

MTD Sales
2,023.46 L

Brand Share %
15.24 %

Information:

MTD : 01-08-2025 To 26-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.24 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	770.92	19.34 %
Fridge	521.38	17.92 %
Wash-Mac	387.05	14.17 %
Air-Cond	280.71	8.38 %
W.Heater	28.37	15.00 %
D-Freez	27.46	61.70 %
Oven	6.27	10.86 %
W-Disp	1.30	13.80 %
Total	2,023.46	15.24 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	273.88	14.20 %
SOUTH-01	272.80	12.80 %
TRICHY-01	244.07	13.88 %
SOUTH-03	232.85	15.30 %
CHENNAI-02	232.36	15.33 %
WEST-02	215.68	17.29 %
SOUTH ARCOT	199.00	18.21 %
NORTH ARCOT	187.23	21.04 %
WEST-01	155.56	14.86 %
KL-SOUTH	10.04	7.01 %
Total	2,023.46	15.24 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	96.86	20.45 %
Air-Cond	59.88	8.72 %
Fridge	57.48	15.98 %
Wash-Mac	50.74	14.26 %
D-Freez	3.75	62.50 %
W.Heater	3.42	9.92 %
Oven	1.20	12.59 %
W-Disp	0.53	19.18 %
Total	273.88	14.20 %

Branch *	MTD Sales L	Brand Share %
CH16	22.18	14.95 %
CH14	15.24	11.32 %
CH08	13.60	10.93 %
CH45	10.25	14.66 %
CH07	9.99	12.07 %
CH19	7.48	6.45 %
SKL1	6.87	14.45 %
CH22	6.33	9.85 %
CH11	5.70	5.93 %
CH05	4.25	3.10 %
TKM1	3.89	13.19 %
KNR1	1.38	3.78 %
CH40	0.30	1.67 %
WHC3	0.12	1.01 %
CH29		0.00 %
MC02		0.00 %
Total	273.88	14.20 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	98.09	16.03 %
Fridge	77.37	16.58 %
Wash-Mac	54.17	12.50 %
Air-Cond	35.36	6.14 %
D-Freez	4.88	55.57 %
W.Heater	2.38	9.91 %
Oven	0.56	5.55 %
Total	272.80	12.80 %

Branch *	MTD Sales L	Brand Share %
TVL1	31.37	13.83 %
TUT1	18.42	7.40 %
KVT1	12.57	11.42 %
RPM1	12.29	14.56 %
NGR1	10.57	6.94 %
TKS2	9.80	11.21 %
VNR2	8.61	8.84 %
RND1	7.83	10.17 %
TUT2	7.64	9.65 %
TCN1	6.94	12.45 %
MAR1	5.84	10.45 %
PKD1	4.12	7.19 %
APK1	3.80	8.59 %
TVL2	3.71	13.28 %
STU2	3.44	14.53 %
TKY1	3.14	10.50 %
VNR1	3.14	12.07 %
TYI1	2.94	9.90 %
MMT1	2.36	9.90 %
ARM1	1.57	11.03 %
UDN1	1.18	3.96 %
ASM1	0.93	2.77 %
S2SD		0.00 %
WHTV		0.00 %
Total	272.80	12.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	105.48	20.01 %
Fridge	64.88	15.91 %
Wash-Mac	35.75	12.06 %
Air-Cond	32.23	6.58 %
W.Heater	3.99	15.00 %
D-Freez	1.53	36.88 %
Oven	0.21	4.24 %
Total	244.07	13.88 %

Branch *	MTD Sales L	Brand Share %
TRY1	35.55	13.60 %
KUM1	11.49	9.44 %
TNJ2	9.76	10.53 %
TVR2	8.46	8.36 %
NGT1	7.98	13.71 %
TRY3	6.56	12.38 %
TNJ1	6.23	5.97 %
JKM1	5.90	11.94 %
TYR1	4.50	10.36 %
ORU1	3.71	12.35 %
PBR1	3.21	10.02 %
MSI1	1.77	5.89 %
TTP1	0.44	0.99 %
TZSD		0.00 %
Total	244.07	13.88 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	82.27	17.71 %
Fridge	65.97	17.87 %
Wash-Mac	46.97	14.02 %
Air-Cond	30.51	9.49 %
D-Freez	3.49	72.14 %
W.Heater	3.05	14.39 %
Oven	0.60	12.37 %
Total	232.85	15.30 %

