

MTD Sales
1,457.51 L

Brand Share %
15.60 %

Information:

MTD : 01-11-2025 To 23-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.60 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	685.05	20.42 %
Fridge	302.54	17.11 %
Wash-Mac	282.72	12.97 %
Air-Cond	114.56	6.73 %
W.Heater	38.06	17.26 %
D-Freez	21.14	72.18 %
Oven	6.67	15.65 %
W-Disp	4.35	44.84 %
Chimney	2.43	6.38 %
Total	1,457.51	15.60 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	228.88	16.35 %
SOUTH-01	189.44	13.51 %
CHENNAI-02	178.20	15.79 %
WEST-02	160.97	18.91 %
SOUTH-03	160.47	13.76 %
TRICHY-01	149.63	13.41 %
SOUTH ARCOT	130.77	18.62 %
NORTH ARCOT	127.35	17.93 %
WEST-01	124.87	16.00 %
KL-SOUTH	6.94	7.97 %
Total	1,457.51	15.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	107.42	23.84 %
Fridge	46.47	18.48 %
Wash-Mac	45.26	13.99 %
Air-Cond	17.95	5.65 %
W.Heater	5.07	12.73 %
D-Freez	3.96	83.17 %
Oven	1.55	24.30 %
W-Disp	0.81	37.94 %
Chimney	0.39	10.68 %
Total	228.88	16.35 %

Branch *	MTD Sales L	Brand Share %
CH42	11.80	12.41 %
CH14	8.39	12.70 %
GUD1	8.35	14.48 %
CH11	7.51	15.28 %
CH19	6.94	8.57 %
CH22	6.72	15.37 %
CH05	6.10	6.12 %
CH48	4.69	8.48 %
CZWH	4.27	11.08 %
CGL1	3.95	12.27 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.86	3.61 %
Total	228.88	16.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	72.77	15.08 %
Fridge	51.17	18.30 %
Wash-Mac	37.79	11.49 %
Air-Cond	18.61	7.08 %
W.Heater	3.87	12.51 %
D-Freez	3.56	78.35 %
Oven	1.00	14.43 %
W-Disp	0.66	37.12 %
Total	189.44	13.51 %

Branch *	MTD Sales L	Brand Share %
TKS2	10.00	12.53 %
NGR1	9.11	11.01 %
TUT1	9.03	5.45 %
KVT1	6.85	10.01 %
RPM1	6.43	11.05 %
RND1	6.02	11.74 %
PKD1	5.81	14.82 %
TCN1	3.88	11.02 %
APK1	3.72	14.92 %
MMT1	3.27	13.37 %
SDI1	3.18	12.43 %
TUT2	3.07	4.95 %
ASM1	3.01	10.31 %
UDN1	2.94	11.08 %
VNR2	2.91	5.82 %
APK2	2.71	11.64 %
COL1	0.99	12.13 %
VKM1	0.92	5.10 %
TVL2	0.90	5.49 %
S2SD	0.54	8.74 %
WHTV		0.00 %
Total	189.44	13.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	78.33	18.46 %
Wash-Mac	38.21	16.01 %
Fridge	36.77	20.59 %
Air-Cond	17.79	7.05 %
W.Heater	4.06	19.28 %
Oven	1.13	17.68 %
W-Disp	0.89	54.09 %
D-Freez	0.88	52.86 %
Chimney	0.14	3.83 %
Total	178.20	15.79 %

