

MTD Sales
3,416.31 L

Brand Share %
15.79 %

Information:

MTD : 01-10-2025 To 26-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.79 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,737.79	19.08 %
Fridge	689.47	16.28 %
Wash-Mac	644.32	14.64 %
Air-Cond	227.11	6.67 %
W.Heater	61.25	20.99 %
D-Freez	34.02	75.12 %
Oven	11.18	16.00 %
W-Disp	6.51	60.17 %
Chimney	4.66	6.06 %
Total	3,416.31	15.79 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	506.39	17.96 %
SOUTH-03	479.99	15.14 %
SOUTH-01	446.96	12.56 %
CHENNAI-01	385.43	15.31 %
TRICHY-01	372.18	14.92 %
CHENNAI-02	343.94	16.68 %
WEST-01	306.40	15.45 %
NORTH ARCOT	288.15	19.87 %
SOUTH ARCOT	274.76	18.87 %
KL-SOUTH	12.12	9.30 %
Total	3,416.31	15.79 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	262.31	20.49 %
Fridge	108.45	17.80 %
Wash-Mac	102.76	15.47 %
Air-Cond	18.04	8.56 %
W.Heater	8.45	32.53 %
D-Freez	4.23	76.40 %
Oven	1.02	14.11 %
Chimney	0.86	5.17 %
W-Disp	0.28	54.80 %
Total	506.39	17.96 %

Branch *	MTD Sales L	Brand Share %
SLM1	34.56	13.09 %
ERD1	25.81	13.79 %
HSR2	20.38	13.67 %
SLM3	18.88	14.09 %
SLM2	16.77	15.49 %
KRI1	7.76	11.53 %
KVP1	5.83	11.37 %
PDR1	4.31	10.06 %
APN1	3.55	7.32 %
PMP1	2.42	5.91 %
WZWH	1.14	10.94 %
WHKP		0.00 %
WHPD		0.00 %
Total	506.39	17.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	233.65	17.91 %
Fridge	113.15	16.24 %
Wash-Mac	94.34	14.24 %
Air-Cond	23.99	5.46 %
W.Heater	7.94	20.04 %
D-Freez	4.68	78.42 %
Oven	1.05	11.41 %
Chimney	0.77	6.21 %
W-Disp	0.42	44.93 %
Total	479.99	15.14 %

Branch *	MTD Sales L	Brand Share %
MDU1	46.89	10.31 %
DGL1	40.91	13.26 %
MDU6	27.71	15.66 %
MDU2	26.91	12.25 %
KRR1	11.81	10.85 %
TMM1	11.70	10.78 %
MPA1	11.39	13.93 %
ATG1	11.25	12.49 %
SVG1	8.70	11.59 %
MDU4	8.47	14.19 %
TEN1	6.67	8.72 %
TEN2	6.46	8.35 %
DKI1	5.70	7.42 %
CMR1	2.03	6.52 %
NTM1	1.33	3.23 %
SZSD	0.30	2.19 %
Total	479.99	15.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	197.48	14.25 %
Fridge	100.73	14.53 %
Wash-Mac	93.01	12.94 %
Air-Cond	41.35	6.01 %
D-Freez	6.11	68.64 %
W.Heater	5.35	12.48 %
Oven	1.32	11.22 %
W-Disp	0.85	64.58 %
Chimney	0.77	10.77 %
Total	446.96	12.56 %

Branch *	MTD Sales L	Brand Share %
TVL1	42.75	13.68 %
RPM1	21.09	12.67 %
TUT1	20.45	4.74 %
TKS2	20.21	14.97 %
NGR1	19.52	8.95 %
KVT1	18.61	10.19 %
TCN1	13.07	15.33 %
PKD1	12.40	10.73 %
SVK1	11.40	9.13 %
VNR2	11.09	7.40 %
APK1	10.39	12.38 %
TUT2	9.39	6.22 %
STU2	7.17	15.11 %
TYI1	6.33	13.14 %
MMT1	5.98	10.96 %
SKD1	5.64	13.15 %
TKY1	4.20	7.51 %
KGL1	3.16	8.09 %
ASM1	3.01	5.86 %
UDN1	2.88	5.85 %
TVL2	2.58	7.49 %
VKM1	1.81	4.14 %
COL1	0.56	4.22 %
S2SD	0.10	0.51 %
WHTV	-0.06	8.79 %
Total	446.96	12.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	192.47	20.05 %
Wash-Mac	70.29	14.20 %
Fridge	69.74	15.42 %
Air-Cond	36.49	6.75 %
W.Heater	8.17	18.34 %
D-Freez	3.62	71.98 %
Oven	2.36	24.41 %
W-Disp	1.75	57.22 %
Chimney	0.53	7.20 %
Total	385.43	15.31 %

