

MTD Sales
1,815.60 L

Brand Share %
15.32 %

Information:

MTD : 01-08-2025 To 23-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.32 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	696.40	19.26 %
Fridge	462.50	17.87 %
Wash-Mac	342.11	14.05 %
Air-Cond	259.85	8.79 %
W.Heater	24.76	15.13 %
D-Freez	23.75	62.29 %
Oven	5.09	9.82 %
W-Disp	1.14	15.16 %
Total	1,815.60	15.32 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	249.83	14.58 %
SOUTH-01	249.42	12.99 %
TRICHY-01	222.81	14.04 %
SOUTH-03	208.96	15.28 %
CHENNAI-02	205.96	15.23 %
WEST-02	196.77	17.59 %
SOUTH ARCOT	170.20	18.32 %
NORTH ARCOT	162.89	20.76 %
WEST-01	142.69	14.75 %
KL-SOUTH	6.07	5.32 %
Total	1,815.60	15.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	88.12	20.64 %
Air-Cond	55.95	9.28 %
Fridge	52.06	16.16 %
Wash-Mac	45.93	14.55 %
D-Freez	3.57	61.34 %
W.Heater	2.90	9.86 %
Oven	0.92	10.86 %
W-Disp	0.38	16.77 %
Total	249.83	14.58 %

Branch *	MTD Sales L	Brand Share %
CH14	13.00	10.75 %
CH08	11.09	10.26 %
CH45	9.59	15.11 %
CH07	9.46	12.35 %
GUD2	7.74	14.61 %
CH19	7.04	6.89 %
CH22	6.16	10.96 %
CH11	4.67	5.60 %
CH05	4.11	3.39 %
TKM1	3.11	12.72 %
KNR1	1.08	3.44 %
CH40	0.30	1.90 %
WHC3	0.12	1.01 %
CH29		0.00 %
MC02		0.00 %
Total	249.83	14.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	92.46	16.19 %
Fridge	69.05	16.82 %
Wash-Mac	48.79	12.54 %
Air-Cond	32.22	6.31 %
D-Freez	4.16	54.34 %
W.Heater	2.35	10.96 %
Oven	0.40	4.32 %
Total	249.42	12.99 %

Branch *	MTD Sales L	Brand Share %
TVL1	29.08	14.16 %
TUT1	17.53	7.73 %
KVT1	11.31	11.74 %
RPM1	11.14	14.93 %
TKS2	9.44	11.88 %
VNR2	7.60	8.40 %
TUT2	7.28	10.26 %
NGR1	6.82	6.31 %
RND1	6.54	9.32 %
TCN1	6.22	11.84 %
MAR1	5.64	10.59 %
STU2	3.44	15.06 %
PKD1	3.43	6.80 %
APK1	3.39	8.42 %
TVL2	3.23	12.35 %
TKY1	3.14	10.78 %
VNR1	3.14	13.14 %
TYI1	2.77	10.16 %
MMT1	2.01	9.16 %
UDN1	1.18	4.28 %
ARM1	1.14	9.76 %
ASM1	0.93	2.84 %
S2SD		0.00 %
WHTV		0.00 %
Total	249.42	12.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	97.55	19.97 %
Fridge	57.78	15.57 %
Wash-Mac	32.30	12.07 %
Air-Cond	29.95	7.02 %
W.Heater	3.48	14.56 %
D-Freez	1.53	43.17 %
Oven	0.21	4.61 %
Total	222.81	14.04 %

Branch *	MTD Sales L	Brand Share %
TRY1	31.95	13.94 %
MDI1	14.61	15.26 %
KUM1	10.63	9.62 %
TNJ2	8.13	9.76 %
TVR2	7.73	8.84 %
NGT1	7.51	14.03 %
TNJ1	5.89	6.06 %
TRY3	5.69	12.65 %
JKM1	5.40	11.56 %
TYR1	3.81	9.57 %
ORU1	3.53	12.43 %
APM1	3.52	14.87 %
PBR1	3.09	10.03 %
MSI1	1.64	5.70 %
TTP1	0.18	0.43 %
TZSD		0.00 %
Total	222.81	14.04 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	74.06	17.56 %
Fridge	58.53	17.86 %
Wash-Mac	41.65	13.79 %
Air-Cond	28.82	10.00 %
D-Freez	2.76	67.16 %
W.Heater	2.69	14.42 %
Oven	0.45	10.34 %
Total	208.96	15.28 %

