

MTD Sales
1,732.25 L

Brand Share %
13.91 %

Information:

MTD : 01-07-2025 To 27-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.91 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	558.87	16.60 %
Air-Cond	405.90	10.60 %
Fridge	396.14	14.80 %
Wash-Mac	312.97	13.25 %
D-Freez	30.36	65.10 %
W.Heater	21.49	16.96 %
Oven	6.54	13.23 %
Total	1,732.25	13.91 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	249.70	12.68 %
SOUTH-01	246.89	11.85 %
CHENNAI-02	228.91	15.47 %
SOUTH-03	199.97	13.55 %
TRICHY-01	196.12	11.90 %
WEST-02	185.22	16.05 %
SOUTH ARCOT	154.74	16.68 %
NORTH ARCOT	142.24	18.24 %
WEST-01	116.46	13.86 %
KL-SOUTH	12.02	12.12 %
Total	1,732.25	13.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	72.66	17.05 %
Air-Cond	72.28	9.17 %
Fridge	52.89	13.41 %
Wash-Mac	43.37	13.46 %
D-Freez	4.07	73.30 %
W.Heater	2.99	12.65 %
Oven	1.43	18.17 %
Total	249.70	12.68 %

Branch *	MTD Sales L	Brand Share %
CH08	17.36	12.41 %
CH16	17.05	12.55 %
CH42	11.57	12.76 %
CH05	10.04	6.48 %
CH48	9.39	12.09 %
CH19	7.75	6.34 %
CH14	7.71	5.90 %
CH22	7.34	9.08 %
CH11	7.31	10.29 %
CH07	7.11	8.50 %
CH45	6.93	11.59 %
WHC3	5.63	7.98 %
KNR1	5.27	11.04 %
CZWH	5.20	13.67 %
SKL1	5.18	12.90 %
CH29	1.72	7.70 %
TKM1	1.07	5.23 %
CH40	0.31	2.64 %
MC10	0.21	7.20 %
MC09		0.00 %
WCHN	-0.57	7.30 %
Total	249.70	12.68 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	81.55	14.28 %
Fridge	61.81	14.73 %
Air-Cond	54.06	8.34 %
Wash-Mac	41.15	10.06 %
D-Freez	5.45	63.72 %
W.Heater	2.19	11.77 %
Oven	0.67	7.91 %
Total	246.89	11.85 %

Branch *	MTD Sales L	Brand Share %
TVL1	17.96	9.72 %
TUT1	13.20	5.91 %
KVT1	10.00	8.27 %
MAR1	10.00	10.49 %
TYI1	10.00	13.58 %
TUT2	9.07	10.39 %
RPM1	8.76	11.97 %
VLY1	8.00	11.86 %
NGR1	7.88	6.78 %
VNR2	5.08	5.98 %
VNR1	4.32	11.89 %
SDI1	4.04	13.51 %
MMT1	3.39	10.91 %
TKY1	3.28	11.14 %
ASM1	2.75	10.89 %
TVL2	2.67	9.36 %
PKD1	2.35	3.57 %
ARM1	2.16	13.23 %
APK1	2.01	4.60 %
UDN1	0.45	0.92 %
S2SD	0.36	1.54 %
Total	246.89	11.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	74.80	13.57 %
LED TV	55.44	14.07 %
Fridge	46.58	17.60 %
Wash-Mac	45.79	18.46 %
W.Heater	2.48	18.57 %
D-Freez	2.28	73.73 %
Oven	1.55	28.96 %
Total	228.91	15.47 %

