

MTD Sales
3,468.04 L

Brand Share %
15.79 %

Information:

MTD : 01-10-2025 To 27-10-2025

* 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	1,766.98	19.11 %
Fridge	698.42	16.24 %
Wash-Mac	652.67	14.60 %
Air-Cond	230.33	6.68 %
W.Heater	62.42	20.79 %
D-Freez	34.26	74.22 %
Oven	11.50	16.21 %
W-Disp	6.65	60.69 %
Chimney	4.80	6.16 %
Total	3,468.04	15.79 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	515.12	18.05 %
SOUTH-03	487.69	15.16 %
SOUTH-01	452.12	12.50 %
CHENNAI-01	388.95	15.29 %
TRICHY-01	376.61	14.85 %
CHENNAI-02	350.82	16.74 %
WEST-01	312.40	15.47 %
NORTH ARCOT	292.41	19.87 %
SOUTH ARCOT	278.61	18.85 %
KL-SOUTH	13.30	9.85 %
Total	3,468.04	15.79 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	267.47	20.66 %
Fridge	110.81	17.92 %
Wash-Mac	103.45	15.39 %
Air-Cond	18.32	8.62 %
W.Heater	8.57	32.50 %
D-Freez	4.23	76.40 %
Oven	1.13	15.21 %
Chimney	0.86	5.11 %
W-Disp	0.28	54.80 %
Total	515.12	18.05 %

Branch *	MTD Sales L	Brand Share %
SLM1	35.12	13.20 %
ERD1	26.27	13.86 %
HSR2	20.61	13.61 %
SLM3	19.32	14.30 %
SLM2	16.90	15.41 %
KRI1	7.97	11.81 %
KVP1	5.90	11.26 %
PDR1	4.31	10.05 %
APN1	3.55	7.32 %
PMP1	2.42	5.76 %
WZWH	1.14	10.94 %
WHKP		0.00 %
Total	515.12	18.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	237.08	17.93 %
Fridge	115.09	16.29 %
Wash-Mac	96.24	14.31 %
Air-Cond	23.99	5.38 %
W.Heater	8.33	20.19 %
D-Freez	4.68	75.73 %
Oven	1.09	11.86 %
Chimney	0.77	6.03 %
W-Disp	0.42	44.93 %
Total	487.69	15.16 %

Branch *	MTD Sales L	Brand Share %
MDU1	47.62	10.35 %
DGL1	41.34	13.23 %
MDU2	27.02	12.06 %
ATG1	12.27	13.34 %
MPA1	11.93	14.47 %
TMM1	11.83	10.72 %
KRR1	11.81	10.64 %
SVG1	8.70	11.52 %
MDU4	8.65	14.35 %
TEN1	6.88	8.72 %
TEN2	6.46	8.21 %
DKI1	5.70	7.33 %
CMR1	2.03	6.52 %
NTM1	1.33	3.17 %
SZSD	0.30	2.16 %
Total	487.69	15.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	199.97	14.18 %
Fridge	101.37	14.40 %
Wash-Mac	93.92	12.86 %
Air-Cond	41.99	6.01 %
D-Freez	6.36	69.48 %
W.Heater	5.44	12.39 %
Oven	1.37	11.57 %
W-Disp	0.91	66.45 %
Chimney	0.77	11.12 %
Total	452.12	12.50 %

Branch *	MTD Sales L	Brand Share %
TVL1	43.14	13.57 %
RPM1	21.35	12.63 %
TUT1	21.00	4.78 %
TKS2	20.80	15.08 %
NGR1	19.52	8.79 %
KVT1	18.98	10.18 %
TCN1	13.07	15.31 %
PKD1	12.21	10.45 %
SVK1	11.72	9.10 %
VNR2	11.20	7.39 %
APK1	10.39	12.41 %
TUT2	9.53	6.23 %
STU2	7.17	14.90 %
TYI1	6.44	13.17 %
MMT1	6.28	11.41 %
SKD1	5.75	13.35 %
TKY1	4.32	7.59 %
KGL1	3.16	8.09 %
ASM1	3.01	5.77 %
UDN1	2.88	5.72 %
TVL2	2.58	7.31 %
VKM1	1.81	4.09 %
COL1	0.56	4.15 %
S2SD	0.10	0.48 %
WHTV	-0.06	8.79 %
Total	452.12	12.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	195.26	20.14 %
Wash-Mac	71.21	14.21 %
Fridge	69.31	15.08 %
Air-Cond	36.54	6.73 %
W.Heater	8.38	18.53 %
D-Freez	3.62	71.98 %
Oven	2.41	23.96 %
W-Disp	1.68	56.26 %
Chimney	0.53	7.03 %
Total	388.95	15.29 %