Branch *	MTD Sales L	Brand Share %
MDU1	20.39	10.94 %
MDU2	14.77	15.28 %
DGL1	12.54	12.31 %
MDU6	8.45	11.60 %
ATG1	7.07	12.11 %
TMM1	5.12	13.07 %
MDU3	3.85	10.90 %
TEN2	3.85	12.61 %
KRR1	2.92	10.04 %
BTU1	2.42	14.62 %
MPA1	2.23	7.21 %
DKI1	1.88	4.66 %
BNR1	1.69	7.07 %
CMR1	0.77	5.93 %
TEN1	0.51	1.56 %
NTM1	0.11	0.73 %
SZSD		0.00 %
WHMD		0.00 %
Total	208.96	15.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	64.55	16.57 %
Fridge	52.93	21.32 %
Wash-Mac	43.34	16.90 %
Air-Cond	39.01	8.99 %
W.Heater	3.31	23.98 %
D-Freez	1.61	92.37 %
Oven	1.14	14.05 %
W-Disp	0.07	9.91 %
Total	205.96	15.23 %

Branch *	MTD Sales L	Brand Share %
CH15	17.57	12.20 %
CH03	17.05	11.47 %
CH18	12.18	15.00 %
MJR1	9.77	15.10 %
CH12	8.41	9.85 %
CH06	8.16	12.73 %
CH21	7.67	9.41 %
CH33	7.19	14.65 %
CH17	5.27	14.47 %
UKI1	2.97	12.07 %
CH44	2.67	5.90 %
CH31	2.25	11.44 %
CH27	1.08	4.52 %
CH32	0.99	6.70 %
CH36	0.30	1.09 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	205.96	15.23 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	81.01	20.90 %
Fridge	53.82	20.01 %
Wash-Mac	41.53	14.91 %
Air-Cond	14.01	8.63 %
W.Heater	3.50	24.41 %
D-Freez	1.93	82.93 %
Oven	0.89	21.01 %
W-Disp	0.08	30.51 %
Total	196.77	17.59 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.97	11.43 %
HSR2	10.05	15.07 %
OML1	5.43	14.81 %
KRI1	5.19	12.93 %
SLM2	5.18	10.87 %
SLM3	3.83	7.53 %
TRM1	3.22	10.37 %
EDP1	1.73	8.72 %
PMP1	1.71	11.93 %
SGG1	1.60	14.14 %
PLC1	0.62	3.43 %
WHPD		0.00 %
WZWH		0.00 %
Total	196.77	17.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	74.16	25.54 %
Fridge	37.94	19.00 %
Wash-Mac	28.50	15.12 %
Air-Cond	23.65	10.31 %
D-Freez	3.65	67.79 %
W.Heater	1.45	10.44 %
W-Disp	0.46	74.67 %
Oven	0.40	25.25 %
Total	170.20	18.32 %

Branch *	MTD Sales L	Brand Share %
POY1	17.98	14.91 %
CUD1	11.13	13.13 %
CDM1	9.70	14.48 %
KLM1	6.30	14.01 %
NVL2	6.10	15.14 %
SJI1	4.87	14.14 %
KML1	1.61	4.79 %
WHNV		0.00 %
WHUT		0.00 %
Total	170.20	18.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	66.74	26.22 %
Fridge	36.94	20.52 %
Air-Cond	28.94	16.04 %
Wash-Mac	24.88	16.64 %
D-Freez	3.10	79.34 %
W.Heater	2.29	19.28 %
Total	162.89	20.76 %

Branch *	MTD Sales L	Brand Share %
VEL1	6.57	14.24 %
TRL1	5.70	9.31 %
CGM1	0.67	2.68 %
BGR1	0.13	0.84 %
Total	162.89	20.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	55.88	16.02 %
Fridge	40.17	17.74 %
Wash-Mac	34.84	13.12 %
Air-Cond	7.06	7.02 %
W.Heater	2.79	17.51 %
D-Freez	1.17	43.34 %
Oven	0.63	9.74 %
W-Disp	0.15	16.38 %
Total	142.69	14.75 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.04	8.91 %
CBE6	5.37	13.32 %
TPR1	5.24	13.74 %
SUL1	4.07	14.54 %
KMR1	3.80	4.64 %
PPI1	2.67	13.89 %
KMD1	2.46	11.25 %
CNR1	1.75	13.10 %
KGI1	1.29	9.23 %
MPM1	1.17	3.70 %
ANR1	0.92	10.30 %
KGM1	0.79	6.45 %
TPR4	0.53	2.91 %
WHCB		0.00 %
WZSD		0.00 %
Total	142.69	14.75 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.28	10.03 %
LED TV	1.87	5.18 %
Wash-Mac	0.35	1.59 %
D-Freez	0.28	29.30 %
Air-Cond	0.23	1.15 %
Oven	0.05	3.98 %
Total	6.07	5.32 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.68	5.36 %
PAS1	1.85	7.44 %
KLR1	0.54	2.63 %
Total	6.07	5.32 %