

MTD Sales
898.71 L

Brand Share %
14.20 %

Information:

MTD : 01-09-2025 To 21-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.20 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	338.66	18.40 %
Fridge	204.85	14.23 %
Wash-Mac	189.74	14.55 %
Air-Cond	119.02	7.59 %
D-Freez	21.18	61.82 %
W.Heater	16.22	15.14 %
Oven	5.22	20.23 %
W-Disp	3.82	48.40 %
Total	898.71	14.20 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	126.17	13.16 %
SOUTH-01	125.56	11.43 %
SOUTH-03	115.74	14.54 %
CHENNAI-02	106.45	15.10 %
WEST-02	94.32	17.34 %
TRICHY-01	81.18	10.67 %
SOUTH ARCOT	80.64	19.11 %
WEST-01	79.55	15.48 %
NORTH ARCOT	72.46	19.10 %
KL-SOUTH	16.65	11.11 %
Total	898.71	14.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	43.61	18.69 %
Wash-Mac	31.59	15.62 %
Fridge	24.66	12.73 %
Air-Cond	20.24	6.80 %
D-Freez	2.64	61.50 %
W.Heater	2.03	8.99 %
Oven	1.02	25.99 %
W-Disp	0.38	32.71 %
Total	126.17	13.16 %

Branch *	MTD Sales L	Brand Share %
CH14	10.11	13.47 %
CH16	9.74	12.99 %
CH42	6.81	12.89 %
CH08	6.55	10.98 %
CH48	4.66	12.69 %
CH07	4.07	9.68 %
WHC3	3.25	6.73 %
CH30	3.02	10.44 %
CH11	3.01	6.67 %
CH19	2.75	5.56 %
CH05	2.28	3.89 %
CH22	1.99	7.80 %
CGL1	1.30	8.01 %
KNR1	0.67	3.64 %
CH29		0.00 %
CH40		0.00 %
Total	126.17	13.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	40.10	14.57 %
Fridge	37.25	15.27 %
Wash-Mac	22.36	10.59 %
Air-Cond	18.97	5.55 %
D-Freez	5.68	57.04 %
W.Heater	0.59	5.39 %
Oven	0.46	9.94 %
W-Disp	0.14	19.24 %
Total	125.56	11.43 %

Branch *	MTD Sales L	Brand Share %
RPM1	7.45	8.97 %
SDI1	5.83	14.02 %
TUT1	5.37	4.08 %
NGR1	5.30	9.06 %
KVT1	5.09	12.04 %
SVK1	4.14	13.25 %
TUT2	3.51	6.62 %
TKS2	3.34	10.73 %
TYI1	2.91	12.69 %
PKD1	2.26	8.19 %
VNR2	2.17	6.40 %
MAR1	2.11	4.97 %
TCN1	2.11	8.52 %
MMT1	1.85	9.10 %
APK1	1.70	10.67 %
APK2	1.34	9.32 %
VKM1	1.11	7.46 %
TVL2	1.07	10.49 %
TKY1	0.95	5.15 %
ARM1	0.63	8.57 %
UDN1	0.61	3.45 %
S2SD	0.39	2.64 %
ASM1	0.13	1.06 %
Total	125.56	11.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	41.08	17.07 %
Fridge	28.34	13.61 %
Wash-Mac	23.46	14.06 %
Air-Cond	17.33	10.67 %
D-Freez	3.29	74.46 %
W.Heater	2.06	20.13 %
Oven	0.11	4.26 %
W-Disp	0.07	15.30 %
Total	115.74	14.54 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.84	12.61 %
DGL1	6.43	11.27 %
MDU6	5.96	13.89 %
ATG1	5.27	12.90 %
MDU2	4.67	9.17 %
MDU3	2.93	13.01 %
TMM1	1.80	7.04 %
KRR1	1.46	10.70 %
MPA1	1.46	6.49 %
TEN2	1.34	7.49 %
MDU4	1.30	7.18 %
TEN1	1.13	6.74 %
BNR1	0.96	7.83 %
DKI1	0.83	2.80 %
SZSD	0.62	3.46 %
CMR1	0.38	6.56 %
BTU1	0.24	3.15 %
NTM1	0.12	0.82 %
Total	115.74	14.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	33.95	16.42 %
Wash-Mac	29.11	21.15 %
Fridge	20.39	16.64 %
Air-Cond	16.62	7.57 %
W.Heater	2.62	22.29 %
Oven	1.41	46.46 %
D-Freez	1.38	59.53 %
W-Disp	0.97	70.06 %
Total	106.45	15.10 %