Branch *	MTD Sales L	Brand Share %
CH14	27.76	15.23 %
CH16	25.21	13.46 %
CH08	20.91	12.61 %
CH05	15.35	9.72 %
CH48	10.31	9.85 %
CH11	10.15	13.33 %
KNR1	7.72	12.35 %
CH19	7.68	5.51 %
CZWH	7.57	13.38 %
CH22	6.39	8.59 %
CGL1	4.91	9.06 %
WHC3	1.84	7.32 %
CH29	0.15	1.09 %
CH40		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	385.43	15.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	218.27	19.41 %
Fridge	62.09	13.48 %
Wash-Mac	53.88	13.41 %
Air-Cond	26.46	5.85 %
W.Heater	5.49	14.93 %
D-Freez	4.70	83.52 %
Oven	0.59	8.76 %
W-Disp	0.35	68.39 %
Chimney	0.35	6.98 %
Total	372.18	14.92 %

Branch *	MTD Sales L	Brand Share %
TRY1	48.84	13.35 %
TNJ2	18.83	13.35 %
MDI1	15.12	15.20 %
TVR2	14.02	11.71 %
TRY3	12.96	14.57 %
KUM1	12.94	9.49 %
JKM1	11.46	14.28 %
PBR1	8.45	15.72 %
TNJ1	7.72	4.66 %
TTP1	3.93	8.07 %
ORU1	0.69	1.82 %
APM1	0.59	2.19 %
TZSD	0.17	1.73 %
MSI1		0.00 %
WTRZ	-0.91	14.50 %
Total	372.18	14.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	150.86	17.96 %
Wash-Mac	76.13	18.99 %
Fridge	70.30	20.20 %
Air-Cond	34.09	7.92 %
W.Heater	7.55	28.12 %
Oven	1.98	23.14 %
D-Freez	1.35	84.93 %
W-Disp	1.18	63.21 %
Chimney	0.51	12.17 %
Total	343.94	16.68 %

Branch *	MTD Sales L	Brand Share %
CH03	31.11	13.72 %
CH15	23.38	10.94 %
CH12	17.76	11.83 %
MJR1	14.23	14.70 %
CH09	13.65	15.26 %
CH21	11.50	9.42 %
CH44	9.06	14.26 %
UKI1	7.08	14.50 %
CH46	6.00	14.61 %
CH31	4.40	15.54 %
CH27	3.12	11.92 %
CH36	2.53	9.86 %
CH32	0.68	7.85 %
MC06	0.27	4.62 %
CH01	0.12	2.61 %
MC05		0.00 %
Total	343.94	16.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	163.97	18.77 %
Fridge	66.64	16.32 %
Wash-Mac	60.94	12.47 %
W.Heater	5.75	22.32 %
Air-Cond	4.79	3.03 %
D-Freez	2.43	70.46 %
Oven	0.94	12.09 %
W-Disp	0.50	67.33 %
Chimney	0.43	2.59 %
Total	306.40	15.45 %

Branch *	MTD Sales L	Brand Share %
TPR2	18.63	14.82 %
CBE2	18.28	5.15 %
CBE4	10.63	11.99 %
MPM1	7.32	10.72 %
CBE6	7.32	10.72 %
SUL1	7.09	11.67 %
TPR4	4.11	10.77 %
KMR1	3.08	2.77 %
KGI1	2.60	8.53 %
WZSD	0.28	2.50 %
Total	306.40	15.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	156.46	24.16 %
Wash-Mac	52.98	18.21 %
Fridge	47.59	18.53 %
Air-Cond	20.98	9.61 %
W.Heater	6.20	26.07 %
D-Freez	1.50	55.52 %
Oven	1.04	25.13 %
W-Disp	0.98	75.33 %
Chimney	0.43	9.22 %
Total	288.15	19.87 %

Branch *	MTD Sales L	Brand Share %
KPM2	18.99	10.61 %
TRR1	10.90	12.09 %
TRL1	6.09	6.37 %
CGM1	1.62	4.79 %
BGR1	0.67	2.08 %
WHVL	-0.11	7.28 %
Total	288.15	19.87 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	157.54	24.34 %
Fridge	48.46	17.53 %
Wash-Mac	38.93	15.03 %
Air-Cond	18.23	7.70 %
W.Heater	6.19	25.02 %
D-Freez	4.34	90.17 %
Oven	0.85	21.65 %
W-Disp	0.21	41.63 %
Total	274.76	18.87 %

Branch *	MTD Sales L	Brand Share %
POY1	22.16	15.31 %
CUD1	17.72	14.09 %
KKI2	16.00	14.62 %
SJI2	15.78	13.24 %
NVL2	13.45	14.55 %
KML1	5.72	13.45 %
SJI1		0.00 %
Total	274.76	18.87 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.80	10.32 %
Air-Cond	2.70	9.54 %
Fridge	2.33	6.99 %
Wash-Mac	1.05	5.72 %
D-Freez	1.04	63.35 %
W.Heater	0.16	16.78 %
Oven	0.05	4.52 %
Total	12.12	9.30 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.10	9.62 %
KLR1	2.69	13.51 %
PAS1	1.33	5.15 %
TVSD		0.00 %
WTVF		0.00 %
Total	12.12	9.30 %