

MTD Sales
1,118.20 L

Brand Share %
13.61 %

Information:

MTD : 01-09-2025 To 23-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.61 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	431.33	17.36 %
Fridge	235.08	14.07 %
Wash-Mac	231.21	14.87 %
Air-Cond	167.16	7.28 %
D-Freez	24.30	62.80 %
W.Heater	18.74	14.67 %
Oven	6.19	20.18 %
W-Disp	4.20	48.32 %
Total	1,118.20	13.61 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	170.61	10.40 %
CHENNAI-01	156.12	13.28 %
CHENNAI-02	141.33	14.26 %
SOUTH-03	129.74	14.13 %
WEST-02	113.14	16.36 %
TRICHY-01	105.30	11.00 %
SOUTH ARCOT	103.81	17.79 %
WEST-01	98.00	15.81 %
NORTH ARCOT	82.09	17.36 %
KL-SOUTH	18.07	11.00 %
Total	1,118.20	13.61 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	56.71	12.16 %
Fridge	46.45	14.72 %
Air-Cond	31.90	5.74 %
Wash-Mac	27.83	10.34 %
D-Freez	6.16	55.56 %
W.Heater	0.84	5.08 %
Oven	0.58	10.11 %
W-Disp	0.14	17.35 %
Total	170.61	10.40 %

Branch *	MTD Sales L	Brand Share %
TVL1	28.61	12.43 %
KVT1	11.08	10.14 %
RPM1	9.03	8.77 %
NGR1	6.79	7.42 %
TUT1	6.00	3.53 %
SVK1	4.73	10.93 %
TUT2	4.25	5.70 %
TKS2	4.23	9.57 %
MAR1	3.60	5.95 %
TYI1	3.25	9.51 %
APK1	2.43	11.19 %
TCN1	2.40	6.93 %
VNR2	2.36	4.83 %
PKD1	2.26	6.84 %
STU2	2.14	13.40 %
MMT1	1.85	7.43 %
KGL1	1.61	13.08 %
APK2	1.34	7.71 %
TVL2	1.07	7.19 %
TKY1	0.95	4.17 %
ARM1	0.63	5.97 %
UDN1	0.61	2.49 %
S2SD	0.39	2.00 %
ASM1	0.13	0.64 %
Total	170.61	10.40 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	55.72	18.32 %
Wash-Mac	35.55	15.29 %
Air-Cond	30.83	8.09 %
Fridge	26.79	12.19 %
D-Freez	3.31	62.53 %
W.Heater	2.35	8.94 %
Oven	1.19	24.63 %
W-Disp	0.38	29.98 %
Total	156.12	13.28 %

Branch *	MTD Sales L	Brand Share %
CH16	10.51	11.49 %
CH08	7.92	10.66 %
CH48	5.45	12.05 %
CH07	5.44	10.78 %
CH11	3.82	7.17 %
CH30	3.59	8.56 %
WHC3	3.25	6.73 %
CH19	2.95	4.69 %
CH05	2.33	3.34 %
CGL1	1.30	6.36 %
KNR1	1.01	4.15 %
CH29		0.00 %
CH40		0.00 %
Total	156.12	13.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	49.54	17.18 %
Wash-Mac	36.95	21.52 %
Air-Cond	23.99	6.57 %
Fridge	23.64	16.46 %
W.Heater	2.86	21.23 %
Oven	1.69	40.90 %
D-Freez	1.38	55.38 %
W-Disp	1.27	69.07 %
Total	141.33	14.26 %

