

MTD Sales
1,576.95 L

Brand Share %
15.63 %

Information:

MTD : 01-11-2025 To 26-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.63 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	748.93	20.62 %
Fridge	325.41	16.91 %
Wash-Mac	302.09	12.82 %
Air-Cond	119.39	6.66 %
W.Heater	43.35	17.30 %
D-Freez	22.90	71.25 %
Oven	7.23	15.30 %
W-Disp	4.58	43.28 %
Chimney	3.07	7.25 %
Total	1,576.95	15.63 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	241.73	16.19 %
SOUTH-01	209.37	13.62 %
CHENNAI-02	189.51	15.85 %
SOUTH-03	173.93	13.70 %
WEST-02	172.33	18.82 %
TRICHY-01	159.95	13.51 %
SOUTH ARCOT	146.58	18.46 %
NORTH ARCOT	138.09	18.10 %
WEST-01	137.79	16.32 %
KL-SOUTH	7.67	8.28 %
Total	1,576.95	15.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	113.44	23.53 %
Wash-Mac	48.54	14.04 %
Fridge	48.44	17.85 %
Air-Cond	18.84	5.68 %
W.Heater	5.41	12.52 %
D-Freez	4.20	81.74 %
Oven	1.66	23.42 %
W-Disp	0.81	33.87 %
Chimney	0.39	10.17 %
Total	241.73	16.19 %

Branch *	MTD Sales L	Brand Share %
CH08	14.46	15.56 %
CH42	12.24	12.18 %
GUD1	9.01	14.75 %
CH30	8.66	15.08 %
CH14	8.39	11.94 %
CH11	7.99	15.29 %
CH19	7.27	8.56 %
CH05	6.54	6.21 %
CH48	5.22	9.00 %
CZWH	4.27	10.78 %
CGL1	4.20	12.46 %
TKM1	2.71	14.01 %
CH29		0.00 %
CH40		0.00 %
WCHN	-0.86	3.55 %
Total	241.73	16.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	81.64	15.40 %
Fridge	55.80	18.13 %
Wash-Mac	40.63	11.27 %
Air-Cond	20.82	7.39 %
W.Heater	4.50	12.17 %
D-Freez	3.95	80.09 %
Oven	1.00	11.90 %
W-Disp	0.66	35.51 %
Chimney	0.37	7.50 %
Total	209.37	13.62 %

Branch *	MTD Sales L	Brand Share %
TVL1	22.52	15.10 %
TKS2	11.22	13.41 %
TUT1	10.60	5.82 %
NGR1	10.59	11.53 %
KVT1	7.87	10.24 %
RPM1	7.01	11.04 %
RND1	6.37	12.25 %
PKD1	5.81	14.11 %
TCN1	4.03	10.85 %
SDI1	3.84	13.00 %
UDN1	3.62	12.06 %
MMT1	3.54	12.92 %
APK2	3.30	13.00 %
ASM1	3.20	10.01 %
TUT2	3.13	4.64 %
VNR2	2.91	5.53 %
TKY1	2.23	15.45 %
COL1	1.33	13.98 %
TVL2	0.93	5.74 %
VKM1	0.92	4.81 %
S2SD	0.54	6.89 %
WHTV		0.00 %
Total	209.37	13.62 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	83.22	18.53 %
Wash-Mac	40.58	16.05 %
Fridge	39.51	20.75 %
Air-Cond	18.38	6.90 %
W.Heater	4.47	19.57 %
Oven	1.13	15.80 %
D-Freez	1.11	58.60 %
W-Disp	0.97	56.07 %
Chimney	0.14	3.83 %
Total	189.51	15.85 %

Branch *	MTD Sales L	Brand Share %
CH03	18.05	13.96 %
CH15	13.08	9.88 %
CH24	10.37	14.96 %
CH12	9.74	10.87 %
CH21	9.27	15.14 %
CH44	4.35	11.16 %
CH09	4.19	7.73 %
MJR1	3.15	6.90 %
CH46	2.85	14.37 %
UKI1	2.78	15.06 %
CH36	2.64	14.43 %
CH27	0.84	5.73 %
CH32	0.70	9.20 %
CH01		0.00 %
MC06		0.00 %
Total	189.51	15.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	87.40	19.24 %
Wash-Mac	37.12	11.96 %
Fridge	34.91	13.64 %
Air-Cond	6.57	3.26 %
W.Heater	4.90	14.98 %
D-Freez	1.76	80.20 %
Oven	0.61	10.52 %
W-Disp	0.43	54.73 %
Chimney	0.24	4.25 %
Total	173.93	13.70 %

