICHY-01	133.40	13.52 %
SOUTH ARCOT	116.77	18.27 %
WEST-01	110.51	16.08 %
NORTH ARCOT	102.73	18.82 %
KL-SOUTH	6.30	7.73 %
Total	1,266.83	15.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	84.55	22.30 %
Wash-Mac	38.25	13.70 %
Fridge	36.89	17.31 %
Air-Cond	17.05	5.82 %
W.Heater	3.83	12.01 %
D-Freez	3.26	84.78 %
Oven	1.26	25.71 %
W-Disp	0.74	38.97 %
Chimney	0.25	9.71 %
Total	186.08	15.39 %

Branch *	MTD Sales L	Brand Share %
CH08	11.75	15.11 %
CH42	9.68	11.55 %
CH07	8.20	14.92 %
CH14	7.25	12.36 %
GUD1	6.96	13.79 %
CH11	6.33	14.99 %
CH19	5.66	8.02 %
CH22	5.40	14.55 %
CH05	4.89	5.42 %
CH48	3.67	7.82 %
CGL1	3.63	12.37 %
CZWH	3.38	9.56 %
KNR1	2.72	14.69 %
WHC3	1.95	8.01 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.86	3.61 %
Total	186.08	15.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	63.38	15.64 %
Fridge	42.27	17.74 %
Wash-Mac	34.79	12.21 %
Air-Cond	17.43	7.91 %
W.Heater	3.15	11.99 %
D-Freez	3.14	76.13 %
Oven	0.73	12.66 %
W-Disp	0.66	37.12 %
Total	165.54	13.91 %

Branch *	MTD Sales L	Brand Share %
NGR1	7.79	11.16 %
TUT1	7.53	5.12 %
KVT1	5.86	9.40 %
RPM1	5.56	11.14 %
RND1	5.27	11.74 %
PKD1	4.96	15.13 %
APK1	3.41	15.11 %
TCN1	3.09	10.21 %
MMT1	3.06	14.75 %
SDI1	2.94	14.26 %
VNR2	2.77	6.23 %
ASM1	2.71	10.30 %
TUT2	2.58	4.69 %
UDN1	2.26	10.11 %
APK2	2.12	10.29 %
SKD1	2.10	13.68 %
VKM1	0.92	5.55 %
TVL2	0.90	5.64 %
COL1	0.86	12.35 %
S2SD	0.54	9.41 %
WHTV		0.00 %
Total	165.54	13.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	66.88	18.21 %
Wash-Mac	35.05	16.15 %
Fridge	33.98	21.40 %
Air-Cond	16.93	7.51 %
W.Heater	3.27	18.76 %
Oven	1.13	21.35 %
W-Disp	0.75	52.45 %
D-Freez	0.69	51.55 %
Chimney	0.14	4.02 %
Total	158.82	15.92 %

Branch *	MTD Sales L	Brand Share %
CH03	13.83	13.24 %
CH15	11.82	10.71 %
CH24	8.76	14.55 %
CH12	8.51	12.00 %
CH21	7.42	15.29 %
CH09	3.71	8.43 %
CH44	3.19	9.79 %
MJR1	2.69	7.20 %
CH46	1.94	13.15 %
CH27	0.84	6.69 %
CH32	0.57	8.79 %
CH01		0.00 %
MC06		0.00 %
Total	158.82	15.92 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	72.10	19.46 %
Wash-Mac	31.39	12.44 %
Fridge	29.33	14.44 %
Air-Cond	5.71	3.28 %
W.Heater	3.65	15.58 %
D-Freez	1.34	100.00 %
Oven	0.55	11.33 %
W-Disp	0.43	60.96 %
Chimney	0.24	5.82 %
Total	144.75	13.99 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.49	13.78 %
MDU6	8.12	13.36 %
MDU2	7.80	10.97 %
DGL1	7.28	9.70 %
MDU3	4.88	8.52 %
TMM1	3.78	10.29 %
TEN1	3.72	13.40 %
KRR1	3.65	13.66 %
MDU4	3.19	14.18 %
PNV2	3.14	9.44 %
SVG1	2.40	9.23 %
DKI1	2.29	9.03 %
KYK1	2.04	13.89 %
TEN2	1.85	7.72 %
ADP1	1.41	9.89 %
PKM1	1.04	9.21 %
MPA1	0.74	3.61 %
BTU1	0.62	6.21 %
TDI1	0.62	5.92 %
NTM1	0.33	4.00 %
CMR1	0.29	3.04 %
WHMD	-0.24	8.46 %
Total	144.75	13.99 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	65.54	23.94 %
Fridge	32.72	19.90 %
Wash-Mac	29.07	13.49 %
Air-Cond	6.93	8.84 %
W.Heater	4.84	29.51 %
D-Freez	2.35	78.90 %
Oven	0.28	12.51 %
Chimney	0.13	2.30 %
W-Disp	0.07	18.82 %
Total	141.93	18.68 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.23	12.91 %
HSR2	6.23	12.81 %
HSR1	4.69	13.59 %
OML1	2.90	14.17 %
SLM2	2.76	8.74 %
KVP1	2.26	15.02 %
EPI1	1.94	11.44 %
CMI1	1.92	14.99 %
APN1	1.43	11.28 %
PDR1	1.10	7.95 %
PMP1	1.03	7.98 %
WHPD	-0.12	2.80 %
Total	141.93	18.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	70.45	19.61 %
Wash-Mac	21.20	11.28 %
Fridge	20.65	11.78 %
Air-Cond	15.41	6.56 %
W.Heater	4.35	19.30 %
D-Freez	0.85	86.72 %
W-Disp	0.37	82.58 %
Oven	0.13	3.82 %
Total	133.40	13.52 %

