

MTD Sales
1,507.50 L

Brand Share %
15.59 %

Information:

MTD : 01-11-2025 To 24-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.59 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	713.15	20.48 %
Fridge	310.84	16.97 %
Wash-Mac	290.54	12.88 %
Air-Cond	116.60	6.69 %
W.Heater	40.04	17.28 %
D-Freez	22.13	72.05 %
Oven	6.95	15.61 %
W-Disp	4.43	44.88 %
Chimney	2.83	7.07 %
Total	1,507.50	15.59 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	233.14	16.27 %
SOUTH-01	196.45	13.53 %
CHENNAI-02	181.54	15.68 %
SOUTH-03	166.43	13.72 %
WEST-02	163.51	18.65 %
TRICHY-01	154.20	13.47 %
SOUTH ARCOT	142.76	18.71 %
NORTH ARCOT	132.59	18.06 %
WEST-01	129.66	16.09 %
KL-SOUTH	7.21	8.07 %
Total	1,507.50	15.59 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	108.93	23.59 %
Fridge	46.86	18.24 %
Wash-Mac	46.58	14.07 %
Air-Cond	18.50	5.70 %
W.Heater	5.21	12.68 %
D-Freez	4.20	83.96 %
Oven	1.66	25.25 %
W-Disp	0.81	36.44 %
Chimney	0.39	10.68 %
Total	233.14	16.27 %

Branch *	MTD Sales L	Brand Share %
CH42	11.91	12.23 %
GUD1	8.46	14.34 %
CH14	8.39	12.51 %
CH11	7.79	15.53 %
CH19	7.21	8.63 %
CH22	6.72	15.11 %
CH05	6.32	6.24 %
CH48	4.76	8.47 %
CZWH	4.27	10.98 %
CGL1	4.07	12.52 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.86	3.59 %
Total	233.14	16.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	76.36	15.22 %
Fridge	53.48	18.50 %
Wash-Mac	38.39	11.23 %
Air-Cond	18.61	6.94 %
W.Heater	4.04	12.28 %
D-Freez	3.78	79.37 %
Oven	1.00	13.27 %
W-Disp	0.66	37.12 %
Chimney	0.13	2.92 %
Total	196.45	13.53 %

Branch *	MTD Sales L	Brand Share %
TVL1	21.31	15.31 %
TKS2	10.22	12.59 %
NGR1	9.95	11.61 %
TUT1	9.89	5.75 %
KVT1	7.27	10.22 %
RPM1	6.79	11.00 %
RND1	6.37	12.26 %
PKD1	5.81	14.45 %
TCN1	3.88	10.81 %
APK1	3.80	14.74 %
MMT1	3.27	13.23 %
SDI1	3.18	12.08 %
TUT2	3.07	4.83 %
ASM1	2.94	9.95 %
UDN1	2.94	10.73 %
VNR2	2.91	5.70 %
APK2	2.83	11.68 %
COL1	1.33	14.78 %
VKM1	0.92	5.10 %
TVL2	0.90	5.49 %
S2SD	0.54	7.83 %
WHTV		0.00 %
Total	196.45	13.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	79.51	18.24 %
Wash-Mac	39.21	16.05 %
Fridge	37.39	20.45 %
Air-Cond	18.12	7.00 %
W.Heater	4.26	19.45 %
Oven	1.13	16.06 %
W-Disp	0.89	54.09 %
D-Freez	0.88	52.86 %
Chimney	0.14	3.83 %
Total	181.54	15.68 %

