

MTD Sales
3,219.27 L

Brand Share %
15.73 %

Information:

MTD : 01-10-2025 To 24-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.73 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,636.33	18.96 %
Fridge	650.29	16.24 %
Wash-Mac	605.29	14.75 %
Air-Cond	220.59	6.74 %
W.Heater	56.39	21.37 %
D-Freez	30.27	73.92 %
Oven	10.05	15.49 %
W-Disp	5.95	60.40 %
Chimney	4.10	5.66 %
Total	3,219.27	15.73 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	476.24	17.75 %
SOUTH-03	453.80	15.03 %
SOUTH-01	425.73	12.66 %
CHENNAI-01	357.32	15.24 %
TRICHY-01	353.47	14.82 %
CHENNAI-02	321.42	16.76 %
WEST-01	287.27	15.42 %
NORTH ARCOT	271.46	19.70 %
SOUTH ARCOT	260.72	18.80 %
KL-SOUTH	11.84	9.68 %
Total	3,219.27	15.73 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	247.52	20.26 %
Fridge	101.90	17.59 %
Wash-Mac	95.91	15.31 %
Air-Cond	17.11	8.44 %
W.Heater	7.66	32.33 %
D-Freez	4.23	78.38 %
Oven	0.90	13.21 %
Chimney	0.73	4.62 %
W-Disp	0.28	54.80 %
Total	476.24	17.75 %

Branch *	MTD Sales L	Brand Share %
SLM1	32.60	13.00 %
ERD1	23.49	13.16 %
HSR2	18.38	13.21 %
SLM3	17.59	13.70 %
KRI1	7.00	10.92 %
KVP1	5.62	11.75 %
PDR1	4.19	10.28 %
APN1	2.93	6.29 %
PMP1	2.42	6.09 %
WZWH	1.14	10.94 %
Total	476.24	17.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	219.15	17.63 %
Fridge	107.60	16.31 %
Wash-Mac	90.30	14.37 %
Air-Cond	22.63	5.34 %
W.Heater	7.50	20.83 %
D-Freez	4.49	77.71 %
Oven	1.05	11.53 %
Chimney	0.65	5.45 %
W-Disp	0.42	49.42 %
Total	453.80	15.03 %

Branch *	MTD Sales L	Brand Share %
MDU1	44.59	10.35 %
DGL1	39.84	13.52 %
MDU6	26.65	15.51 %
MDU2	23.75	11.40 %
KRR1	11.45	11.18 %
MPA1	10.85	14.00 %
ATG1	10.53	12.11 %
TMM1	10.18	10.16 %
SVG1	8.47	11.72 %
MDU4	8.25	14.40 %
TEN2	6.34	8.62 %
TEN1	6.00	8.25 %
DKI1	5.43	7.60 %
BTU1	5.29	15.50 %
CMR1	2.03	6.90 %
NTM1	1.13	2.78 %
SZSD	0.30	2.19 %
WHMD		0.00 %
Total	453.80	15.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	187.51	14.37 %
Fridge	95.70	14.52 %
Wash-Mac	89.09	13.22 %
Air-Cond	40.50	6.15 %
D-Freez	5.69	68.80 %
W.Heater	4.95	12.85 %
Oven	1.04	9.81 %
Chimney	0.64	9.17 %
W-Disp	0.62	57.39 %
Total	425.73	12.66 %

Branch *	MTD Sales L	Brand Share %
TVL1	40.19	13.64 %
RPM1	20.45	12.99 %
TKS2	19.50	15.53 %
NGR1	18.90	9.07 %
TUT1	18.90	4.66 %
KVT1	17.49	9.97 %
TCN1	12.09	15.08 %
PKD1	12.02	10.78 %
SVK1	11.40	9.82 %
APK1	10.13	12.69 %
VNR2	9.94	7.10 %
TUT2	8.21	5.75 %
STU2	6.80	15.23 %
TYI1	6.22	13.21 %
MMT1	5.61	10.82 %
SKD1	5.06	12.28 %
TKY1	4.03	7.59 %
KGL1	3.16	8.99 %
ASM1	2.74	5.58 %
UDN1	2.71	6.04 %
TVL2	2.58	8.10 %
VKM1	1.81	4.28 %
COL1	0.56	4.65 %
S2SD	0.10	0.51 %
WHTV	-0.06	10.09 %
Total	425.73	12.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	178.64	20.03 %
Wash-Mac	64.48	14.31 %
Fridge	63.52	15.11 %
Air-Cond	36.20	6.96 %
W.Heater	7.41	19.30 %
D-Freez	2.78	66.32 %
Oven	2.22	25.10 %
W-Disp	1.54	57.51 %
Chimney	0.53	7.20 %
Total	357.32	15.24 %

