

MTD Sales
3,305.78 L

Brand Share %
15.76 %

Information:

MTD : 01-10-2025 To 25-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.76 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,678.86	19.01 %
Fridge	668.00	16.28 %
Wash-Mac	621.97	14.71 %
Air-Cond	223.91	6.71 %
W.Heater	58.58	21.04 %
D-Freez	32.89	74.89 %
Oven	10.72	15.87 %
W-Disp	6.44	60.79 %
Chimney	4.40	5.92 %
Total	3,305.78	15.76 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	488.15	17.80 %
SOUTH-03	466.89	15.09 %
SOUTH-01	436.66	12.71 %
CHENNAI-01	369.35	15.28 %
TRICHY-01	362.31	14.86 %
CHENNAI-02	329.66	16.70 %
WEST-01	296.31	15.45 %
NORTH ARCOT	276.29	19.67 %
SOUTH ARCOT	268.04	18.81 %
KL-SOUTH	12.12	9.63 %
Total	3,305.78	15.76 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	252.71	20.30 %
Fridge	105.75	17.77 %
Wash-Mac	98.47	15.36 %
Air-Cond	17.11	8.25 %
W.Heater	7.86	31.70 %
D-Freez	4.23	76.40 %
Oven	1.02	14.38 %
Chimney	0.73	4.62 %
W-Disp	0.28	54.80 %
Total	488.15	17.80 %

Branch *	MTD Sales L	Brand Share %
SLM1	33.28	13.04 %
ERD1	24.38	13.35 %
HSR2	19.18	13.42 %
SLM3	17.99	13.70 %
KRI1	7.00	10.81 %
KVP1	5.62	11.41 %
PDR1	4.21	10.21 %
APN1	3.14	6.61 %
PMP1	2.42	6.05 %
WZWH	1.14	10.94 %
Total	488.15	17.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	225.87	17.69 %
Fridge	110.78	16.39 %
Wash-Mac	92.27	14.34 %
Air-Cond	23.44	5.43 %
W.Heater	7.73	20.22 %
D-Freez	4.68	78.42 %
Oven	1.05	11.53 %
Chimney	0.65	5.37 %
W-Disp	0.42	49.42 %
Total	466.89	15.09 %

Branch *	MTD Sales L	Brand Share %
MDU1	45.87	10.38 %
DGL1	39.96	13.35 %
MDU6	27.11	15.54 %
MDU2	24.10	11.40 %
KRR1	11.69	11.17 %
MPA1	11.39	14.32 %
TMM1	10.98	10.47 %
ATG1	10.84	12.24 %
SVG1	8.70	11.61 %
MDU4	8.25	14.13 %
TEN2	6.46	8.60 %
TEN1	6.27	8.46 %
BTU1	5.50	15.72 %
DKI1	5.49	7.38 %
CMR1	2.03	6.68 %
NTM1	1.33	3.23 %
SZSD	0.30	2.19 %
Total	466.89	15.09 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	192.99	14.51 %
Fridge	97.98	14.54 %
Wash-Mac	90.46	13.14 %
Air-Cond	41.07	6.10 %
D-Freez	6.11	68.64 %
W.Heater	5.21	12.75 %
Oven	1.22	10.87 %
W-Disp	0.85	64.58 %
Chimney	0.77	10.77 %
Total	436.66	12.71 %

Branch *	MTD Sales L	Brand Share %
TVL1	41.63	13.76 %
RPM1	20.51	12.77 %
TUT1	20.34	4.92 %
TKS2	19.92	15.27 %
NGR1	19.31	9.05 %
KVT1	18.00	10.13 %
TCN1	12.82	15.62 %
PKD1	12.14	10.78 %
SVK1	11.40	9.62 %
VNR2	10.29	7.16 %
APK1	10.25	12.60 %
TUT2	9.04	6.19 %
STU2	7.01	15.44 %
TYI1	6.33	13.34 %
MMT1	5.82	11.02 %
SKD1	5.64	13.42 %
TKY1	4.03	7.45 %
KGL1	3.16	8.61 %
ASM1	2.85	5.75 %
UDN1	2.71	5.83 %
TVL2	2.58	7.85 %
VKM1	1.81	4.22 %
COL1	0.56	4.44 %
S2SD	0.10	0.51 %
WHTV	-0.06	10.09 %
Total	436.66	12.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	184.90	20.16 %
Wash-Mac	67.02	14.22 %
Fridge	65.75	15.20 %
Air-Cond	36.20	6.84 %
W.Heater	7.76	18.56 %
D-Freez	3.20	69.41 %
Oven	2.31	24.69 %
W-Disp	1.68	56.22 %
Chimney	0.53	7.20 %
Total	369.35	15.28 %

