

MTD Sales
3,064.17 L

Brand Share %
15.72 %

Information:

MTD : 01-10-2025 To 22-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.72 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,555.17	18.88 %
Fridge	621.92	16.28 %
Wash-Mac	575.00	14.90 %
Air-Cond	212.73	6.75 %
W.Heater	51.06	21.12 %
D-Freez	29.63	74.94 %
Oven	9.61	15.66 %
W-Disp	5.40	59.61 %
Chimney	3.66	5.37 %
Total	3,064.17	15.72 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	449.18	17.60 %
SOUTH-03	440.76	15.13 %
SOUTH-01	403.80	12.68 %
CHENNAI-01	341.97	15.27 %
TRICHY-01	330.71	14.58 %
CHENNAI-02	307.12	16.86 %
WEST-01	272.70	15.40 %
NORTH ARCOT	259.17	19.78 %
SOUTH ARCOT	247.42	18.82 %
KL-SOUTH	11.36	9.97 %
Total	3,064.17	15.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	232.99	19.98 %
Fridge	96.34	17.48 %
Wash-Mac	90.69	15.29 %
Air-Cond	16.86	8.68 %
W.Heater	6.89	32.24 %
D-Freez	3.72	76.13 %
Oven	0.86	13.20 %
Chimney	0.55	3.81 %
W-Disp	0.28	54.80 %
Total	449.18	17.60 %

Branch *	MTD Sales L	Brand Share %
SLM1	31.19	13.03 %
ERD1	21.40	12.50 %
HSR2	16.87	12.65 %
SLM3	16.28	13.43 %
KRI1	6.66	10.85 %
KVP1	5.47	11.77 %
PDR1	3.94	9.99 %
APN1	2.79	6.36 %
PMP1	2.37	6.22 %
WZWH	1.14	12.45 %
Total	449.18	17.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	211.89	17.59 %
Fridge	104.92	16.52 %
Wash-Mac	88.37	14.69 %
Air-Cond	22.30	5.41 %
W.Heater	6.67	20.22 %
D-Freez	4.49	77.71 %
Oven	1.05	12.12 %
Chimney	0.65	5.51 %
W-Disp	0.42	49.42 %
Total	440.76	15.13 %

Branch *	MTD Sales L	Brand Share %
MDU1	42.94	10.42 %
DGL1	39.24	13.76 %
MDU6	26.37	15.58 %
MDU2	23.52	11.55 %
KRR1	11.33	11.31 %
MPA1	10.73	14.35 %
ATG1	9.79	11.83 %
TMM1	9.78	10.00 %
SVG1	8.09	11.42 %
MDU4	7.75	14.25 %
TEN2	6.34	9.15 %
TEN1	5.76	8.30 %
DKI1	5.22	7.76 %
CMR1	2.03	6.97 %
NTM1	1.02	2.67 %
SZSD	0.30	2.24 %
Total	440.76	15.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	177.60	14.17 %
Fridge	90.75	14.52 %
Wash-Mac	84.37	13.58 %
Air-Cond	39.07	6.25 %
D-Freez	5.50	71.92 %
W.Heater	4.58	13.19 %
Oven	0.94	9.30 %
W-Disp	0.62	62.06 %
Chimney	0.38	6.24 %
Total	403.80	12.68 %

Branch *	MTD Sales L	Brand Share %
TVL1	37.35	13.61 %
RPM1	19.68	12.99 %
TKS2	18.49	15.64 %
TUT1	18.38	4.75 %
NGR1	18.28	9.18 %
KVT1	15.17	9.40 %
PKD1	11.75	11.03 %
TCN1	11.22	14.74 %
SVK1	10.49	9.81 %
VNR2	9.78	7.48 %
APK1	9.57	12.48 %
TUT2	7.15	5.29 %
STU2	5.85	14.12 %
TYI1	5.67	12.51 %
MMT1	5.32	10.80 %
SKD1	4.60	12.44 %
TKY1	4.00	7.74 %
KGL1	3.16	9.37 %
ASM1	2.74	5.94 %
UDN1	2.71	6.33 %
TVL2	2.58	8.54 %
VKM1	1.69	4.18 %
COL1	0.56	4.92 %
S2SD	0.10	0.52 %
Total	403.80	12.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	171.29	20.20 %
Wash-Mac	61.82	14.53 %
Fridge	61.00	15.15 %
Air-Cond	34.56	6.82 %
W.Heater	6.79	19.19 %
D-Freez	2.58	64.63 %
Oven	2.12	24.77 %
W-Disp	1.28	56.51 %
Chimney	0.53	7.36 %
Total	341.97	15.27 %

