

MTD Sales
3,143.96 L

Brand Share %
15.72 %

Information:

MTD : 01-10-2025 To 23-10-2025

* 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	1,595.09	18.90 %
Fridge	638.46	16.29 %
Wash-Mac	590.14	14.80 %
Air-Cond	216.77	6.73 %
W.Heater	53.63	21.12 %
D-Freez	30.22	74.13 %
Oven	9.87	15.71 %
W-Disp	5.81	60.80 %
Chimney	3.97	5.65 %
Total	3,143.96	15.72 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	463.43	17.74 %
SOUTH-03	448.28	15.12 %
SOUTH-01	416.76	12.66 %
CHENNAI-01	350.43	15.31 %
TRICHY-01	340.21	14.59 %
CHENNAI-02	313.41	16.71 %
WEST-01	280.79	15.41 %
NORTH ARCOT	265.63	19.78 %
SOUTH ARCOT	253.42	18.71 %
KL-SOUTH	11.59	9.92 %
Total	3,143.96	15.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	241.58	20.28 %
Fridge	98.80	17.50 %
Wash-Mac	93.13	15.28 %
Air-Cond	16.86	8.53 %
W.Heater	7.28	32.19 %
D-Freez	3.92	77.06 %
Oven	0.86	13.20 %
Chimney	0.73	4.86 %
W-Disp	0.28	54.80 %
Total	463.43	17.74 %

Branch *	MTD Sales L	Brand Share %
SLM1	32.19	13.09 %
ERD1	22.81	12.98 %
HSR2	17.88	13.08 %
SLM3	16.31	13.21 %
KRI1	6.79	10.96 %
KVP1	5.47	11.61 %
PDR1	3.94	9.89 %
APN1	2.93	6.52 %
PMP1	2.39	6.05 %
WZWH	1.14	12.45 %
Total	463.43	17.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	216.41	17.70 %
Fridge	106.57	16.45 %
Wash-Mac	89.18	14.50 %
Air-Cond	22.63	5.41 %
W.Heater	6.89	19.92 %
D-Freez	4.49	77.71 %
Oven	1.05	12.12 %
Chimney	0.65	5.53 %
W-Disp	0.42	49.42 %
Total	448.28	15.12 %

Branch *	MTD Sales L	Brand Share %
MDU1	44.05	10.44 %
DGL1	39.71	13.83 %
MDU6	26.65	15.61 %
MDU2	23.75	11.53 %
KRR1	11.33	11.24 %
MPA1	10.73	14.02 %
ATG1	10.24	12.13 %
TMM1	10.06	10.20 %
SVG1	8.21	11.52 %
MDU4	7.99	14.35 %
TEN2	6.34	8.82 %
TEN1	5.88	8.19 %
DKI1	5.22	7.59 %
CMR1	2.03	6.90 %
NTM1	1.13	2.83 %
SZSD	0.30	2.24 %
Total	448.28	15.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	183.94	14.34 %
Fridge	93.68	14.52 %
Wash-Mac	86.83	13.33 %
Air-Cond	39.87	6.14 %
D-Freez	5.69	68.80 %
W.Heater	4.68	12.52 %
Oven	0.94	9.22 %
W-Disp	0.62	62.06 %
Chimney	0.51	7.44 %
Total	416.76	12.66 %

Branch *	MTD Sales L	Brand Share %
TVL1	38.64	13.48 %
RPM1	20.21	13.05 %
TUT1	18.79	4.74 %
TKS2	18.71	15.32 %
NGR1	18.38	8.98 %
KVT1	16.22	9.46 %
PKD1	11.99	10.94 %
TCN1	11.65	14.84 %
SVK1	11.00	9.78 %
VNR2	10.02	7.39 %
APK1	10.01	12.64 %
TUT2	8.00	5.71 %
STU2	6.64	15.34 %
TYI1	6.22	13.38 %
MMT1	5.32	10.38 %
SKD1	4.60	11.43 %
TKY1	4.03	7.65 %
KGL1	3.16	9.10 %
ASM1	2.74	5.70 %
UDN1	2.71	6.16 %
TVL2	2.58	8.41 %
VKM1	1.69	4.09 %
COL1	0.56	4.80 %
S2SD	0.10	0.52 %
Total	416.76	12.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	174.99	20.14 %
Wash-Mac	62.98	14.43 %
Fridge	62.65	15.23 %
Air-Cond	35.65	6.96 %
W.Heater	7.08	19.30 %
D-Freez	2.78	66.32 %
Oven	2.22	25.10 %
W-Disp	1.54	61.09 %
Chimney	0.53	7.36 %
Total	350.43	15.31 %