Branch *	MTD Sales L	Brand Share %
CH14	27.04	15.34 %
CH16	24.05	13.54 %
CH08	20.14	12.82 %
CH05	14.92	9.68 %
CH11	10.00	13.91 %
CH48	9.82	9.64 %
CZWH	7.57	13.38 %
KNR1	7.01	12.00 %
CH19	6.91	5.13 %
CH22	5.76	8.07 %
CGL1	4.48	8.55 %
WHC3	1.84	7.32 %
MC10	0.44	12.93 %
CH29	0.15	1.12 %
CH40		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	369.35	15.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	211.90	19.25 %
Fridge	60.26	13.39 %
Wash-Mac	52.80	13.53 %
Air-Cond	26.21	5.88 %
W.Heater	5.38	15.38 %
D-Freez	4.49	86.60 %
Oven	0.59	8.76 %
W-Disp	0.35	68.39 %
Chimney	0.35	6.98 %
Total	362.31	14.86 %

Branch *	MTD Sales L	Brand Share %
TRY1	45.34	12.80 %
TNJ2	18.18	13.10 %
MDI1	14.79	15.06 %
TVR2	13.64	11.59 %
TRY3	12.67	14.46 %
KUM1	12.44	9.30 %
JKM1	11.06	14.02 %
PBR1	7.95	15.07 %
TNJ1	7.72	4.84 %
TTP1	3.72	7.83 %
ORU1	0.69	1.86 %
APM1	0.59	2.23 %
TZSD	0.17	1.73 %
MSI1		0.00 %
Total	362.31	14.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	143.96	17.87 %
Wash-Mac	72.61	19.24 %
Fridge	66.97	20.08 %
Air-Cond	34.09	8.17 %
W.Heater	7.22	28.41 %
Oven	1.77	22.22 %
D-Freez	1.35	84.93 %
W-Disp	1.18	63.21 %
Chimney	0.51	12.67 %
Total	329.66	16.70 %

Branch *	MTD Sales L	Brand Share %
CH03	28.54	13.25 %
CH15	22.15	10.79 %
CH12	16.41	11.47 %
MJR1	14.11	15.01 %
CH21	11.31	9.60 %
CH44	9.06	14.62 %
CH46	5.82	14.84 %
CH27	3.00	11.98 %
CH36	2.35	9.59 %
CH32	0.68	7.85 %
MC06	0.27	4.64 %
CH01	0.12	2.61 %
MC05		0.00 %
Total	329.66	16.70 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	159.80	18.85 %
Fridge	64.03	16.32 %
Wash-Mac	58.54	12.45 %
W.Heater	5.47	22.03 %
Air-Cond	4.47	2.89 %
D-Freez	2.24	68.74 %
Oven	0.82	11.17 %
W-Disp	0.50	67.33 %
Chimney	0.43	2.68 %
Total	296.31	15.45 %

Branch *	MTD Sales L	Brand Share %
CBE2	18.15	5.29 %
TPR2	17.29	14.51 %
CBE4	9.98	11.69 %
AVI1	9.54	15.40 %
MPM1	7.32	10.98 %
CBE6	6.97	10.40 %
SUL1	6.69	11.39 %
TPR4	4.05	10.93 %
KGI1	2.60	8.54 %
KMR1	2.16	2.08 %
WZSD	0.28	2.50 %
Total	296.31	15.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	149.30	23.88 %
Wash-Mac	50.38	18.10 %
Fridge	46.58	18.61 %
Air-Cond	20.39	9.46 %
W.Heater	5.68	25.37 %
D-Freez	1.50	55.52 %
Oven	1.04	25.13 %
W-Disp	0.98	75.33 %
Chimney	0.43	9.92 %
Total	276.29	19.67 %

Branch *	MTD Sales L	Brand Share %
KPM2	17.12	9.80 %
TRR1	10.45	11.89 %
TRL1	5.88	6.43 %
CGM1	1.45	4.41 %
BGR1	0.67	2.15 %
WHVL	-0.11	7.28 %
Total	276.29	19.67 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	152.64	24.00 %
Fridge	47.58	17.72 %
Wash-Mac	38.38	15.22 %
Air-Cond	18.23	7.83 %
W.Heater	6.10	25.33 %
D-Freez	4.04	89.53 %
Oven	0.85	23.22 %
W-Disp	0.21	48.30 %
Total	268.04	18.81 %

Branch *	MTD Sales L	Brand Share %
POY1	21.83	15.37 %
CUD1	17.21	14.03 %
KKI2	15.79	14.72 %
SJI2	15.55	13.23 %
NVL2	13.43	14.90 %
KML1	5.60	13.59 %
SJI1		0.00 %
Total	268.04	18.81 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.80	10.53 %
Air-Cond	2.70	9.64 %
Fridge	2.33	7.26 %
Wash-Mac	1.05	6.32 %
D-Freez	1.04	63.35 %
W.Heater	0.16	17.19 %
Oven	0.05	4.94 %
Total	12.12	9.63 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.10	10.06 %
KLR1	2.69	13.94 %
PAS1	1.33	5.15 %
TVSD		0.00 %
WTVP		0.00 %
Total	12.12	9.63 %