

MTD Sales
1,194.78 L

Brand Share %
13.43 %

Information:

MTD : 01-09-2025 To 24-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.43 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	465.67	16.94 %
Wash-Mac	248.86	15.04 %
Fridge	245.41	13.93 %
Air-Cond	178.59	7.10 %
D-Freez	25.36	61.14 %
W.Heater	19.93	14.83 %
Oven	6.53	20.38 %
W-Disp	4.43	48.30 %
Total	1,194.78	13.43 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	184.13	10.38 %
CHENNAI-01	165.01	13.01 %
CHENNAI-02	148.19	13.97 %
SOUTH-03	139.10	13.67 %
WEST-02	128.97	16.60 %
TRICHY-01	110.60	10.89 %
SOUTH ARCOT	109.61	17.44 %
WEST-01	104.52	15.52 %
NORTH ARCOT	86.37	16.73 %
KL-SOUTH	18.30	10.93 %
Total	1,194.78	13.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	62.24	12.00 %
Fridge	47.51	14.41 %
Air-Cond	35.33	5.84 %
Wash-Mac	30.95	10.91 %
D-Freez	6.50	52.65 %
W.Heater	0.87	4.99 %
Oven	0.58	9.92 %
W-Disp	0.14	17.35 %
Total	184.13	10.38 %

Branch *	MTD Sales L	Brand Share %
TVL1	31.01	12.43 %
KVT1	14.56	9.96 %
RPM1	9.81	9.03 %
TUT1	7.51	4.17 %
NGR1	6.96	7.26 %
SVK1	4.99	11.29 %
TKS2	4.53	9.61 %
TUT2	4.36	5.50 %
MAR1	3.60	5.60 %
TYI1	3.38	9.68 %
VKM1	2.94	13.00 %
APK1	2.54	11.06 %
TCN1	2.40	6.31 %
VNR2	2.36	4.55 %
PKD1	2.26	6.35 %
STU2	2.14	12.65 %
MMT1	1.85	7.23 %
KGL1	1.77	12.82 %
APK2	1.34	7.22 %
TVL2	1.07	6.76 %
TKY1	0.95	4.01 %
ARM1	0.63	5.83 %
UDN1	0.61	2.35 %
S2SD	0.46	2.28 %
ASM1	0.16	0.78 %
Total	184.13	10.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	59.92	17.09 %
Wash-Mac	37.64	15.37 %
Air-Cond	31.42	7.79 %
Fridge	28.38	12.32 %
D-Freez	3.51	59.46 %
W.Heater	2.47	9.20 %
Oven	1.30	26.31 %
W-Disp	0.38	29.98 %
Total	165.01	13.01 %

Branch *	MTD Sales L	Brand Share %
CH16	11.09	11.18 %
CH08	9.35	11.46 %
CH07	6.44	11.58 %
CH48	5.57	11.63 %
CH30	3.86	8.65 %
CH11	3.82	6.92 %
CH19	3.53	5.26 %
WHC3	3.25	4.98 %
CH05	2.58	3.47 %
CGL1	1.30	6.14 %
KNR1	1.01	3.98 %
CH29		0.00 %
CH40		0.00 %
Total	165.01	13.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	51.46	16.32 %
Wash-Mac	39.38	21.81 %
Fridge	25.03	16.67 %
Air-Cond	24.80	6.32 %
W.Heater	3.00	21.58 %
Oven	1.69	40.90 %
W-Disp	1.43	71.47 %
D-Freez	1.38	55.38 %
Total	148.19	13.97 %