Branch *	MTD Sales L	Brand Share %
CH14	25.80	15.22 %
CH16	22.84	13.70 %
CH08	19.33	12.82 %
CH05	13.07	9.06 %
CH11	9.62	14.11 %
CH48	9.08	9.97 %
KNR1	6.56	11.81 %
CZWH	6.45	12.85 %
CH19	6.44	4.92 %
CH22	5.43	8.00 %
CGL1	4.48	8.76 %
WHC3	1.84	7.37 %
MC10	0.44	12.93 %
CH29	0.15	1.22 %
CH40		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	350.43	15.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	199.21	18.84 %
Fridge	57.93	13.41 %
Wash-Mac	48.35	13.31 %
Air-Cond	24.51	5.70 %
W.Heater	4.85	15.18 %
D-Freez	4.24	85.92 %
Oven	0.59	9.07 %
W-Disp	0.35	68.39 %
Chimney	0.18	3.87 %
Total	340.21	14.59 %

Branch *	MTD Sales L	Brand Share %
TRY1	42.20	12.42 %
TNJ2	17.66	13.16 %
TVR2	13.06	11.73 %
MDI1	12.98	13.91 %
TRY3	12.55	14.51 %
KUM1	11.12	8.83 %
JKM1	10.41	13.82 %
PBR1	7.55	14.72 %
TNJ1	7.51	4.95 %
TTP1	3.30	7.16 %
ORU1	0.69	1.90 %
APM1	0.59	2.38 %
TZSD	0.17	1.85 %
MSI1		0.00 %
Total	340.21	14.59 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	135.05	17.70 %
Wash-Mac	69.93	19.85 %
Fridge	64.53	20.42 %
Air-Cond	32.60	8.03 %
W.Heater	6.61	27.85 %
Oven	1.65	22.03 %
D-Freez	1.35	84.93 %
W-Disp	1.18	60.51 %
Chimney	0.51	14.20 %
Total	313.41	16.71 %

Branch *	MTD Sales L	Brand Share %
CH03	27.69	13.35 %
CH15	21.30	10.93 %
CH12	16.41	11.89 %
MJR1	13.26	15.34 %
CH21	11.07	9.77 %
CH44	8.72	14.62 %
CH46	5.70	14.76 %
CH27	2.84	11.81 %
CH36	2.35	9.79 %
CH32	0.35	4.30 %
MC06	0.27	4.64 %
CH01	0.12	2.95 %
MC05		0.00 %
Total	313.41	16.71 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	150.71	18.78 %
Fridge	62.62	16.55 %
Wash-Mac	53.86	12.12 %
W.Heater	5.32	23.03 %
Air-Cond	4.80	3.22 %
D-Freez	1.78	63.49 %
Oven	0.78	11.53 %
W-Disp	0.50	76.02 %
Chimney	0.43	2.88 %
Total	280.79	15.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.65	5.21 %
TPR2	15.89	14.32 %
CBE4	9.22	11.64 %
AVI1	8.35	14.18 %
MPM1	7.11	11.11 %
CBE6	6.55	10.11 %
SUL1	5.78	10.66 %
TPR4	3.73	10.37 %
KGI1	2.60	8.89 %
KMR1	2.16	2.15 %
WZSD	0.28	2.63 %
Total	280.79	15.41 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	143.77	23.92 %
Wash-Mac	48.75	18.54 %
Fridge	44.88	18.80 %
Air-Cond	19.48	9.37 %
W.Heater	5.05	24.39 %
D-Freez	1.50	55.52 %
Oven	0.99	25.11 %
W-Disp	0.77	70.72 %
Chimney	0.43	10.74 %
Total	265.63	19.78 %

Branch *	MTD Sales L	Brand Share %
KPM2	16.95	10.10 %
TRR1	10.54	12.48 %
TRL1	5.45	6.33 %
CGM1	1.23	3.94 %
BGR1	0.67	2.28 %
Total	265.63	19.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	144.74	23.80 %
Fridge	44.47	17.38 %
Wash-Mac	36.33	15.40 %
Air-Cond	17.67	7.93 %
W.Heater	5.72	25.42 %
D-Freez	3.62	91.34 %
Oven	0.74	23.50 %
W-Disp	0.14	38.46 %
Total	253.42	18.71 %

Branch *	MTD Sales L	Brand Share %
POY1	20.31	14.84 %
CUD1	16.04	13.88 %
SJI2	15.49	13.53 %
CDM1	15.30	15.60 %
NVL2	12.84	15.07 %
KML1	5.15	13.05 %
SJI1		0.00 %
Total	253.42	18.71 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.69	11.07 %
Air-Cond	2.70	9.94 %
Fridge	2.33	8.10 %
D-Freez	0.86	58.81 %
Wash-Mac	0.80	5.24 %
W.Heater	0.16	20.99 %
Oven	0.05	6.16 %
Total	11.59	9.92 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.92	10.60 %
KLR1	2.34	13.41 %
PAS1	1.33	5.47 %
TVSD		0.00 %
WTVP		0.00 %
Total	11.59	9.92 %