

MTD Sales
1,387.10 L

Brand Share %
15.57 %

Information:

MTD : 01-11-2025 To 22-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.57 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	649.79	20.45 %
Fridge	287.79	17.11 %
Wash-Mac	269.59	12.95 %
Air-Cond	111.62	6.79 %
W.Heater	35.77	17.26 %
D-Freez	20.00	72.45 %
Oven	6.04	15.08 %
W-Disp	4.35	45.63 %
Chimney	2.16	5.84 %
Total	1,387.10	15.57 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	213.31	16.06 %
SOUTH-01	178.40	13.83 %
CHENNAI-02	170.22	15.82 %
SOUTH-03	154.77	13.67 %
WEST-02	153.08	18.72 %
TRICHY-01	144.51	13.39 %
SOUTH ARCOT	126.15	18.36 %
NORTH ARCOT	121.68	17.98 %
WEST-01	118.04	16.09 %
KL-SOUTH	6.94	8.05 %
Total	1,387.10	15.57 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	99.74	23.60 %
Fridge	43.18	18.15 %
Wash-Mac	42.02	13.70 %
Air-Cond	17.95	5.79 %
W.Heater	4.61	12.57 %
D-Freez	3.50	85.69 %
Oven	1.26	23.85 %
W-Disp	0.81	37.94 %
Chimney	0.25	7.68 %
Total	213.31	16.06 %

Branch *	MTD Sales L	Brand Share %
CH42	10.87	11.91 %
CH07	8.73	15.08 %
CH14	7.56	12.30 %
GUD1	7.41	13.46 %
CH11	7.16	15.23 %
CH19	5.90	8.04 %
CH05	5.25	5.53 %
CZWH	4.27	11.08 %
CH48	3.99	7.64 %
CGL1	3.82	12.14 %
KNR1	2.96	15.43 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.86	3.61 %
Total	213.31	16.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	69.33	15.76 %
Fridge	47.18	18.25 %
Wash-Mac	36.10	11.73 %
Air-Cond	17.70	7.45 %
W.Heater	3.57	12.22 %
D-Freez	3.14	76.13 %
Oven	0.73	11.30 %
W-Disp	0.66	37.12 %
Total	178.40	13.83 %

Branch *	MTD Sales L	Brand Share %
TKS2	9.43	14.06 %
TUT1	8.02	5.22 %
NGR1	7.93	10.97 %
RPM1	5.98	11.21 %
KVT1	5.90	8.96 %
RND1	5.69	12.04 %
PKD1	5.35	15.41 %
MMT1	3.27	14.98 %
TCN1	3.10	9.85 %
SDI1	3.04	13.22 %
UDN1	2.94	12.14 %
VNR2	2.91	6.18 %
APK2	2.71	12.62 %
ASM1	2.71	9.70 %
TUT2	2.58	4.51 %
SKD1	2.10	13.22 %
COL1	0.99	13.45 %
VKM1	0.92	5.21 %
TVL2	0.90	5.49 %
S2SD	0.54	8.74 %
WHTV		0.00 %
Total	178.40	13.83 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	73.37	18.35 %
Wash-Mac	36.55	15.96 %
Fridge	36.23	21.28 %
Air-Cond	17.23	7.06 %
W.Heater	3.81	19.20 %
Oven	1.13	18.41 %
W-Disp	0.89	54.09 %
D-Freez	0.88	57.47 %
Chimney	0.14	3.83 %
Total	170.22	15.82 %