Branch *	MTD Sales L	Brand Share %
CH03	24.51	13.71 %
CH15	15.97	9.97 %
CH12	9.46	11.30 %
CH09	6.43	9.48 %
CH44	6.08	12.75 %
CH21	5.23	6.07 %
CH46	3.02	8.65 %
CH31	2.58	11.95 %
CH32	1.39	12.07 %
CH27	1.09	4.45 %
CH36	0.09	0.37 %
CH01		0.00 %
MC06		0.00 %
Total	228.91	15.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	59.22	14.39 %
Air-Cond	50.45	12.07 %
Fridge	46.66	14.11 %
Wash-Mac	37.13	12.89 %
D-Freez	4.82	71.15 %
W.Heater	1.48	9.97 %
Oven	0.21	3.74 %
Total	199.97	13.55 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.36	7.06 %
DGL1	14.19	12.21 %
MDU2	11.69	11.06 %
MDU6	8.87	12.67 %
ATG1	8.40	12.66 %
CBM1	7.28	11.94 %
TMM1	6.01	9.66 %
KKD2	4.38	10.43 %
MPA1	3.39	11.27 %
PNV1	3.34	12.27 %
KRR1	2.44	7.92 %
TEN2	2.39	6.58 %
DKI1	1.98	4.59 %
BNR1	1.24	6.29 %
SZSD	0.96	3.74 %
CMR1	0.61	7.08 %
TEN1	0.26	1.00 %
MDWH		0.00 %
NTM1		0.00 %
WHMD		0.00 %
Total	199.97	13.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	61.32	14.44 %
Air-Cond	57.64	9.23 %
Fridge	41.56	12.42 %
Wash-Mac	32.49	13.17 %
W.Heater	1.49	13.65 %
D-Freez	1.05	38.47 %
Oven	0.57	13.45 %
Total	196.12	11.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	37.18	9.44 %
MVM1	9.44	10.09 %
TNJ2	9.12	10.52 %
TVR2	8.04	10.64 %
TNJ1	8.00	7.17 %
KUM1	5.79	5.88 %
TRY3	4.76	12.49 %
NCK1	1.64	11.79 %
APM1	1.15	5.77 %
JKM1	1.10	2.80 %
TTP1	0.86	2.88 %
MSI1	0.37	1.58 %
TZSD	0.36	2.27 %
WTRZ		0.00 %
Total	196.12	11.90 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	72.82	18.90 %
Fridge	51.86	16.62 %
Wash-Mac	39.35	13.38 %
Air-Cond	14.72	10.29 %
W.Heater	3.48	31.98 %
D-Freez	2.71	88.61 %
Oven	0.28	5.20 %
Total	185.22	16.05 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.38	12.34 %
ERD1	6.95	11.93 %
RSP1	5.40	11.53 %
SLM3	4.00	9.73 %
SLM2	3.66	7.55 %
KRI1	3.26	10.75 %
TRM1	3.26	9.69 %
DPR1	3.05	13.34 %
EDP1	2.14	10.02 %
DPR2	1.91	12.64 %
WZWH	1.79	6.99 %
PLC1	1.36	5.52 %
SGG1	0.30	2.70 %
WHKP		0.00 %
WHPD		0.00 %
Total	185.22	16.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	57.82	25.81 %
Air-Cond	41.98	12.65 %
Fridge	30.22	14.90 %
Wash-Mac	20.54	13.39 %
D-Freez	2.53	59.78 %
W.Heater	1.26	14.57 %
Oven	0.39	13.01 %
Total	154.74	16.68 %

Branch *	MTD Sales L	Brand Share %
POY1	15.93	13.44 %
CUD1	10.86	13.00 %
CDM1	7.02	13.07 %
ULP1	4.49	8.80 %
WHNV		0.00 %
WHUT		0.00 %
Total	154.74	16.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	53.51	23.68 %
Air-Cond	31.17	14.26 %
Fridge	28.91	16.81 %
Wash-Mac	21.09	14.76 %
D-Freez	4.47	56.62 %
W.Heater	2.53	25.81 %
Oven	0.55	20.55 %
Total	142.24	18.24 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.99	10.53 %
TRL1	5.00	8.84 %
SBR1	4.46	9.16 %
CGM1	0.46	2.15 %
BGR1	0.39	2.18 %
NASD		0.00 %
Total	142.24	18.24 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	41.35	14.83 %
Fridge	32.48	15.05 %
Wash-Mac	30.28	12.70 %
Air-Cond	5.95	7.22 %
W.Heater	3.58	22.88 %
D-Freez	1.92	63.37 %
Oven	0.90	14.65 %
Total	116.46	13.86 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.02	4.10 %
AVI1	3.03	13.70 %
CBE6	2.75	9.00 %
KMR1	2.11	7.37 %
WZSD	1.78	10.81 %
PPI1	1.44	9.23 %
SYM2	1.37	7.60 %
ANR1	0.81	7.96 %
KGI1	0.68	6.01 %
CNR1	0.63	4.94 %
MPM1	0.26	1.05 %
WHCB		0.00 %
Total	116.46	13.86 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.18	12.71 %
Fridge	3.16	10.92 %
Air-Cond	2.85	12.36 %
Wash-Mac	1.76	9.15 %
D-Freez	1.06	61.55 %
Total	12.02	12.12 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.76	11.08 %
WTVP		0.00 %
Total	12.02	12.12 %