Branch *	MTD Sales L	Brand Share %
MDU1	24.04	11.48 %
MDU2	15.83	14.29 %
DGL1	15.23	12.55 %
MDU6	9.34	11.82 %
ATG1	7.66	11.29 %
TMM1	5.50	13.35 %
MDU3	4.48	11.76 %
TEN2	4.07	11.82 %
KRR1	3.22	10.24 %
MPA1	2.76	7.52 %
BTU1	2.42	14.03 %
DKI1	2.01	4.27 %
BNR1	1.81	7.36 %
CMR1	0.77	5.67 %
TEN1	0.51	1.31 %
NTM1	0.11	0.66 %
SZSD		0.00 %
WHMD		0.00 %
Total	232.85	15.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	71.97	16.59 %
Fridge	61.26	22.27 %
Wash-Mac	49.51	16.85 %
Air-Cond	42.70	8.80 %
W.Heater	3.81	22.91 %
D-Freez	1.61	81.68 %
Oven	1.42	16.90 %
W-Disp	0.07	6.07 %
Total	232.36	15.33 %

Branch *	MTD Sales L	Brand Share %
CH15	20.40	12.47 %
CH03	19.13	11.35 %
CH18	14.00	15.14 %
CH12	9.43	9.42 %
CH06	8.65	11.73 %
CH21	7.83	9.24 %
CH33	7.49	13.95 %
CH17	5.46	13.73 %
UKI1	3.67	11.14 %
CH44	3.46	6.96 %
CH31	3.11	13.49 %
CH27	1.19	4.64 %
CH32	0.99	6.70 %
CH36	0.30	1.06 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	232.36	15.33 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	87.95	20.47 %
Fridge	60.96	20.05 %
Wash-Mac	44.54	14.47 %
Air-Cond	14.50	8.06 %
W.Heater	4.37	24.58 %
D-Freez	2.34	73.66 %
Oven	0.94	19.36 %
W-Disp	0.08	15.28 %
Total	215.68	17.29 %

Branch *	MTD Sales L	Brand Share %
ERD1	12.33	13.15 %
SLM1	11.96	11.57 %
HSR2	10.72	14.80 %
KRI1	5.64	12.60 %
SLM2	5.46	10.70 %
SLM3	3.89	7.26 %
TRM1	3.22	9.84 %
PMP1	2.05	12.77 %
EDP1	1.84	8.62 %
SGG1	1.60	13.17 %
PLC1	0.62	3.19 %
WHPD		0.00 %
WZWH		0.00 %
Total	215.68	17.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	87.38	25.74 %
Fridge	44.11	18.86 %
Wash-Mac	34.36	15.42 %
Air-Cond	26.39	9.74 %
D-Freez	4.06	63.97 %
W.Heater	1.79	11.03 %
W-Disp	0.46	66.84 %
Oven	0.44	16.64 %
Total	199.00	18.21 %

Branch *	MTD Sales L	Brand Share %
POY1	18.73	14.99 %
CUD1	13.58	14.04 %
CDM1	10.60	14.11 %
KLM1	7.44	14.04 %
SJI1	5.24	13.25 %
KML1	1.94	5.34 %
WHNV		0.00 %
WHUT		0.00 %
Total	199.00	18.21 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	77.29	27.12 %
Fridge	41.19	20.43 %
Wash-Mac	31.18	17.85 %
Air-Cond	31.07	15.11 %
D-Freez	3.82	80.22 %
W.Heater	2.68	19.77 %
Total	187.23	21.04 %

Branch *	MTD Sales L	Brand Share %
VEL1	7.70	14.89 %
TRL1	6.47	8.92 %
CGM1	0.67	2.52 %
BGR1	0.13	0.74 %
Total	187.23	21.04 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	60.96	16.27 %
Fridge	43.37	17.41 %
Wash-Mac	38.76	13.60 %
Air-Cond	7.06	6.52 %
W.Heater	2.89	15.92 %
D-Freez	1.52	45.58 %
Oven	0.85	11.44 %
W-Disp	0.15	16.38 %
Total	155.56	14.86 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.35	8.85 %
TPR1	6.13	14.87 %
CBE6	5.78	12.81 %
KMR1	3.80	4.64 %
TPR3	3.78	15.13 %
KMD1	3.13	13.36 %
CNR1	1.75	11.62 %
KGI1	1.47	9.50 %
MPM1	1.17	3.33 %
ANR1	1.04	10.52 %
TPR4	0.95	4.75 %
KGM1	0.79	6.45 %
WHCB		0.00 %
WZSD		0.00 %
Total	155.56	14.86 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.78	11.41 %
LED TV	2.68	5.83 %
Wash-Mac	1.07	3.88 %
Air-Cond	1.01	4.13 %
D-Freez	0.45	39.96 %
Oven	0.05	3.68 %
Total	10.04	7.01 %

Branch *	MTD Sales L	Brand Share %
TVP1	6.02	7.12 %
PAS1	2.62	8.37 %
KLR1	1.41	5.13 %
Total	10.04	7.01 %