Branch *	MTD Sales L	Brand Share %
CH03	15.25	13.75 %
CH15	12.27	10.60 %
CH24	9.07	14.60 %
CH12	9.00	11.22 %
CH21	8.46	15.35 %
CH09	3.71	7.62 %
CH44	3.55	10.17 %
MJR1	2.95	7.54 %
CH36	2.64	15.51 %
CH46	2.19	11.85 %
CH27	0.84	6.21 %
CH32	0.70	9.28 %
CH01		0.00 %
MC06		0.00 %
Total	170.22	15.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	76.61	18.80 %
Wash-Mac	33.27	12.16 %
Fridge	31.94	14.30 %
Air-Cond	5.98	3.18 %
W.Heater	3.92	15.10 %
D-Freez	1.76	100.00 %
Oven	0.61	10.70 %
W-Disp	0.43	60.96 %
Chimney	0.24	4.61 %
Total	154.77	13.67 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.09	12.59 %
MDU6	8.60	13.68 %
DGL1	8.19	9.91 %
MDU2	8.05	10.31 %
MDU3	5.29	8.87 %
CBM1	4.61	15.30 %
TEN1	4.19	13.90 %
KRR1	3.82	13.36 %
TMM1	3.78	9.49 %
PNV2	3.25	9.44 %
MDU4	3.19	12.72 %
MDU5	2.93	14.78 %
SVG1	2.58	8.87 %
DKI1	2.41	8.21 %
KYK1	2.16	13.71 %
TEN2	1.97	7.71 %
ADP1	1.54	9.42 %
PKM1	1.35	11.47 %
MPA1	0.91	3.85 %
TDI1	0.69	6.31 %
BTU1	0.62	5.67 %
NTM1	0.33	3.35 %
CMR1	0.29	2.86 %
WHMD	-0.24	7.68 %
Total	154.77	13.67 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	70.61	23.82 %
Fridge	35.36	19.94 %
Wash-Mac	31.03	13.53 %
Air-Cond	7.81	9.35 %
W.Heater	5.21	28.86 %
D-Freez	2.52	71.71 %
Oven	0.33	13.90 %
Chimney	0.13	1.94 %
W-Disp	0.07	18.82 %
Total	153.08	18.72 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.71	12.40 %
HSR2	6.90	13.38 %
HSR1	5.27	14.21 %
SLM2	3.48	9.59 %
OML1	2.90	13.70 %
EPI1	2.47	13.66 %
APN1	1.46	11.18 %
PDR1	1.10	7.42 %
PMP1	1.03	7.65 %
WHPD	-0.12	2.80 %
Total	153.08	18.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	75.74	19.13 %
Wash-Mac	24.23	11.53 %
Fridge	22.61	11.95 %
Air-Cond	15.68	6.26 %
W.Heater	4.81	18.73 %
D-Freez	0.85	66.69 %
W-Disp	0.37	72.46 %
Oven	0.24	6.53 %
Total	144.51	13.39 %

Branch *	MTD Sales L	Brand Share %
TRY1	22.04	12.32 %
PBR2	10.43	15.57 %
MVM1	9.07	13.73 %
KUM1	8.92	13.27 %
TVR2	6.91	10.93 %
PTK1	5.38	12.52 %
TNJ2	5.20	9.76 %
TRY3	4.66	11.65 %
JKM1	3.26	12.17 %
TVR1	3.20	12.85 %
TNJ1	2.72	3.86 %
TRY2	2.58	8.39 %
TTP1	2.48	10.45 %
PBR1	1.38	7.98 %
APM1	1.06	7.68 %
MSI1	0.64	3.39 %
TZSD	0.56	8.91 %
ORU1	0.19	1.56 %
WTRZ	-0.48	9.17 %
Total	144.51	13.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	62.75	23.79 %
Fridge	22.37	18.97 %
Wash-Mac	19.67	14.11 %
Air-Cond	15.02	10.62 %
W.Heater	3.08	17.38 %
D-Freez	2.16	79.59 %
Chimney	0.46	34.71 %
Oven	0.41	18.97 %
W-Disp	0.23	48.65 %
Total	126.15	18.36 %

Branch *	MTD Sales L	Brand Share %
VPM2	5.25	13.13 %
PRT1	3.97	13.98 %
TRK1	3.79	11.22 %
KML1	3.15	11.77 %
WHUT	-0.40	10.68 %
Total	126.15	18.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	62.11	22.83 %
Wash-Mac	22.40	14.67 %
Fridge	19.55	15.42 %
Air-Cond	9.66	9.74 %
W.Heater	3.69	23.93 %
D-Freez	2.83	61.01 %
Oven	0.72	23.83 %
W-Disp	0.36	43.83 %
Chimney	0.36	15.50 %
Total	121.68	17.98 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.68	15.44 %
SBR1	7.90	13.82 %
AKM1	5.88	15.21 %
VEL1	4.94	13.97 %
TRL1	3.55	6.36 %
ARC2	3.30	9.04 %
CPT1	0.97	8.76 %
BGR1		0.00 %
WHVL		0.00 %
Total	121.68	17.98 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	57.93	23.01 %
Fridge	27.57	17.40 %
Wash-Mac	22.63	10.44 %
Air-Cond	4.32	5.95 %
W.Heater	2.98	16.62 %
D-Freez	0.94	38.71 %
Chimney	0.58	7.49 %
Oven	0.57	11.71 %
W-Disp	0.52	48.97 %
Total	118.04	16.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.09	6.87 %
TPR1	4.42	11.94 %
CBE4	4.10	9.84 %
CBE6	3.97	13.23 %
MPM1	2.67	13.91 %
KGM1	1.47	14.41 %
TPR4	1.43	10.36 %
KGI1	0.67	4.38 %
KMR1	0.60	1.45 %
WZSD	0.35	8.22 %
WHCB		0.00 %
Total	118.04	16.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.80	7.97 %
Wash-Mac	1.69	10.19 %
LED TV	1.59	5.68 %
D-Freez	1.43	91.76 %
Air-Cond	0.27	1.70 %
W.Heater	0.09	12.89 %
Oven	0.06	10.58 %
Total	6.94	8.05 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.61	6.38 %
PAS1	0.59	3.76 %
TVSD		0.00 %
Total	6.94	8.05 %