

MTD Sales
1,628.91 L

Brand Share %
13.73 %

Information:

MTD : 01-07-2025 To 26-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.73 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	522.05	16.46 %
Air-Cond	395.79	10.54 %
Fridge	372.72	14.74 %
Wash-Mac	283.13	12.84 %
D-Freez	29.35	65.05 %
W.Heater	20.01	17.06 %
Oven	5.86	12.87 %
Total	1,628.91	13.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	237.00	11.65 %
CHENNAI-01	232.88	12.46 %
CHENNAI-02	212.60	15.22 %
SOUTH-03	189.15	13.39 %
TRICHY-01	188.05	11.77 %
WEST-02	171.19	16.02 %
SOUTH ARCOT	147.92	16.67 %
NORTH ARCOT	132.32	18.04 %
WEST-01	106.66	13.82 %
KL-SOUTH	11.13	11.73 %
Total	1,628.91	13.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	77.80	14.03 %
Fridge	59.94	14.73 %
Air-Cond	53.81	8.35 %
Wash-Mac	37.44	9.51 %
D-Freez	5.27	62.93 %
W.Heater	2.06	11.59 %
Oven	0.67	8.02 %
Total	237.00	11.65 %

Branch *	MTD Sales L	Brand Share %
TVL1	15.94	8.96 %
TUT1	12.46	5.75 %
TKS2	10.46	13.70 %
TY11	10.00	13.65 %
KVT1	9.74	8.23 %
MAR1	9.70	10.51 %
TUT2	8.89	10.29 %
RPM1	8.41	11.66 %
VLY1	7.77	11.63 %
NGR1	7.56	6.70 %
VNR2	4.85	5.84 %
VNR1	4.21	11.90 %
MMT1	3.39	11.10 %
TKY1	3.28	11.43 %
TVL2	2.67	9.36 %
ASM1	2.39	9.76 %
PKD1	2.12	3.31 %
APK1	2.01	4.74 %
ARM1	1.91	12.28 %
UDN1	0.45	0.93 %
S2SD	0.36	1.54 %
Total	237.00	11.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	69.25	9.02 %
LED TV	67.00	16.81 %
Fridge	49.21	13.35 %
Wash-Mac	39.36	13.13 %
D-Freez	3.84	76.17 %
W.Heater	2.80	12.94 %
Oven	1.43	18.91 %
Total	232.88	12.46 %

Branch *	MTD Sales L	Brand Share %
CH08	16.84	12.52 %
CH16	16.17	12.32 %
CH42	10.85	12.56 %
CH05	9.02	6.21 %
CH48	8.92	11.80 %
CH14	7.68	6.15 %
CH11	7.19	10.37 %
CH22	6.95	8.90 %
CH19	6.66	5.77 %
CH07	5.95	7.73 %
CH45	5.94	10.69 %
WHC3	5.63	7.98 %
KNR1	5.27	11.61 %
CZWH	5.20	13.67 %
SKL1	4.14	11.22 %
CH29	1.72	8.92 %
TKM1	1.07	5.72 %
CH40	0.31	2.86 %
MC10	0.21	8.16 %
MC09		0.00 %
WCHN	-0.57	7.30 %
Total	232.88	12.46 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	72.26	13.46 %
LED TV	51.09	13.90 %
Fridge	42.60	17.39 %
Wash-Mac	40.90	17.99 %
W.Heater	2.29	18.04 %
D-Freez	2.28	73.73 %
Oven	1.20	26.57 %
Total	212.60	15.22 %

Branch *	MTD Sales L	Brand Share %
CH03	23.00	13.51 %
CH15	15.14	9.97 %
CH12	8.94	11.02 %
CH09	6.03	9.20 %
CH44	5.18	11.54 %
CH21	5.09	6.08 %
CH46	2.80	8.38 %
CH31	2.31	10.96 %
CH32	1.39	12.07 %
CH27	1.09	4.64 %
CH36	0.09	0.38 %
CH01		0.00 %
MC06		0.00 %
Total	212.60	15.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	55.83	14.25 %
Air-Cond	50.21	12.27 %
Fridge	42.71	13.55 %
Wash-Mac	34.24	12.63 %
D-Freez	4.64	70.37 %
W.Heater	1.32	9.31 %
Oven	0.21	4.07 %
Total	189.15	13.39 %

