

MTD Sales
2,930.73 L

Brand Share %
15.63 %

Information:

MTD : 01-10-2025 To 21-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.63 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,481.97	18.72 %
Fridge	599.75	16.29 %
Wash-Mac	548.51	14.89 %
Air-Cond	207.06	6.73 %
W.Heater	46.86	20.83 %
D-Freez	29.02	75.87 %
Oven	8.77	14.76 %
W-Disp	5.26	58.98 %
Chimney	3.54	5.43 %
Total	2,930.73	15.63 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	425.43	17.52 %
SOUTH-03	425.17	15.12 %
SOUTH-01	383.40	12.52 %
CHENNAI-01	329.19	15.14 %
TRICHY-01	316.82	14.48 %
CHENNAI-02	294.56	16.76 %
WEST-01	260.33	15.39 %
NORTH ARCOT	248.80	19.69 %
SOUTH ARCOT	235.95	18.61 %
KL-SOUTH	11.08	10.14 %
Total	2,930.73	15.63 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	217.99	19.83 %
Fridge	92.71	17.48 %
Wash-Mac	86.57	15.32 %
Air-Cond	16.53	8.81 %
W.Heater	6.54	32.59 %
D-Freez	3.50	80.26 %
Oven	0.74	11.67 %
Chimney	0.55	3.91 %
W-Disp	0.28	54.80 %
Total	425.43	17.52 %

Branch *	MTD Sales L	Brand Share %
SLM1	29.21	12.82 %
ERD1	20.51	12.58 %
HSR2	16.76	13.01 %
SLM3	15.06	13.00 %
KRI1	6.30	11.16 %
KVP1	5.26	11.62 %
PDR1	3.94	10.48 %
APN1	2.68	6.56 %
PMP1	2.37	6.31 %
WZWH	1.14	12.45 %
Total	425.43	17.52 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	204.02	17.45 %
Fridge	101.44	16.58 %
Wash-Mac	85.14	14.86 %
Air-Cond	22.30	5.57 %
W.Heater	6.05	19.70 %
D-Freez	4.28	76.86 %
Oven	0.99	11.85 %
Chimney	0.53	4.62 %
W-Disp	0.42	49.42 %
Total	425.17	15.12 %

Branch *	MTD Sales L	Brand Share %
MDU1	41.95	10.46 %
DGL1	38.84	14.11 %
MDU6	25.52	15.26 %
MDU2	22.59	11.40 %
KRR1	11.33	11.64 %
MPA1	10.36	14.86 %
TMM1	9.40	9.99 %
ATG1	9.37	11.71 %
SVG1	8.07	11.75 %
MDU4	7.11	13.73 %
TEN2	6.32	9.37 %
TEN1	5.58	8.26 %
DKI1	5.00	7.81 %
CMR1	1.61	5.59 %
NTM1	1.02	2.72 %
SZSD	0.30	2.49 %
Total	425.17	15.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	167.76	14.02 %
Fridge	86.83	14.46 %
Wash-Mac	80.02	13.42 %
Air-Cond	37.45	6.11 %
D-Freez	5.31	72.50 %
W.Heater	4.09	13.07 %
Oven	0.94	9.30 %
W-Disp	0.62	62.06 %
Chimney	0.38	6.79 %
Total	383.40	12.52 %

Branch *	MTD Sales L	Brand Share %
TVL1	36.61	13.73 %
RPM1	19.00	12.84 %
TUT1	17.88	4.79 %
NGR1	17.41	8.88 %
KVT1	13.78	9.15 %
TCN1	11.10	14.93 %
PKD1	10.85	10.62 %
SVK1	10.24	10.19 %
VNR2	9.53	7.61 %
APK1	8.57	12.00 %
TUT2	7.15	5.59 %
STU2	5.51	13.89 %
TYI1	5.46	12.47 %
MMT1	4.75	10.12 %
SKD1	4.60	12.94 %
TKY1	4.00	7.85 %
KGL1	3.16	9.43 %
ASM1	2.74	6.15 %
UDN1	2.71	6.52 %
TVL2	2.41	8.10 %
VKM1	1.56	3.91 %
COL1	0.56	4.97 %
S2SD	0.10	0.58 %
Total	383.40	12.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	163.56	19.95 %
Wash-Mac	60.06	14.65 %
Fridge	59.64	15.17 %
Air-Cond	33.19	6.70 %
W.Heater	6.45	19.35 %
D-Freez	2.58	64.63 %
Oven	1.89	22.72 %
W-Disp	1.28	56.51 %
Chimney	0.53	7.54 %
Total	329.19	15.14 %