Branch *	MTD Sales L	Brand Share %
CH14	28.07	15.20 %
CH16	25.21	13.13 %
CH08	21.68	12.71 %
CH05	15.47	9.64 %
CH48	10.63	10.10 %
CH11	10.15	13.31 %
CZWH	8.59	13.92 %
KNR1	7.89	12.51 %
CH19	7.68	5.51 %
CH22	6.39	8.47 %
CGL1	4.98	8.89 %
WHC3	1.84	7.72 %
CH29	0.15	1.05 %
CH40		0.00 %
MC09		0.00 %
WCHN	-2.09	14.31 %
Total	388.95	15.29 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	220.59	19.30 %
Fridge	62.96	13.47 %
Wash-Mac	55.17	13.41 %
Air-Cond	26.46	5.77 %
W.Heater	5.64	14.67 %
D-Freez	4.51	82.95 %
Oven	0.59	8.63 %
W-Disp	0.35	68.39 %
Chimney	0.35	6.74 %
Total	376.61	14.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	48.88	13.23 %
TNJ2	19.16	13.37 %
MDI1	15.64	15.52 %
TVR2	14.02	11.43 %
TRY3	12.96	14.20 %
KUM1	12.94	9.35 %
JKM1	11.67	14.36 %
PBR1	8.61	15.63 %
TNJ1	7.72	4.59 %
TTP1	4.05	8.13 %
ORU1	0.69	1.80 %
APM1	0.59	2.14 %
TZSD	0.17	1.73 %
MSI1		0.00 %
WTRZ	-0.91	13.99 %
Total	376.61	14.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	153.71	18.03 %
Wash-Mac	77.48	19.06 %
Fridge	71.61	20.27 %
Air-Cond	35.31	8.04 %
W.Heater	7.63	27.59 %
Oven	1.98	22.89 %
D-Freez	1.35	84.93 %
W-Disp	1.24	64.43 %
Chimney	0.51	12.17 %
Total	350.82	16.74 %

Branch *	MTD Sales L	Brand Share %
CH03	31.24	13.67 %
CH15	23.90	10.98 %
CH12	17.76	11.66 %
MJR1	14.50	14.94 %
CH09	13.76	15.08 %
CH21	12.24	9.88 %
CH44	9.22	14.15 %
UKI1	7.39	15.06 %
CH46	6.29	15.15 %
CH31	4.40	15.54 %
CH27	3.29	12.42 %
CH36	2.53	9.69 %
CH32	0.68	7.85 %
MC06	0.27	4.62 %
CH01	0.12	2.61 %
MC05		0.00 %
Total	350.82	16.74 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	167.15	18.82 %
Fridge	68.22	16.36 %
Wash-Mac	61.75	12.38 %
W.Heater	5.75	21.78 %
Air-Cond	5.15	3.21 %
D-Freez	2.43	70.46 %
Oven	0.94	12.09 %
W-Disp	0.57	70.28 %
Chimney	0.43	2.57 %
Total	312.40	15.47 %

Branch *	MTD Sales L	Brand Share %
CBE2	19.40	5.38 %
TPR2	19.12	14.91 %
CBE4	10.94	12.17 %
AVI1	10.53	15.67 %
MPM1	7.46	10.60 %
SUL1	7.45	11.97 %
CBE6	7.45	10.64 %
TPR4	4.46	11.28 %
KMR1	3.08	2.68 %
KGI1	2.60	8.32 %
WZSD	0.28	2.49 %
Total	312.40	15.47 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	159.94	24.41 %
Wash-Mac	53.48	17.97 %
Fridge	47.53	18.23 %
Air-Cond	20.98	9.52 %
W.Heater	6.32	26.03 %
D-Freez	1.50	50.36 %
Oven	1.09	25.39 %
W-Disp	0.98	75.33 %
Chimney	0.58	12.03 %
Total	292.41	19.87 %

Branch *	MTD Sales L	Brand Share %
KPM2	19.47	10.71 %
TRR1	11.02	12.09 %
TRL1	6.09	6.21 %
CGM1	1.62	4.76 %
BGR1	0.67	2.04 %
WHVL	-0.11	7.28 %
Total	292.41	19.87 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	160.00	24.25 %
Fridge	49.18	17.56 %
Wash-Mac	38.93	14.85 %
Air-Cond	18.89	7.91 %
W.Heater	6.19	24.14 %
D-Freez	4.34	87.58 %
Oven	0.85	22.32 %
W-Disp	0.21	41.63 %
Total	278.61	18.85 %

Branch *	MTD Sales L	Brand Share %
POY1	22.50	15.41 %
CUD1	17.93	13.79 %
KKI2	16.46	14.88 %
CDM1	16.45	15.61 %
SJI2	16.35	13.61 %
NVL2	13.45	14.25 %
KML1	5.72	13.16 %
SJI1		0.00 %
WHUT	-0.47	15.11 %
Total	278.61	18.85 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.80	11.72 %
Air-Cond	2.70	9.18 %
Fridge	2.33	6.95 %
D-Freez	1.23	67.04 %
Wash-Mac	1.05	5.63 %
W.Heater	0.16	16.07 %
Oven	0.05	4.52 %
Total	13.30	9.85 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.49	9.85 %
KLR1	3.19	14.71 %
PAS1	1.63	6.06 %
TVSD		0.00 %
WTVP		0.00 %
Total	13.30	9.85 %