Branch *	MTD Sales L	Brand Share %
CH14	26.18	15.15 %
CH16	23.36	13.53 %
CH08	19.51	12.69 %
CH05	13.67	9.20 %
CH11	9.85	14.10 %
CH48	9.40	9.96 %
KNR1	6.80	11.90 %
CH19	6.58	5.01 %
CZWH	6.45	12.85 %
CH22	5.55	7.97 %
CGL1	4.48	8.63 %
WHC3	1.84	7.32 %
MC10	0.44	12.93 %
CH29	0.15	1.21 %
CH40		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	357.32	15.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	207.96	19.24 %
Fridge	59.24	13.45 %
Wash-Mac	50.50	13.45 %
Air-Cond	25.35	5.79 %
W.Heater	5.32	15.76 %
D-Freez	3.98	85.15 %
Oven	0.59	8.91 %
W-Disp	0.35	68.39 %
Chimney	0.18	3.87 %
Total	353.47	14.82 %

Branch *	MTD Sales L	Brand Share %
TRY1	44.01	12.69 %
TNJ2	18.07	13.16 %
MDI1	14.33	14.95 %
TVR2	13.52	11.86 %
TRY3	12.55	14.48 %
KUM1	11.99	9.26 %
JKM1	10.73	13.93 %
PBR1	7.55	14.53 %
TNJ1	7.51	4.82 %
TTP1	3.51	7.51 %
ORU1	0.69	1.88 %
APM1	0.59	2.27 %
TZSD	0.17	1.74 %
MSI1		0.00 %
WTRZ	-0.26	8.88 %
Total	353.47	14.82 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	139.54	17.83 %
Wash-Mac	70.97	19.57 %
Fridge	65.66	20.29 %
Air-Cond	33.82	8.25 %
W.Heater	6.74	27.71 %
Oven	1.65	21.68 %
D-Freez	1.35	84.93 %
W-Disp	1.18	63.21 %
Chimney	0.51	13.05 %
Total	321.42	16.76 %

Branch *	MTD Sales L	Brand Share %
CH03	28.16	13.37 %
CH15	21.74	10.89 %
CH12	16.41	11.74 %
CH09	12.73	15.49 %
CH21	11.07	9.56 %
CH44	8.93	14.67 %
CH46	5.70	14.58 %
CH27	2.84	11.53 %
CH36	2.35	9.64 %
CH32	0.56	6.57 %
MC06	0.27	4.64 %
CH01	0.12	2.75 %
MC05		0.00 %
Total	321.42	16.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	155.34	18.85 %
Fridge	62.78	16.38 %
Wash-Mac	55.88	12.27 %
W.Heater	5.32	22.38 %
Air-Cond	4.47	2.96 %
D-Freez	1.78	63.49 %
Oven	0.78	10.99 %
W-Disp	0.50	76.02 %
Chimney	0.43	2.78 %
Total	287.27	15.42 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.88	5.16 %
TPR2	16.17	14.22 %
CBE4	9.95	12.14 %
AVI1	9.00	14.86 %
MPM1	7.32	11.16 %
CBE6	6.84	10.43 %
SUL1	6.47	11.51 %
TPR4	3.84	10.52 %
KGI1	2.60	8.79 %
KMR1	2.16	2.13 %
WZSD	0.28	2.50 %
Total	287.27	15.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	146.92	23.89 %
Wash-Mac	49.77	18.31 %
Fridge	45.35	18.54 %
Air-Cond	20.14	9.44 %
W.Heater	5.46	25.38 %
D-Freez	1.50	55.52 %
Oven	1.04	25.99 %
W-Disp	0.84	72.51 %
Chimney	0.43	10.74 %
Total	271.46	19.70 %

Branch *	MTD Sales L	Brand Share %
KPM2	17.12	9.94 %
TRR1	10.70	12.29 %
TRL1	5.45	6.15 %
CGM1	1.45	4.46 %
BGR1	0.67	2.24 %
Total	271.46	19.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	149.05	23.91 %
Fridge	46.22	17.65 %
Wash-Mac	37.33	15.38 %
Air-Cond	17.67	7.83 %
W.Heater	5.88	25.49 %
D-Freez	3.62	88.44 %
Oven	0.74	20.93 %
W-Disp	0.21	48.30 %
Total	260.72	18.80 %

Branch *	MTD Sales L	Brand Share %
POY1	21.07	15.19 %
CUD1	16.66	13.91 %
KKI2	15.72	15.00 %
SJI2	15.55	13.46 %
NVL2	12.84	14.74 %
KML1	5.60	13.84 %
SJI1		0.00 %
Total	260.72	18.80 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.69	10.66 %
Air-Cond	2.70	9.74 %
Fridge	2.33	7.57 %
Wash-Mac	1.05	6.36 %
D-Freez	0.86	58.81 %
W.Heater	0.16	17.19 %
Oven	0.05	6.16 %
Total	11.84	9.68 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.92	10.09 %
KLR1	2.59	13.91 %
PAS1	1.33	5.33 %
TVSD		0.00 %
WTVF		0.00 %
Total	11.84	9.68 %