Branch *	MTD Sales L	Brand Share %
CH03	16.80	13.96 %
CH15	12.30	9.99 %
CH24	10.01	15.00 %
CH12	9.20	10.96 %
CH21	8.95	15.50 %
CH09	4.08	7.87 %
CH44	3.93	10.63 %
MJR1	2.95	6.96 %
CH36	2.64	15.18 %
CH46	2.19	11.45 %
CH27	0.84	5.87 %
CH32	0.70	9.20 %
CH01		0.00 %
MC06		0.00 %
Total	178.20	15.79 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	74.67	23.92 %
Fridge	38.01	20.45 %
Wash-Mac	31.63	13.40 %
Air-Cond	8.08	9.51 %
W.Heater	5.52	29.20 %
D-Freez	2.52	71.71 %
Oven	0.33	13.22 %
Chimney	0.13	1.87 %
W-Disp	0.07	18.82 %
Total	160.97	18.91 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.45	13.03 %
HSR2	7.15	13.10 %
HSR1	5.73	15.10 %
SLM2	3.48	9.40 %
OML1	3.40	15.14 %
EPI1	2.50	13.50 %
APN1	1.71	12.09 %
PDR1	1.10	7.26 %
PMP1	1.03	7.57 %
WHPD	-0.12	2.80 %
Total	160.97	18.91 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	80.08	18.93 %
Wash-Mac	34.12	12.14 %
Fridge	32.83	14.22 %
Air-Cond	6.30	3.31 %
W.Heater	4.10	15.04 %
D-Freez	1.76	100.00 %
Oven	0.61	10.92 %
W-Disp	0.43	60.96 %
Chimney	0.24	4.50 %
Total	160.47	13.76 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.67	12.69 %
DGL1	8.99	10.43 %
MDU6	8.81	13.73 %
MDU2	8.19	10.21 %
MDU3	5.74	9.28 %
CBM1	4.61	14.67 %
TEN1	4.34	13.78 %
KRR1	3.95	13.05 %
TMM1	3.78	9.27 %
PNV2	3.45	9.97 %
MDU4	3.19	12.60 %
MDU5	2.93	14.11 %
SVG1	2.58	8.83 %
DKI1	2.41	7.86 %
TEN2	2.17	7.94 %
KYK1	2.16	13.71 %
PKM1	1.56	12.77 %
ADP1	1.54	9.42 %
MPA1	0.91	3.79 %
TDI1	0.69	6.26 %
BTU1	0.62	5.43 %
NTM1	0.33	3.03 %
CMR1	0.29	2.68 %
WHMD	-0.24	7.68 %
Total	160.47	13.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	78.49	19.05 %
Wash-Mac	26.14	11.90 %
Fridge	22.73	11.74 %
Air-Cond	15.68	6.16 %
W.Heater	5.13	18.56 %
D-Freez	0.85	66.69 %
W-Disp	0.37	72.46 %
Oven	0.24	6.16 %
Total	149.63	13.41 %

Branch *	MTD Sales L	Brand Share %
TRY1	22.55	12.19 %
PBR2	10.43	15.25 %
KUM1	9.96	14.17 %
MVM1	9.36	13.72 %
TVR2	7.23	11.01 %
PTK1	6.02	13.50 %
TNJ2	5.20	9.42 %
TRY3	4.66	11.21 %
JKM1	3.26	11.83 %
TVR1	3.20	12.53 %
TRY2	2.93	9.43 %
TNJ1	2.72	3.78 %
TTP1	2.72	11.05 %
PBR1	1.63	9.17 %
APM1	1.06	7.65 %
MSI1	0.64	3.17 %
TZSD	0.56	8.91 %
ORU1	0.19	1.51 %
WTRZ	-0.48	9.17 %
Total	149.63	13.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	65.14	24.20 %
Fridge	23.66	19.53 %
Wash-Mac	20.00	13.95 %
Air-Cond	15.58	10.86 %
W.Heater	3.14	16.85 %
D-Freez	2.16	79.59 %
Chimney	0.46	37.31 %
Oven	0.41	18.97 %
W-Disp	0.23	48.65 %
Total	130.77	18.62 %

Branch *	MTD Sales L	Brand Share %
VPM2	5.38	13.19 %
PRT1	4.24	14.37 %
TRK1	3.79	10.85 %
KML1	3.28	11.96 %
WHUT	-0.40	10.68 %
Total	130.77	18.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	65.52	23.02 %
Wash-Mac	23.91	14.85 %
Fridge	19.92	14.85 %
Air-Cond	9.66	9.40 %
W.Heater	3.76	23.04 %
D-Freez	3.08	60.62 %
Oven	0.78	24.15 %
W-Disp	0.36	43.83 %
Chimney	0.36	15.50 %
Total	127.35	17.93 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.18	15.57 %
SBR1	8.40	13.73 %
VEL1	5.00	13.89 %
ARC2	4.21	10.65 %
TRL1	3.55	5.90 %
CPT1	0.97	8.56 %
BGR1		0.00 %
WHVL		0.00 %
Total	127.35	17.93 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	61.04	22.75 %
Fridge	29.18	17.13 %
Wash-Mac	23.96	10.43 %
Air-Cond	4.63	6.09 %
W.Heater	3.32	17.36 %
D-Freez	0.94	38.71 %
Chimney	0.71	8.78 %
Oven	0.57	11.18 %
W-Disp	0.52	42.27 %
Total	124.87	16.00 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.46	6.78 %
TPR1	4.64	11.72 %
CBE6	4.21	13.73 %
CBE4	4.10	9.60 %
MPM1	2.82	13.85 %
KGM1	1.70	14.55 %
TPR4	1.46	9.98 %
KGI1	0.80	5.00 %
KMR1	0.72	1.58 %
WZSD	0.35	8.22 %
WHCB		0.00 %
Total	124.87	16.00 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.80	7.97 %
Wash-Mac	1.69	9.89 %
LED TV	1.59	5.63 %
D-Freez	1.43	91.76 %
Air-Cond	0.27	1.70 %
W.Heater	0.09	12.26 %
Oven	0.06	10.58 %
Total	6.94	7.97 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.61	6.33 %
PAS1	0.59	3.72 %
TVSD		0.00 %
Total	6.94	7.97 %