Branch *	MTD Sales L	Brand Share %
TRY1	20.14	12.62 %
PBR2	9.51	15.08 %
MVM1	8.57	14.13 %
KUM1	8.28	13.25 %
TVR2	6.19	11.03 %
TNJ2	4.95	10.13 %
PTK1	4.67	12.21 %
TRY3	4.50	12.60 %
KIK1	3.46	15.57 %
TVR1	3.13	13.40 %
JKM1	3.04	12.63 %
TNJ1	2.60	4.09 %
TRY2	2.58	8.48 %
TTP1	2.35	10.32 %
KRN1	2.18	15.29 %
PBR1	1.22	7.60 %
APM1	1.06	8.22 %
MSI1	0.64	3.94 %
TZSD	0.56	9.38 %
ORU1	0.19	1.67 %
WTRZ	-0.48	9.17 %
Total	133.40	13.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	58.58	24.17 %
Fridge	21.52	19.22 %
Wash-Mac	18.39	14.32 %
Air-Cond	12.75	9.47 %
W.Heater	2.93	18.06 %
D-Freez	1.40	76.75 %
Oven	0.51	24.22 %
Chimney	0.46	34.71 %
W-Disp	0.23	48.65 %
Total	116.77	18.27 %

Branch *	MTD Sales L	Brand Share %
VPM2	4.88	13.23 %
PRT1	3.84	14.97 %
TRK1	3.67	12.37 %
KML1	3.03	11.75 %
WHUT	-0.40	11.79 %
Total	116.77	18.27 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	55.98	23.67 %
Fridge	24.70	16.55 %
Wash-Mac	20.70	10.21 %
Air-Cond	4.01	5.92 %
W.Heater	2.70	16.67 %
D-Freez	0.94	38.71 %
Chimney	0.58	7.84 %
Oven	0.46	10.99 %
W-Disp	0.45	45.11 %
Total	110.51	16.08 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.22	6.61 %
TPR1	4.35	12.47 %
CBE6	3.68	13.02 %
CBE4	3.54	8.95 %
MPM1	2.47	13.46 %
KGM1	1.33	13.87 %
TPR4	1.21	8.92 %
KMR1	0.60	1.60 %
KGI1	0.53	3.57 %
WZSD	0.35	9.71 %
WHCB		0.00 %
Total	110.51	16.08 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	51.61	23.86 %
Wash-Mac	19.73	15.83 %
Fridge	16.47	15.63 %
Air-Cond	8.85	11.26 %
W.Heater	2.84	23.51 %
D-Freez	2.19	58.44 %
Oven	0.39	16.55 %
Chimney	0.36	17.51 %
W-Disp	0.29	38.45 %
Total	102.73	18.82 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.90	14.32 %
AKM1	5.26	14.49 %
SBR1	4.91	14.94 %
VEL2	4.54	15.21 %
TRL1	3.55	6.76 %
ARC2	2.13	14.94 %
CPT1	0.97	9.31 %
BGR1		0.00 %
WHVL		0.00 %
Total	102.73	18.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.67	7.71 %
Wash-Mac	1.57	10.24 %
LED TV	1.48	5.53 %
D-Freez	1.43	91.76 %
W.Heater	0.09	14.34 %
Oven	0.06	10.58 %
Total	6.30	7.73 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.49	6.51 %
PAS1	0.59	3.84 %
TVSD		0.00 %
Total	6.30	7.73 %