Branch *	MTD Sales L	Brand Share %
CH03	13.39	12.48 %
CH15	9.54	8.38 %
CH21	7.72	10.66 %
CH12	7.55	10.24 %
CH18	6.91	10.37 %
MJR1	5.14	13.18 %
CH09	5.04	12.60 %
CH44	3.50	11.01 %
CH17	3.31	10.54 %
CH31	1.65	9.54 %
CH27	1.36	8.89 %
CH36	0.96	5.79 %
CH32	0.37	3.98 %
CH46	0.30	1.66 %
MC06		0.00 %
CH01		0.00 %
Total	148.19	13.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	50.56	16.37 %
Fridge	31.62	12.97 %
Wash-Mac	27.65	13.80 %
Air-Cond	23.05	9.44 %
D-Freez	3.69	74.07 %
W.Heater	2.23	18.30 %
Oven	0.23	7.77 %
W-Disp	0.07	15.30 %
Total	139.10	13.67 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.34	11.24 %
DGL1	7.19	10.38 %
MDU6	6.40	13.31 %
KKD3	5.08	8.72 %
MDU2	5.01	8.52 %
CBM1	2.88	12.64 %
SVG1	2.50	12.96 %
TMM1	2.27	6.91 %
TEN2	2.02	9.40 %
KRR1	1.82	10.29 %
MPA1	1.71	6.47 %
MDU4	1.65	7.73 %
BNR1	1.22	7.38 %
TEN1	1.13	5.43 %
DKI1	0.83	2.57 %
SZSD	0.64	3.30 %
CMR1	0.38	5.07 %
BTU1	0.35	3.67 %
NTM1	0.12	0.72 %
Total	139.10	13.67 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	54.00	20.21 %
Wash-Mac	32.29	16.81 %
Fridge	24.79	14.22 %
Air-Cond	12.03	9.67 %
W.Heater	3.47	25.43 %
D-Freez	1.41	68.97 %
W-Disp	0.68	90.84 %
Oven	0.29	11.11 %
Total	128.97	16.60 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.97	11.99 %
HSR2	5.82	10.90 %
SLM3	3.72	11.00 %
ERD1	3.59	9.03 %
TRM1	3.23	9.50 %
RSP1	2.54	12.63 %
HSR1	2.36	7.31 %
KRI1	2.15	10.77 %
KVP1	1.94	12.61 %
VKL1	1.52	12.83 %
WZWH	0.55	2.60 %
Total	128.97	16.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	44.84	14.16 %
Fridge	22.98	11.20 %
Wash-Mac	20.22	12.91 %
Air-Cond	18.42	5.82 %
W.Heater	2.06	13.14 %
D-Freez	1.44	61.26 %
W-Disp	0.53	57.43 %
Oven	0.11	5.21 %
Total	110.60	10.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.28	8.20 %
PBR2	7.62	13.06 %
MVM1	6.64	12.33 %
PTK1	6.54	12.45 %
KUM1	5.53	8.59 %
TNJ2	5.22	10.79 %
NGT1	4.95	11.90 %
TRY3	2.78	12.06 %
TVR2	2.58	4.97 %
JKM1	2.45	10.68 %
PBR1	2.08	11.96 %
TRY2	1.38	6.90 %
ORU1	1.37	7.47 %
TNJ1	1.36	2.29 %
TTP1	1.07	4.99 %
APM1	0.77	5.81 %
TZSD	0.75	5.74 %
MSI1	0.40	2.23 %
Total	110.60	10.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	48.00	23.59 %
Wash-Mac	21.27	20.10 %
Fridge	19.28	16.14 %
Air-Cond	15.15	8.23 %
D-Freez	3.27	72.18 %
W.Heater	1.79	19.82 %
Oven	0.46	38.10 %
W-Disp	0.38	54.18 %
Total	109.61	17.44 %

Branch *	MTD Sales L	Brand Share %
CUD1	7.57	13.31 %
TVM2	1.39	11.21 %
KML1	0.47	2.26 %
WHNV		0.00 %
Total	109.61	17.44 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	46.73	19.37 %
Wash-Mac	23.60	14.72 %
Fridge	22.84	14.92 %
Air-Cond	7.16	7.46 %
W.Heater	1.90	13.01 %
D-Freez	1.56	54.02 %
Oven	0.52	11.56 %
W-Disp	0.22	20.20 %
Total	104.52	15.52 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.44	6.47 %
TPR1	3.23	10.27 %
CBE6	2.29	8.50 %
SUL1	1.94	11.21 %
KMR1	1.92	4.66 %
TPR2	1.72	9.55 %
CNR1	1.58	12.97 %
TPR4	0.92	8.26 %
MPM1	0.76	3.92 %
KGI1	0.65	5.78 %
WZSD	0.48	3.35 %
KGM1	0.24	2.19 %
Total	104.52	15.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	40.94	25.11 %
Fridge	16.35	15.20 %
Wash-Mac	14.38	14.11 %
Air-Cond	9.09	7.16 %
W.Heater	2.07	20.48 %
D-Freez	1.99	67.22 %
Oven	0.95	37.73 %
W-Disp	0.60	56.04 %
Total	86.37	16.73 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.91	9.53 %
TRL1	4.90	10.00 %
TRR1	3.97	13.06 %
VEL1	3.08	11.96 %
GDM1	2.43	13.07 %
CPT1	1.08	10.41 %
CGM1	0.42	3.96 %
BGR1	0.18	1.72 %
NASD		0.00 %
Total	86.37	16.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.99	11.09 %
Fridge	6.63	13.61 %
Air-Cond	2.15	8.79 %
Wash-Mac	1.48	5.24 %
D-Freez	0.61	62.14 %
Oven	0.38	35.30 %
W.Heater	0.07	7.28 %
Total	18.30	10.93 %

Branch *	MTD Sales L	Brand Share %
TVP1	9.08	8.99 %
KLR1	2.57	9.75 %
Total	18.30	10.93 %