

MTD Sales
1,935.00 L

Brand Share %
15.23 %

Information:

MTD : 01-08-2025 To 25-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.23 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	736.21	19.23 %
Fridge	495.95	17.91 %
Wash-Mac	370.68	14.15 %
Air-Cond	273.14	8.53 %
W.Heater	26.52	14.88 %
D-Freez	25.74	61.71 %
Oven	5.55	10.06 %
W-Disp	1.22	14.55 %
Total	1,935.00	15.23 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	267.53	14.27 %
SOUTH-01	261.75	12.86 %
TRICHY-01	235.45	13.95 %
CHENNAI-02	222.89	15.14 %
SOUTH-03	213.18	15.11 %
WEST-02	206.70	17.28 %
SOUTH ARCOT	187.46	18.46 %
NORTH ARCOT	180.61	21.03 %
WEST-01	151.08	14.82 %
KL-SOUTH	8.34	6.23 %
Total	1,935.00	15.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	94.69	20.38 %
Air-Cond	59.27	8.96 %
Fridge	56.06	16.00 %
Wash-Mac	48.92	14.07 %
D-Freez	3.75	62.50 %
W.Heater	3.24	9.70 %
Oven	1.16	12.93 %
W-Disp	0.45	19.47 %
Total	267.53	14.27 %

Branch *	MTD Sales L	Brand Share %
CH16	21.95	14.94 %
CH14	14.86	11.14 %
CH08	11.56	9.80 %
CH45	10.14	14.79 %
CH07	9.70	12.00 %
CH19	7.04	6.89 %
SKL1	6.87	15.01 %
CH22	6.33	10.03 %
CH11	5.70	6.06 %
CH05	4.25	3.20 %
TKM1	3.66	12.90 %
KNR1	1.38	3.97 %
CH40	0.30	1.70 %
WHC3	0.12	1.01 %
CH29		0.00 %
MC02		0.00 %
Total	267.53	14.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	96.25	16.38 %
Fridge	73.39	16.57 %
Wash-Mac	51.47	12.39 %
Air-Cond	33.41	6.10 %
D-Freez	4.34	55.41 %
W.Heater	2.38	10.38 %
Oven	0.51	5.20 %
Total	261.75	12.86 %

Branch *	MTD Sales L	Brand Share %
TVL1	30.35	13.74 %
TUT1	18.31	7.54 %
KVT1	12.32	11.79 %
RPM1	11.62	14.58 %
NGR1	9.72	7.12 %
TKS2	9.68	11.38 %
VNR2	8.40	8.77 %
RND1	7.67	10.21 %
TUT2	7.53	9.92 %
TCN1	6.22	11.84 %
MAR1	5.64	10.59 %
TVL2	3.71	13.57 %
APK1	3.52	8.04 %
STU2	3.44	15.06 %
PKD1	3.43	6.80 %
TKY1	3.14	10.78 %
VNR1	3.14	12.18 %
TYI1	2.77	10.16 %
MMT1	2.01	9.16 %
UDN1	1.18	4.28 %
ARM1	1.14	9.76 %
ASM1	0.93	2.84 %
S2SD		0.00 %
WHTV		0.00 %
Total	261.75	12.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	102.55	20.04 %
Fridge	61.29	15.71 %
Wash-Mac	34.53	12.07 %
Air-Cond	31.71	6.81 %
W.Heater	3.62	14.24 %
D-Freez	1.53	40.58 %
Oven	0.21	4.33 %
Total	235.45	13.95 %

Branch *	MTD Sales L	Brand Share %
TRY1	35.09	13.72 %
KUM1	11.49	9.74 %
TNJ2	8.96	10.30 %
TVR2	8.33	8.65 %
NGT1	7.51	14.03 %
TNJ1	6.02	5.86 %
TRY3	5.80	11.99 %
JKM1	5.79	11.86 %
TYR1	4.50	10.72 %
ORU1	3.53	12.43 %
APM1	3.52	14.87 %
PBR1	3.21	10.29 %
MSI1	1.77	5.96 %
TTP1	0.18	0.43 %
TZSD		0.00 %
Total	235.45	13.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	68.55	16.22 %
Fridge	58.80	22.05 %
Wash-Mac	47.44	16.71 %
Air-Cond	41.56	8.80 %
W.Heater	3.67	23.83 %
D-Freez	1.61	81.68 %
Oven	1.19	14.60 %
W-Disp	0.07	6.51 %
Total	222.89	15.14 %

