

MTD Sales
1,328.41 L

Brand Share %
15.61 %

Information:

MTD : 01-11-2025 To 21-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.61 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	620.29	20.47 %
Fridge	274.95	17.08 %
Wash-Mac	259.73	13.05 %
Air-Cond	109.28	6.92 %
W.Heater	33.48	17.21 %
D-Freez	18.68	72.08 %
Oven	5.71	15.55 %
W-Disp	4.12	45.10 %
Chimney	2.16	6.27 %
Total	1,328.41	15.61 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	198.48	15.88 %
SOUTH-01	170.53	13.91 %
CHENNAI-02	162.31	15.77 %
SOUTH-03	149.73	13.92 %
WEST-02	147.39	18.76 %
TRICHY-01	139.26	13.45 %
SOUTH ARCOT	121.81	18.30 %
NORTH ARCOT	116.38	17.99 %
WEST-01	116.09	16.30 %
KL-SOUTH	6.42	7.74 %
Total	1,328.41	15.61 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	90.72	23.06 %
Fridge	40.34	18.16 %
Wash-Mac	39.81	13.86 %
Air-Cond	17.63	5.88 %
W.Heater	4.18	12.38 %
D-Freez	3.50	85.69 %
Oven	1.26	25.08 %
W-Disp	0.81	39.50 %
Chimney	0.25	9.71 %
Total	198.48	15.88 %

Branch *	MTD Sales L	Brand Share %
CH08	12.13	15.17 %
CH42	10.18	11.73 %
CH07	8.50	15.15 %
CH14	7.44	12.53 %
GUD1	7.02	13.63 %
CH19	5.87	8.15 %
CH05	5.01	5.48 %
CZWH	4.27	11.64 %
CH48	3.79	8.04 %
CGL1	3.63	11.76 %
KNR1	2.72	14.38 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.86	3.61 %
Total	198.48	15.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	65.68	15.67 %
Fridge	44.07	17.98 %
Wash-Mac	35.19	12.07 %
Air-Cond	17.70	7.79 %
W.Heater	3.37	12.10 %
D-Freez	3.14	76.13 %
Oven	0.73	12.42 %
W-Disp	0.66	37.12 %
Total	170.53	13.91 %

Branch *	MTD Sales L	Brand Share %
NGR1	7.82	10.95 %
TUT1	7.76	5.16 %
RPM1	5.98	11.45 %
KVT1	5.76	9.07 %
RND1	5.66	12.15 %
APK1	3.41	15.05 %
MMT1	3.27	15.35 %
TCN1	3.09	9.91 %
SDI1	3.04	13.63 %
UDN1	2.94	12.31 %
VNR2	2.77	6.09 %
ASM1	2.71	10.14 %
TUT2	2.58	4.57 %
APK2	2.46	11.58 %
SKD1	2.10	13.58 %
TKY1	1.64	15.54 %
VKM1	0.92	5.54 %
TVL2	0.90	5.49 %
COL1	0.86	12.09 %
S2SD	0.54	8.74 %
WHTV		0.00 %
Total	170.53	13.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	68.18	17.97 %
Wash-Mac	35.72	16.01 %
Fridge	35.34	21.40 %
Air-Cond	16.93	7.31 %
W.Heater	3.37	18.63 %
Oven	1.13	20.18 %
W-Disp	0.82	54.50 %
D-Freez	0.69	51.55 %
Chimney	0.14	3.83 %
Total	162.31	15.77 %