Branch *	MTD Sales L	Brand Share %
DGL1	13.47	12.38 %
MDU1	13.38	6.94 %
MDU2	10.86	10.66 %
ATG1	8.40	12.97 %
MDU6	7.83	12.04 %
CBM1	7.17	12.13 %
TMM1	5.31	8.95 %
MDU5	4.61	13.22 %
KKD2	4.21	10.32 %
MPA1	3.33	12.31 %
PNV1	3.10	11.68 %
TEN2	2.15	6.30 %
DKI1	1.98	4.71 %
KRR1	1.68	5.82 %
BNR1	1.05	5.40 %
SZSD	0.96	3.74 %
CMR1	0.61	7.26 %
TEN1	0.26	1.03 %
MDWH		0.00 %
NTM1		0.00 %
WHMD		0.00 %
Total	189.15	13.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	58.39	14.29 %
Air-Cond	56.63	9.18 %
Fridge	40.09	12.46 %
Wash-Mac	29.90	12.82 %
W.Heater	1.43	14.12 %
D-Freez	1.05	38.47 %
Oven	0.57	14.23 %
Total	188.05	11.77 %

Branch *	MTD Sales L	Brand Share %
TRY1	35.94	9.30 %
MVM1	9.31	10.20 %
TNJ2	8.47	10.08 %
TVR2	7.79	10.77 %
TNJ1	7.15	6.64 %
KUM1	5.45	5.82 %
TRY2	4.78	12.39 %
TRY3	4.51	12.41 %
NCK1	1.64	12.46 %
APM1	1.15	5.92 %
JKM1	1.10	2.89 %
TTP1	0.86	3.02 %
MSI1	0.37	1.68 %
TZSD	0.36	2.27 %
WTRZ		0.00 %
Total	188.05	11.77 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	67.71	19.18 %
Fridge	48.96	16.97 %
Wash-Mac	34.86	12.97 %
Air-Cond	13.85	9.80 %
W.Heater	3.16	32.83 %
D-Freez	2.48	87.70 %
Oven	0.17	3.78 %
Total	171.19	16.02 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.49	11.14 %
ERD1	6.95	12.88 %
SLM2	3.35	7.38 %
SLM3	3.31	8.68 %
KRI1	2.98	10.38 %
TRM1	2.93	9.26 %
DPR1	2.91	12.97 %
RSP1	2.17	7.72 %
EDP1	2.14	10.58 %
WZWH	1.79	6.99 %
PLC1	1.24	5.34 %
SGG1	0.30	2.95 %
WHKP		0.00 %
WHPD		0.00 %
Total	171.19	16.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	54.38	25.80 %
Air-Cond	41.72	12.83 %
Fridge	28.84	15.05 %
Wash-Mac	19.00	13.15 %
D-Freez	2.34	57.86 %
W.Heater	1.26	14.91 %
Oven	0.39	13.57 %
Total	147.92	16.67 %

Branch *	MTD Sales L	Brand Share %
POY1	15.38	13.63 %
CUD1	10.34	13.16 %
CDM1	6.81	13.17 %
ULP1	4.49	9.14 %
WHNV		0.00 %
WHUT		0.00 %
Total	147.92	16.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	49.39	23.38 %
Air-Cond	29.50	14.01 %
Fridge	27.38	17.03 %
Wash-Mac	18.82	14.26 %
D-Freez	4.47	58.31 %
W.Heater	2.37	26.42 %
Oven	0.39	16.11 %
Total	132.32	18.04 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.79	10.68 %
TRL1	4.58	8.72 %
SBR1	3.87	8.55 %
ANI1	1.96	12.65 %
CGM1	0.46	2.17 %
BGR1	0.39	2.83 %
NASD		0.00 %
Total	132.32	18.04 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	37.92	15.06 %
Fridge	29.83	14.81 %
Wash-Mac	27.11	12.46 %
Air-Cond	5.71	7.24 %
W.Heater	3.33	24.47 %
D-Freez	1.92	63.37 %
Oven	0.84	15.28 %
Total	106.66	13.82 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.84	4.25 %
CBE6	2.75	9.85 %
AVI1	2.16	11.75 %
KMR1	2.11	7.56 %
WZSD	1.78	10.81 %
PPI1	1.44	9.32 %
SYM2	1.37	8.36 %
ANR1	0.81	8.38 %
CNR1	0.63	5.30 %
KGI1	0.62	5.61 %
MPM1	0.26	1.21 %
WHCB		0.00 %
Total	106.66	13.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.16	11.22 %
Air-Cond	2.85	12.61 %
LED TV	2.54	10.76 %
Wash-Mac	1.52	8.56 %
D-Freez	1.06	61.55 %
Total	11.13	11.73 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.99	10.55 %
WTVP		0.00 %
Total	11.13	11.73 %