Branch *	MTD Sales L	Brand Share %
CH15	19.61	12.32 %
CH03	19.13	11.46 %
CH18	12.78	14.90 %
CH12	9.43	9.62 %
CH06	8.53	11.66 %
CH21	7.83	9.24 %
CH33	7.19	13.57 %
CH17	5.27	13.38 %
UKI1	3.67	11.30 %
CH44	3.16	6.53 %
CH31	3.11	13.52 %
CH27	1.19	4.64 %
CH32	0.99	6.70 %
CH36	0.30	1.07 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	222.89	15.14 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	74.98	17.38 %
Fridge	60.19	17.69 %
Wash-Mac	43.05	13.85 %
Air-Cond	28.82	9.64 %
D-Freez	2.94	68.53 %
W.Heater	2.76	14.06 %
Oven	0.45	10.05 %
Total	213.18	15.11 %

Branch *	MTD Sales L	Brand Share %
MDU1	22.63	11.17 %
MDU2	14.77	14.84 %
DGL1	14.21	12.32 %
MDU6	8.45	11.60 %
ATG1	7.07	12.11 %
TMM1	5.12	13.07 %
MDU3	3.85	10.90 %
TEN2	3.85	12.61 %
KRR1	3.10	10.59 %
BTU1	2.42	14.62 %
MPA1	2.38	7.00 %
DKI1	1.88	4.66 %
BNR1	1.69	7.07 %
CMR1	0.77	5.93 %
TEN1	0.51	1.34 %
NTM1	0.11	0.73 %
SZSD		0.00 %
WHMD		0.00 %
Total	213.18	15.11 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	84.05	20.30 %
Fridge	57.84	20.21 %
Wash-Mac	43.31	14.76 %
Air-Cond	14.50	8.15 %
W.Heater	3.88	23.66 %
D-Freez	2.11	71.65 %
Oven	0.94	19.85 %
W-Disp	0.08	18.33 %
Total	206.70	17.28 %

Branch *	MTD Sales L	Brand Share %
ERD1	12.33	13.38 %
SLM1	11.51	11.36 %
HSR2	10.72	15.01 %
KRI1	5.51	13.33 %
SLM2	5.46	10.86 %
OML1	5.43	14.69 %
SLM3	3.89	7.46 %
TRM1	3.22	10.04 %
PMP1	1.88	12.11 %
EDP1	1.84	9.20 %
SGG1	1.60	14.14 %
PLC1	0.62	3.40 %
WHPD		0.00 %
WZWH		0.00 %
Total	206.70	17.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	79.97	25.46 %
Fridge	42.03	19.37 %
Wash-Mac	33.71	16.25 %
Air-Cond	25.57	10.09 %
D-Freez	3.88	62.92 %
W.Heater	1.45	10.10 %
W-Disp	0.46	74.67 %
Oven	0.40	17.30 %
Total	187.46	18.46 %

Branch *	MTD Sales L	Brand Share %
POY1	18.19	14.94 %
CUD1	13.27	14.23 %
CDM1	10.32	14.36 %
KLM1	6.30	14.01 %
SJI1	5.24	14.66 %
KML1	1.61	4.79 %
WHNV		0.00 %
WHUT		0.00 %
Total	187.46	18.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	74.19	27.06 %
Fridge	39.70	20.38 %
Air-Cond	30.54	15.41 %
Wash-Mac	29.93	17.63 %
D-Freez	3.59	81.63 %
W.Heater	2.65	20.22 %
Total	180.61	21.03 %

Branch *	MTD Sales L	Brand Share %
VEL1	7.50	14.71 %
TRL1	6.16	8.97 %
CGM1	0.67	2.56 %
BGR1	0.13	0.75 %
Total	180.61	21.03 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.87	16.14 %
Fridge	42.31	17.50 %
Wash-Mac	37.63	13.48 %
Air-Cond	7.06	6.68 %
W.Heater	2.89	16.89 %
D-Freez	1.52	47.82 %
Oven	0.63	9.20 %
W-Disp	0.15	16.38 %
Total	151.08	14.82 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.23	8.90 %
TPR1	5.89	14.39 %
CBE6	5.37	13.03 %
KMR1	3.80	4.64 %
KMD1	3.13	13.42 %
PPI1	2.67	13.59 %
CNR1	1.75	12.54 %
KGI1	1.47	9.50 %
MPM1	1.17	3.54 %
TPR4	0.95	4.88 %
ANR1	0.92	9.55 %
KGM1	0.79	6.45 %
WHCB		0.00 %
WZSD		0.00 %
Total	151.08	14.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.34	10.89 %
LED TV	2.09	4.96 %
Air-Cond	0.71	3.10 %
Wash-Mac	0.69	2.70 %
D-Freez	0.45	39.96 %
Oven	0.05	3.98 %
Total	8.34	6.23 %

Branch *	MTD Sales L	Brand Share %
TVP1	5.13	6.45 %
PAS1	2.13	7.05 %
KLR1	1.08	4.47 %
Total	8.34	6.23 %