Branch *	MTD Sales L	Brand Share %
CH03	14.47	13.53 %
CH15	12.27	10.72 %
CH24	8.92	14.37 %
CH12	8.57	11.87 %
CH21	7.42	14.29 %
CH09	3.71	8.12 %
CH44	3.55	10.34 %
MJR1	2.69	7.13 %
CH46	1.94	12.39 %
CH27	0.84	6.73 %
CH32	0.57	8.79 %
CH01		0.00 %
MC06		0.00 %
Total	162.31	15.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	73.74	19.07 %
Wash-Mac	32.53	12.39 %
Fridge	31.20	14.73 %
Air-Cond	5.98	3.35 %
W.Heater	3.71	15.25 %
D-Freez	1.34	100.00 %
Oven	0.55	11.06 %
W-Disp	0.43	60.96 %
Chimney	0.24	5.07 %
Total	149.73	13.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.85	13.00 %
MDU6	8.24	13.41 %
MDU2	7.92	10.81 %
DGL1	7.68	9.95 %
MDU3	5.29	9.04 %
CBM1	4.36	15.28 %
TEN1	3.96	13.68 %
TMM1	3.78	10.01 %
KRR1	3.65	13.20 %
PNV2	3.25	9.55 %
MDU4	3.19	13.73 %
SVG1	2.51	9.45 %
DKI1	2.29	8.45 %
KYK1	2.16	14.56 %
TEN2	1.85	7.46 %
ADP1	1.41	9.53 %
PKM1	1.35	11.47 %
MPA1	0.91	4.17 %
TDI1	0.69	6.42 %
BTU1	0.62	6.11 %
NTM1	0.33	3.57 %
CMR1	0.29	3.04 %
WHMD	-0.24	7.68 %
Total	149.73	13.92 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	68.49	24.11 %
Fridge	33.68	19.70 %
Wash-Mac	29.80	13.43 %
Air-Cond	7.48	9.41 %
W.Heater	4.94	28.63 %
D-Freez	2.52	80.08 %
Oven	0.28	11.85 %
Chimney	0.13	2.10 %
W-Disp	0.07	18.82 %
Total	147.39	18.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.56	12.65 %
HSR2	6.56	13.15 %
HSR1	5.00	13.77 %
OML1	2.90	13.70 %
SLM2	2.76	8.57 %
KVP1	2.39	15.36 %
EPI1	2.07	12.00 %
APN1	1.43	11.15 %
PDR1	1.10	7.88 %
PMP1	1.03	7.78 %
WHPD	-0.12	2.80 %
Total	147.39	18.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	73.93	19.51 %
Wash-Mac	22.07	11.08 %
Fridge	21.67	11.88 %
Air-Cond	15.41	6.35 %
W.Heater	4.72	19.26 %
D-Freez	0.85	66.69 %
W-Disp	0.37	72.46 %
Oven	0.24	6.90 %
Total	139.26	13.45 %

Branch *	MTD Sales L	Brand Share %
TRY1	21.73	12.89 %
PBR2	9.75	15.09 %
KUM1	8.92	13.76 %
MVM1	8.71	13.71 %
TVR2	6.26	10.59 %
TNJ2	5.20	10.12 %
PTK1	5.03	11.97 %
TRY3	4.53	12.16 %
KIK1	3.68	15.02 %
TVR1	3.20	13.29 %
JKM1	3.04	11.97 %
TNJ1	2.72	4.02 %
TRY2	2.58	8.39 %
TTP1	2.35	10.06 %
PBR1	1.38	8.08 %
APM1	1.06	7.93 %
MSI1	0.64	3.72 %
TZSD	0.56	8.91 %
ORU1	0.19	1.64 %
WTRZ	-0.48	9.17 %
Total	139.26	13.45 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	60.71	23.84 %
Fridge	21.88	18.99 %
Wash-Mac	19.14	14.31 %
Air-Cond	14.18	10.21 %
W.Heater	2.93	17.42 %
D-Freez	1.87	77.13 %
Chimney	0.46	34.71 %
Oven	0.41	18.97 %
W-Disp	0.23	48.65 %
Total	121.81	18.30 %

Branch *	MTD Sales L	Brand Share %
KKI2	6.90	15.56 %
VPM2	5.10	13.43 %
PRT1	3.97	14.11 %
TRK1	3.67	11.48 %
KML1	3.03	11.53 %
WHUT	-0.40	11.79 %
Total	121.81	18.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	59.85	22.89 %
Wash-Mac	21.34	14.76 %
Fridge	18.58	15.36 %
Air-Cond	9.66	10.09 %
W.Heater	3.27	23.50 %
D-Freez	2.41	57.11 %
Oven	0.61	22.82 %
Chimney	0.36	15.50 %
W-Disp	0.29	38.45 %
Total	116.38	17.99 %

Branch *	MTD Sales L	Brand Share %
SBR1	7.72	14.13 %
AKM1	5.65	15.13 %
VEL1	4.87	14.06 %
TRL1	3.55	6.54 %
ARC2	3.05	8.96 %
CPT1	0.97	9.02 %
BGR1		0.00 %
WHVL		0.00 %
Total	116.38	17.99 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	57.52	23.42 %
Fridge	26.52	17.24 %
Wash-Mac	22.43	10.65 %
Air-Cond	4.32	6.20 %
W.Heater	2.88	16.67 %
D-Freez	0.94	38.71 %
Chimney	0.58	7.66 %
Oven	0.46	10.99 %
W-Disp	0.45	45.11 %
Total	116.09	16.30 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.75	6.82 %
TPR1	4.35	12.06 %
CBE6	3.94	13.50 %
CBE4	3.91	9.75 %
MPM1	2.47	13.24 %
TPR4	1.43	10.36 %
KGM1	1.33	13.27 %
KGI1	0.67	4.48 %
KMR1	0.60	1.52 %
WZSD	0.35	8.22 %
WHCB		0.00 %
Total	116.09	16.30 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	1.69	10.61 %
Fridge	1.67	7.62 %
LED TV	1.48	5.43 %
D-Freez	1.43	91.76 %
W.Heater	0.09	14.20 %
Oven	0.06	10.58 %
Total	6.42	7.74 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.61	6.64 %
PAS1	0.59	3.80 %
TVSD		0.00 %
Total	6.42	7.74 %