Branch *	MTD Sales L	Brand Share %
MDU1	19.21	12.65 %
DGL1	10.35	11.13 %
MDU6	9.16	13.62 %
MDU2	8.79	10.01 %
ATG1	6.27	14.97 %
MDU3	6.03	9.03 %
CBM1	4.99	14.63 %
TEN1	4.46	12.61 %
KRR1	4.38	12.77 %
TMM1	3.95	9.11 %
PNV2	3.58	9.75 %
MDU4	3.40	13.22 %
MDU5	3.31	13.70 %
DKI1	2.83	8.31 %
SVG1	2.70	8.56 %
TEN2	2.29	7.77 %
KYK1	2.28	13.48 %
ADP1	1.69	9.84 %
PKM1	1.56	11.61 %
SZSD	1.41	10.50 %
MPA1	1.27	4.59 %
TDI1	1.02	8.20 %
BTU1	0.62	5.19 %
NTM1	0.33	2.77 %
CMR1	0.29	2.46 %
WHMD	-0.24	6.17 %
Total	173.93	13.70 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	82.52	24.65 %
Fridge	39.28	19.46 %
Wash-Mac	33.13	12.95 %
Air-Cond	8.08	9.18 %
W.Heater	6.02	29.04 %
D-Freez	2.72	68.80 %
Oven	0.39	15.14 %
Chimney	0.13	1.74 %
W-Disp	0.07	15.73 %
Total	172.33	18.82 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.71	12.78 %
HSR2	7.54	13.42 %
HSR1	5.98	15.38 %
SLM2	3.75	9.85 %
OML1	3.54	14.24 %
TRM1	3.25	15.41 %
EPI1	2.61	13.00 %
APN1	2.36	14.99 %
VKL1	2.07	13.82 %
PDR1	1.10	6.83 %
PMP1	1.03	7.23 %
WHPD	-0.12	2.46 %
Total	172.33	18.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	84.24	19.06 %
Wash-Mac	28.36	12.12 %
Fridge	24.24	11.82 %
Air-Cond	15.95	6.08 %
W.Heater	5.71	18.06 %
D-Freez	0.85	66.69 %
W-Disp	0.37	63.65 %
Oven	0.24	5.67 %
Total	159.95	13.51 %

Branch *	MTD Sales L	Brand Share %
TRY1	23.90	12.24 %
PBR2	10.97	15.06 %
KUM1	10.25	13.76 %
MVM1	9.66	13.80 %
TVR2	7.63	10.68 %
PTK1	6.39	13.53 %
TNJ2	5.75	9.69 %
TRY3	4.79	10.91 %
JKM1	3.78	12.86 %
TRY2	3.44	10.68 %
TVR1	3.20	12.15 %
TTP1	2.97	11.48 %
TNJ1	2.97	3.99 %
PBR1	1.63	8.63 %
APM1	1.06	7.15 %
MSI1	0.64	3.08 %
TZSD	0.56	8.01 %
ORU1	0.19	1.35 %
WTRZ	-0.48	8.85 %
Total	159.95	13.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	75.98	24.49 %
Fridge	25.87	18.78 %
Wash-Mac	21.72	13.49 %
Air-Cond	15.58	9.97 %
W.Heater	3.73	17.29 %
D-Freez	2.46	81.62 %
Chimney	0.46	28.77 %
Oven	0.41	18.97 %
W-Disp	0.38	61.56 %
Total	146.58	18.46 %

Branch *	MTD Sales L	Brand Share %
CDM1	7.38	15.13 %
VPM2	6.77	14.06 %
PRT1	5.23	15.49 %
TRK1	4.43	11.55 %
KML1	3.51	12.16 %
WHUT	-0.40	10.28 %
Total	146.58	18.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	71.40	23.39 %
Wash-Mac	24.91	14.54 %
Fridge	21.99	14.95 %
Air-Cond	10.00	9.27 %
W.Heater	4.67	25.31 %
D-Freez	3.49	61.78 %
Oven	0.78	23.14 %
Chimney	0.50	14.92 %
W-Disp	0.36	43.83 %
Total	138.09	18.10 %

Branch *	MTD Sales L	Brand Share %
SBR1	8.91	13.50 %
VEL1	5.18	13.70 %
ARC2	4.69	10.90 %
TRL1	3.70	5.82 %
CPT1	1.50	11.13 %
BGR1		0.00 %
WHVL		0.00 %
Total	138.09	18.10 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	67.28	22.97 %
Fridge	33.28	18.02 %
Wash-Mac	25.42	10.34 %
Air-Cond	4.91	6.08 %
W.Heater	3.85	17.87 %
D-Freez	0.94	38.71 %
Chimney	0.84	9.44 %
Oven	0.74	12.75 %
W-Disp	0.52	39.47 %
Total	137.79	16.32 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.24	6.92 %
TPR2	6.20	14.56 %
TPR1	5.49	12.79 %
CBE6	5.00	14.39 %
SUL1	4.55	15.60 %
CBE4	4.40	9.46 %
MPM1	3.16	14.04 %
TPR4	1.80	11.23 %
KGM1	1.70	13.56 %
KGI1	0.80	4.69 %
KMR1	0.72	1.51 %
WZSD	0.35	6.73 %
WHCB		0.00 %
Total	137.79	16.32 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.10	9.49 %
LED TV	1.81	5.80 %
Wash-Mac	1.69	8.94 %
D-Freez	1.43	85.02 %
Air-Cond	0.27	1.61 %
Oven	0.27	36.95 %
W.Heater	0.09	10.48 %
Total	7.67	8.28 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.83	6.25 %
PAS1	0.70	4.08 %
TVSD		0.00 %
WTVP		0.00 %
Total	7.67	8.28 %