Branch *	MTD Sales L	Brand Share %
CH03	12.72	12.76 %
CH15	9.03	8.30 %
CH21	7.58	11.09 %
CH12	7.55	11.10 %
CH18	6.60	10.62 %
MJR1	4.92	13.01 %
CH09	4.73	12.23 %
CH44	3.32	11.27 %
CH17	3.12	10.36 %
CH31	1.65	9.82 %
CH27	1.36	9.79 %
CH36	0.96	6.06 %
CH32	0.37	4.41 %
CH46	0.30	1.80 %
MC06		0.00 %
CH01		0.00 %
Total	141.33	14.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	47.87	17.00 %
Fridge	30.50	13.49 %
Wash-Mac	26.78	14.29 %
Air-Cond	18.70	9.19 %
D-Freez	3.47	75.46 %
W.Heater	2.23	19.04 %
Oven	0.11	3.98 %
W-Disp	0.07	15.30 %
Total	129.74	14.13 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.89	11.21 %
DGL1	7.14	10.63 %
MDU2	5.01	8.84 %
TMM1	2.17	6.96 %
TEN2	2.02	9.67 %
MPA1	1.71	6.60 %
MDU4	1.65	8.08 %
KRR1	1.46	9.47 %
BNR1	1.22	7.87 %
TEN1	1.13	5.77 %
DKI1	0.83	2.65 %
SZSD	0.62	3.20 %
CMR1	0.38	5.69 %
BTU1	0.35	3.77 %
NTM1	0.12	0.72 %
Total	129.74	14.13 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	46.18	19.79 %
Wash-Mac	28.27	16.31 %
Fridge	22.78	14.05 %
Air-Cond	10.32	9.83 %
W.Heater	3.20	25.70 %
D-Freez	1.41	68.97 %
W-Disp	0.68	90.84 %
Oven	0.29	11.35 %
Total	113.14	16.36 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.67	11.98 %
HSR2	5.17	10.75 %
ERD1	3.35	9.39 %
TRM1	3.23	9.97 %
SLM3	3.13	9.98 %
RSP1	2.08	11.33 %
KRI1	2.00	10.68 %
KVP1	1.94	13.20 %
HSR1	1.57	6.10 %
VKL1	1.29	11.11 %
WZWH	0.55	2.68 %
Total	113.14	16.36 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	42.68	14.36 %
Fridge	20.83	10.69 %
Wash-Mac	19.56	13.16 %
Air-Cond	18.15	6.12 %
W.Heater	2.00	13.55 %
D-Freez	1.44	61.26 %
W-Disp	0.53	57.43 %
Oven	0.11	6.79 %
Total	105.30	11.00 %

Branch *	MTD Sales L	Brand Share %
TRY1	15.96	7.95 %
PBR2	6.84	12.69 %
PTK1	6.29	12.68 %
MVM1	5.98	11.60 %
KUM1	5.35	8.76 %
TNJ2	4.99	11.08 %
NGT1	4.75	12.29 %
TRY3	2.58	12.62 %
TVR2	2.39	4.86 %
JKM1	2.13	10.47 %
PBR1	1.97	12.71 %
TRY2	1.38	7.15 %
ORU1	1.37	7.62 %
TNJ1	1.36	2.48 %
TTP1	1.07	5.53 %
APM1	0.77	5.90 %
TZSD	0.68	5.19 %
MSI1	0.40	2.36 %
Total	105.30	11.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	44.22	23.87 %
Wash-Mac	19.55	19.72 %
Fridge	19.26	16.80 %
Air-Cond	15.15	8.92 %
D-Freez	3.27	75.98 %
W.Heater	1.59	18.37 %
Oven	0.40	35.08 %
W-Disp	0.38	54.18 %
Total	103.81	17.79 %

Branch *	MTD Sales L	Brand Share %
CUD1	6.99	13.50 %
TVM2	1.39	12.05 %
KML1	0.47	2.35 %
WHNV		0.00 %
Total	103.81	17.79 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	42.12	19.48 %
Wash-Mac	22.36	14.77 %
Fridge	22.20	15.44 %
Air-Cond	7.16	8.28 %
W.Heater	1.87	13.21 %
D-Freez	1.56	54.02 %
Oven	0.52	12.55 %
W-Disp	0.22	24.45 %
Total	98.00	15.81 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.44	7.13 %
TPR1	3.04	9.94 %
CBE6	2.29	8.98 %
SUL1	1.94	11.74 %
KMR1	1.92	4.87 %
TPR2	1.72	9.80 %
MPM1	0.76	5.33 %
KGI1	0.65	6.11 %
TPR4	0.63	6.34 %
KGM1	0.24	2.19 %
WZSD	0.13	1.00 %
Total	98.00	15.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	39.40	26.17 %
Fridge	16.01	15.66 %
Wash-Mac	13.01	13.88 %
Air-Cond	8.81	7.91 %
W.Heater	1.74	19.64 %
D-Freez	1.70	63.66 %
Oven	0.90	36.30 %
W-Disp	0.52	56.22 %
Total	82.09	17.36 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.77	9.62 %
TRL1	4.33	10.03 %
TRR1	3.78	13.02 %
VEL1	3.00	12.57 %
CGM1	0.42	4.04 %
BGR1	0.18	2.04 %
NASD		0.00 %
Total	82.09	17.36 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.88	11.11 %
Fridge	6.63	13.72 %
Air-Cond	2.15	9.21 %
Wash-Mac	1.36	4.91 %
D-Freez	0.61	62.14 %
Oven	0.38	35.30 %
W.Heater	0.07	7.28 %
Total	18.07	11.00 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.96	9.09 %
KLR1	2.46	9.45 %
Total	18.07	11.00 %