Branch *	MTD Sales L	Brand Share %
CH03	17.28	13.89 %
CH15	12.30	9.64 %
CH24	10.37	15.02 %
CH12	9.27	10.76 %
CH21	9.07	15.25 %
CH09	4.19	7.90 %
CH44	3.93	10.42 %
MJR1	3.15	7.19 %
CH36	2.64	15.07 %
CH46	2.19	11.45 %
CH27	0.84	5.93 %
CH32	0.70	9.20 %
CH01		0.00 %
MC06		0.00 %
Total	181.54	15.68 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	83.82	19.13 %
Wash-Mac	34.80	11.87 %
Fridge	33.68	13.87 %
Air-Cond	6.57	3.36 %
W.Heater	4.51	15.46 %
D-Freez	1.76	80.20 %
Oven	0.61	10.75 %
W-Disp	0.43	60.96 %
Chimney	0.24	4.15 %
Total	166.43	13.72 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.26	12.39 %
DGL1	9.61	10.86 %
MDU6	9.00	13.79 %
MDU2	8.57	10.31 %
MDU3	5.74	9.00 %
CBM1	4.84	14.61 %
TEN1	4.34	13.50 %
KRR1	4.16	13.16 %
TMM1	3.78	9.04 %
PNV2	3.45	9.72 %
MDU5	3.31	14.86 %
MDU4	3.29	12.85 %
DKI1	2.83	8.60 %
SVG1	2.70	9.01 %
TEN2	2.29	7.96 %
KYK1	2.28	14.22 %
ADP1	1.66	9.88 %
PKM1	1.56	12.36 %
SZSD	1.41	10.50 %
MPA1	1.04	4.14 %
TDI1	1.02	8.57 %
BTU1	0.62	5.39 %
NTM1	0.33	2.93 %
CMR1	0.29	2.65 %
WHMD	-0.24	7.68 %
Total	166.43	13.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	76.37	23.75 %
Fridge	38.14	19.92 %
Wash-Mac	32.08	13.11 %
Air-Cond	8.08	9.44 %
W.Heater	5.77	29.51 %
D-Freez	2.52	71.71 %
Oven	0.33	13.22 %
Chimney	0.13	1.82 %
W-Disp	0.07	18.82 %
Total	163.51	18.65 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.45	12.82 %
HSR2	7.54	13.52 %
HSR1	5.73	15.03 %
SLM2	3.64	9.73 %
OML1	3.40	14.96 %
EPI1	2.61	13.38 %
APN1	1.99	13.39 %
VKL1	1.94	13.74 %
PDR1	1.10	7.10 %
PMP1	1.03	7.31 %
WHPD	-0.12	2.64 %
Total	163.51	18.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	80.65	18.99 %
Wash-Mac	27.58	12.17 %
Fridge	23.27	11.73 %
Air-Cond	15.95	6.19 %
W.Heater	5.30	18.23 %
D-Freez	0.85	66.69 %
W-Disp	0.37	72.46 %
Oven	0.24	5.98 %
Total	154.20	13.47 %

Branch *	MTD Sales L	Brand Share %
TRY1	23.21	12.34 %
PBR2	10.97	15.57 %
KUM1	10.22	14.12 %
MVM1	9.66	13.91 %
TVR2	7.23	10.47 %
PTK1	6.39	13.88 %
TNJ2	5.32	9.32 %
TRY3	4.66	11.02 %
JKM1	3.26	11.83 %
TVR1	3.20	12.40 %
TRY2	3.18	10.12 %
TNJ1	2.97	4.07 %
TTP1	2.72	10.85 %
PBR1	1.63	9.01 %
APM1	1.06	7.58 %
MSI1	0.64	3.11 %
TZSD	0.56	8.01 %
ORU1	0.19	1.40 %
WTRZ	-0.48	8.85 %
Total	154.20	13.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	73.24	24.75 %
Fridge	25.50	19.21 %
Wash-Mac	21.53	13.97 %
Air-Cond	15.58	10.18 %
W.Heater	3.28	16.33 %
D-Freez	2.46	81.62 %
Chimney	0.46	33.75 %
Oven	0.41	18.97 %
W-Disp	0.31	56.03 %
Total	142.76	18.71 %

Branch *	MTD Sales L	Brand Share %
VPM2	6.44	14.48 %
PRT1	4.96	15.54 %
TRK1	4.43	11.95 %
KML1	3.51	12.62 %
WHUT	-0.40	10.68 %
Total	142.76	18.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.45	23.31 %
Wash-Mac	24.37	14.75 %
Fridge	20.72	14.78 %
Air-Cond	10.00	9.45 %
W.Heater	4.11	24.00 %
D-Freez	3.31	62.34 %
Oven	0.78	24.15 %
Chimney	0.50	17.40 %
W-Disp	0.36	43.83 %
Total	132.59	18.06 %

Branch *	MTD Sales L	Brand Share %
SBR1	8.40	13.48 %
AKM1	6.43	15.32 %
VEL1	5.18	13.91 %
ARC2	4.63	11.22 %
TRL1	3.55	5.74 %
CPT1	0.97	8.18 %
BGR1		0.00 %
WHVL		0.00 %
Total	132.59	18.06 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	64.22	23.00 %
Fridge	29.83	17.07 %
Wash-Mac	24.30	10.29 %
Air-Cond	4.91	6.25 %
W.Heater	3.48	17.32 %
D-Freez	0.94	38.71 %
Chimney	0.84	10.12 %
Oven	0.62	11.93 %
W-Disp	0.52	42.27 %
Total	129.66	16.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.46	6.57 %
TPR2	6.17	15.58 %
TPR1	4.75	11.78 %
CBE4	4.40	9.79 %
CBE6	4.21	13.45 %
MPM1	2.82	13.11 %
KGM1	1.70	13.69 %
TPR4	1.69	11.15 %
KGI1	0.80	4.97 %
KMR1	0.72	1.55 %
WZSD	0.35	6.73 %
WHCB		0.00 %
Total	129.66	16.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.96	8.60 %
Wash-Mac	1.69	9.59 %
LED TV	1.59	5.40 %
D-Freez	1.43	91.76 %
Air-Cond	0.27	1.67 %
Oven	0.17	26.49 %
W.Heater	0.09	11.76 %
Total	7.21	8.07 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.72	6.38 %
PAS1	0.59	3.69 %
TVSD		0.00 %
Total	7.21	8.07 %