Branch *	MTD Sales L	Brand Share %
CH14	24.25	15.30 %
CH16	20.57	12.86 %
CH08	17.87	12.48 %
CH05	12.62	9.26 %
GUD1	10.90	15.48 %
CH11	8.91	14.39 %
CH48	8.29	9.62 %
KNR1	6.35	11.91 %
CH19	6.25	5.13 %
CZWH	5.57	11.53 %
CH22	4.82	7.41 %
CGL1	4.40	9.28 %
WHC3	1.84	7.45 %
MC10	0.44	12.93 %
CH29	0.15	1.27 %
CH40		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	329.19	15.14 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	185.14	18.64 %
Fridge	54.40	13.34 %
Wash-Mac	45.29	13.70 %
Air-Cond	22.65	5.50 %
D-Freez	4.24	85.92 %
W.Heater	4.24	14.90 %
Oven	0.47	8.05 %
W-Disp	0.21	56.62 %
Chimney	0.18	4.17 %
Total	316.82	14.48 %

Branch *	MTD Sales L	Brand Share %
TRY1	39.47	12.15 %
TNJ2	17.30	14.16 %
MDI1	12.33	14.25 %
TRY3	11.58	13.94 %
TVR2	11.00	10.39 %
JKM1	9.96	14.19 %
KUM1	9.06	7.76 %
TNJ1	7.44	5.22 %
PBR1	7.01	14.43 %
TTP1	2.69	6.35 %
APM1	0.59	2.48 %
ORU1	0.56	1.64 %
TZSD	0.17	1.85 %
MSI1		0.00 %
Total	316.82	14.48 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	127.03	17.96 %
Wash-Mac	64.46	19.71 %
Fridge	61.23	20.44 %
Air-Cond	31.48	8.11 %
W.Heater	5.83	27.49 %
Oven	1.49	21.36 %
D-Freez	1.35	84.93 %
W-Disp	1.18	60.51 %
Chimney	0.51	15.01 %
Total	294.56	16.76 %

Branch *	MTD Sales L	Brand Share %
CH03	26.53	13.66 %
CH15	20.34	11.83 %
CH12	16.03	12.09 %
CH21	10.96	10.05 %
CH44	7.56	13.40 %
UKI1	5.77	14.65 %
CH46	5.70	15.19 %
CH27	2.84	12.12 %
CH36	2.35	10.25 %
CH32	0.35	4.51 %
MC06	0.27	5.86 %
CH01		0.00 %
MC05		0.00 %
Total	294.56	16.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	141.27	18.84 %
Fridge	57.90	16.64 %
Wash-Mac	48.67	11.97 %
Air-Cond	4.80	3.34 %
W.Heater	4.28	21.06 %
D-Freez	1.78	63.49 %
Oven	0.78	12.28 %
Chimney	0.43	3.21 %
W-Disp	0.43	85.81 %
Total	260.33	15.39 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.42	5.10 %
TPR2	14.07	14.42 %
CBE4	8.45	11.27 %
AVI1	6.98	13.15 %
MPM1	6.90	11.36 %
CBE6	6.20	9.90 %
SUL1	5.40	10.35 %
TPR4	3.73	11.11 %
KGI1	2.49	10.16 %
KMR1	2.03	2.13 %
WZSD	0.28	2.63 %
Total	260.33	15.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	135.48	23.80 %
Wash-Mac	44.82	18.64 %
Fridge	42.09	18.84 %
Air-Cond	18.28	9.11 %
W.Heater	4.63	24.23 %
D-Freez	1.50	60.13 %
Oven	0.88	24.52 %
W-Disp	0.70	68.65 %
Chimney	0.43	11.23 %
Total	248.80	19.69 %

Branch *	MTD Sales L	Brand Share %
KPM2	16.83	10.55 %
AKM1	11.60	15.50 %
TRR1	8.58	11.40 %
TRL1	4.91	5.95 %
CGM1	1.23	4.13 %
BGR1	0.28	1.03 %
Total	248.80	19.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	135.23	23.59 %
Fridge	41.35	17.28 %
Wash-Mac	32.67	14.92 %
Air-Cond	17.67	8.51 %
W.Heater	4.74	23.69 %
D-Freez	3.62	91.34 %
Oven	0.53	19.77 %
W-Disp	0.14	38.46 %
Total	235.95	18.61 %

Branch *	MTD Sales L	Brand Share %
POY1	18.53	14.64 %
CUD1	15.30	14.14 %
SJI2	14.43	13.08 %
KKI2	13.85	15.27 %
CDM1	13.84	15.04 %
NVL2	11.73	14.76 %
KML1	4.80	13.63 %
SJI1		0.00 %
Total	235.95	18.61 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.47	11.64 %
Air-Cond	2.70	10.04 %
Fridge	2.17	8.05 %
D-Freez	0.86	70.44 %
Wash-Mac	0.80	5.59 %
Oven	0.05	6.16 %
W.Heater	0.03	5.79 %
Total	11.08	10.14 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.67	10.96 %
KLR1	2.08	12.33 %
PAS1	1.33	6.00 %
TVSD		0.00 %
WTVP		0.00 %
Total	11.08	10.14 %