Branch *	MTD Sales L	Brand Share %
CH14	25.55	15.43 %
CH16	22.35	13.54 %
CH08	18.49	12.54 %
CH05	12.85	9.14 %
CH11	9.16	13.97 %
CH48	8.54	9.43 %
KNR1	6.56	12.13 %
CZWH	6.45	12.85 %
CH19	6.25	4.97 %
CH22	5.15	7.72 %
CGL1	4.48	8.89 %
WHC3	1.84	7.37 %
MC10	0.44	12.93 %
CH29	0.15	1.23 %
CH40		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	341.97	15.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	194.48	18.87 %
Fridge	55.88	13.27 %
Wash-Mac	47.30	13.50 %
Air-Cond	23.24	5.53 %
W.Heater	4.46	14.71 %
D-Freez	4.24	85.92 %
Oven	0.59	9.40 %
W-Disp	0.35	68.39 %
Chimney	0.18	4.02 %
Total	330.71	14.58 %

Branch *	MTD Sales L	Brand Share %
TRY1	41.46	12.39 %
TNJ2	17.60	13.47 %
MDI1	12.61	14.05 %
TRY3	12.55	14.74 %
TVR2	11.73	10.93 %
JKM1	10.08	13.85 %
KUM1	10.06	8.19 %
TNJ1	7.51	5.06 %
PBR1	7.30	14.50 %
TTP1	3.16	7.13 %
APM1	0.59	2.42 %
ORU1	0.56	1.55 %
TZSD	0.17	1.85 %
MSI1		0.00 %
Total	330.71	14.58 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	132.07	18.04 %
Wash-Mac	68.52	20.00 %
Fridge	63.16	20.42 %
Air-Cond	32.33	8.09 %
W.Heater	6.41	27.68 %
Oven	1.60	22.17 %
D-Freez	1.35	84.93 %
W-Disp	1.18	60.51 %
Chimney	0.51	15.01 %
Total	307.12	16.86 %

Branch *	MTD Sales L	Brand Share %
CH03	27.38	13.65 %
CH15	20.74	11.61 %
CH12	16.29	12.07 %
MJR1	13.28	15.60 %
CH21	10.96	9.81 %
CH44	8.72	14.75 %
UKI1	6.10	14.87 %
CH46	5.70	14.76 %
CH27	2.84	11.85 %
CH36	2.35	10.18 %
CH32	0.35	4.30 %
MC06	0.27	5.30 %
CH01		0.00 %
MC05		0.00 %
Total	307.12	16.86 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	147.48	18.84 %
Fridge	61.24	16.69 %
Wash-Mac	50.98	11.91 %
Air-Cond	4.80	3.26 %
W.Heater	4.79	22.02 %
D-Freez	1.78	63.49 %
Oven	0.78	12.03 %
Chimney	0.43	2.94 %
W-Disp	0.43	85.81 %
Total	272.70	15.40 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.79	5.09 %
TPR2	15.24	14.26 %
CBE4	8.45	11.04 %
AVI1	7.62	13.66 %
MPM1	6.97	11.05 %
CBE6	6.20	9.72 %
SUL1	5.40	10.12 %
TPR4	3.73	10.62 %
KGI1	2.60	9.14 %
KMR1	2.03	2.06 %
WZSD	0.28	2.63 %
Total	272.70	15.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	140.82	24.00 %
Wash-Mac	47.23	18.59 %
Fridge	43.35	18.63 %
Air-Cond	19.21	9.36 %
W.Heater	4.93	24.66 %
D-Freez	1.50	60.13 %
Oven	0.99	26.09 %
W-Disp	0.70	68.65 %
Chimney	0.43	10.74 %
Total	259.17	19.78 %

Branch *	MTD Sales L	Brand Share %
KPM2	16.83	10.30 %
AKM1	11.89	15.51 %
TRR1	9.63	11.96 %
TRL1	5.17	6.13 %
CGM1	1.23	4.07 %
BGR1	0.55	1.89 %
Total	259.17	19.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	141.95	23.95 %
Fridge	42.96	17.36 %
Wash-Mac	34.92	15.34 %
Air-Cond	17.67	8.18 %
W.Heater	5.51	25.55 %
D-Freez	3.62	91.34 %
Oven	0.64	21.00 %
W-Disp	0.14	38.46 %
Total	247.42	18.82 %

Branch *	MTD Sales L	Brand Share %
POY1	19.84	14.98 %
CUD1	15.80	13.99 %
SJI2	15.29	13.58 %
CDM1	14.66	15.34 %
NVL2	12.62	15.24 %
KML1	5.15	13.88 %
SJI1		0.00 %
Total	247.42	18.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.59	11.15 %
Air-Cond	2.70	10.04 %
Fridge	2.33	8.29 %
D-Freez	0.86	58.81 %
Wash-Mac	0.80	5.42 %
Oven	0.05	6.16 %
W.Heater	0.03	5.79 %
Total	11.36	9.97 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.79	10.69 %
KLR1	2.24	13.13 %
PAS1	1.33	5.62 %
TVSD		0.00 %
WTVP		0.00 %
Total	11.36	9.97 %