Branch *	MTD Sales L	Brand Share %
CH03	9.62	13.16 %
CH15	7.37	10.03 %
CH12	5.47	10.91 %
CH21	5.45	11.63 %
CH18	5.17	10.97 %
MJR1	4.27	13.51 %
CH20	4.07	12.15 %
CH44	2.80	12.03 %
CH17	2.52	13.17 %
CH27	1.36	13.84 %
CH36	0.69	7.30 %
CH32	0.37	5.03 %
CH46	0.30	2.52 %
MC06		0.00 %
CH01		0.00 %
Total	106.45	15.10 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.68	22.09 %
Wash-Mac	23.25	15.66 %
Fridge	20.23	14.31 %
Air-Cond	7.46	11.73 %
W.Heater	2.73	25.70 %
D-Freez	1.05	62.35 %
W-Disp	0.68	90.84 %
Oven	0.23	9.63 %
Total	94.32	17.34 %

Branch *	MTD Sales L	Brand Share %
HSR2	4.87	11.73 %
SLM1	4.41	11.36 %
TRM1	3.23	10.74 %
ERD1	2.56	9.64 %
SLM3	1.96	7.80 %
KRI1	1.46	11.08 %
HSR1	1.30	5.91 %
VKL1	1.06	10.24 %
PLC1	0.97	12.34 %
WZWH	0.55	3.49 %
Total	94.32	17.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	31.86	14.17 %
Fridge	17.91	10.67 %
Wash-Mac	15.50	12.50 %
Air-Cond	12.33	5.44 %
W.Heater	1.61	12.62 %
D-Freez	1.44	61.26 %
W-Disp	0.46	58.80 %
Oven	0.06	4.25 %
Total	81.18	10.67 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.29	7.65 %
PBR2	5.15	12.60 %
PTK1	4.98	12.64 %
NGT1	4.38	14.17 %
KUM1	3.84	8.81 %
MVM1	3.58	9.99 %
TNJ2	3.23	9.33 %
TYR1	2.84	13.24 %
TRY3	1.94	11.35 %
JKM1	1.91	12.48 %
TVR2	1.48	3.85 %
ORU1	1.37	8.20 %
TNJ1	1.36	2.84 %
TRY2	1.11	7.14 %
APM1	0.77	6.85 %
PBR1	0.72	6.20 %
TZSD	0.68	5.19 %
TTP1	0.41	3.15 %
MSI1	0.40	2.97 %
Total	81.18	10.67 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.34	25.51 %
Fridge	16.17	16.37 %
Wash-Mac	14.21	18.08 %
Air-Cond	11.58	11.47 %
D-Freez	3.27	75.98 %
W.Heater	1.29	18.57 %
Oven	0.40	35.08 %
W-Disp	0.38	54.18 %
Total	80.64	19.11 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.46	13.50 %
KML1	0.47	3.34 %
WHNV		0.00 %
Total	80.64	19.11 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	34.18	19.10 %
Fridge	19.17	15.10 %
Wash-Mac	18.50	14.39 %
Air-Cond	4.71	7.75 %
W.Heater	1.73	13.80 %
D-Freez	0.70	37.46 %
Oven	0.34	9.77 %
W-Disp	0.22	24.45 %
Total	79.55	15.48 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.43	6.60 %
TPR1	2.57	9.12 %
CBE6	1.99	9.11 %
KMR1	1.92	5.59 %
TPR2	1.72	10.58 %
SUL1	1.35	11.24 %
MPM1	0.76	6.12 %
KGI1	0.65	6.61 %
TPR4	0.48	5.43 %
WZSD	0.13	1.06 %
KGM1		0.00 %
Total	79.55	15.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	35.09	30.04 %
Fridge	14.88	16.34 %
Wash-Mac	10.64	13.11 %
Air-Cond	7.93	10.24 %
W.Heater	1.48	19.21 %
D-Freez	1.13	53.69 %
Oven	0.79	35.40 %
W-Disp	0.52	56.22 %
Total	72.46	19.10 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.77	11.65 %
TRL1	4.18	11.00 %
TRR1	2.34	10.86 %
PTU1	0.63	13.91 %
PLR1	0.51	10.34 %
CGM1	0.22	2.39 %
BGR1	0.18	2.25 %
Total	72.46	19.10 %

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 %