

MTD Sales
1,633.87 L

Brand Share %
15.44 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.44 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	765.45	20.13 %
Fridge	339.96	16.95 %
Wash-Mac	312.78	12.73 %
Air-Cond	131.29	6.85 %
W.Heater	45.03	17.19 %
D-Freez	23.54	70.03 %
Oven	7.75	15.82 %
W-Disp	4.72	42.75 %
Chimney	3.34	7.41 %
Total	1,633.87	15.44 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	247.43	16.14 %
SOUTH-01	220.83	13.66 %
CHENNAI-02	196.15	15.93 %
WEST-02	180.96	18.28 %
SOUTH-03	180.65	13.47 %
TRICHY-01	168.71	13.24 %
SOUTH ARCOT	148.80	18.27 %
NORTH ARCOT	142.01	17.55 %
WEST-01	140.67	15.99 %
KL-SOUTH	7.67	8.20 %
Total	1,633.87	15.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	114.56	23.19 %
Fridge	49.80	17.94 %
Wash-Mac	49.41	13.93 %
Air-Cond	20.85	6.07 %
W.Heater	5.44	12.30 %
D-Freez	4.20	78.54 %
Oven	1.83	24.53 %
W-Disp	0.81	32.72 %
Chimney	0.54	14.30 %
Total	247.43	16.14 %

Branch *	MTD Sales L	Brand Share %
CH08	14.52	15.24 %
CH42	12.49	12.20 %
GUD1	9.01	14.53 %
CH30	8.82	15.14 %
CH14	8.39	11.91 %
CH19	7.27	8.21 %
CH05	6.54	6.12 %
CH48	5.34	9.00 %
CGL1	4.77	13.30 %
CZWH	4.27	10.78 %
TKM1	2.71	13.47 %
CH29		0.00 %
CH40		0.00 %
WCHN	-1.34	5.35 %
Total	247.43	16.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	85.67	15.32 %
Fridge	59.51	18.48 %
Wash-Mac	42.29	11.19 %
Air-Cond	22.33	7.52 %
W.Heater	4.90	12.45 %
D-Freez	3.95	76.77 %
Oven	1.15	13.13 %
W-Disp	0.66	35.51 %
Chimney	0.37	6.36 %
Total	220.83	13.66 %

Branch *	MTD Sales L	Brand Share %
TKS2	11.56	13.33 %
NGR1	10.62	11.25 %
TUT1	10.60	5.61 %
KVT1	8.55	10.61 %
RPM1	7.51	11.05 %
RND1	6.48	11.86 %
PKD1	5.93	13.77 %
SDI1	4.20	13.62 %
TCN1	4.15	10.68 %
UDN1	3.68	11.72 %
MMT1	3.54	12.83 %
APK2	3.39	12.56 %
TUT2	3.35	4.68 %
ASM1	3.33	9.94 %
VNR2	3.30	5.99 %
SKD1	3.07	14.98 %
COL1	1.33	12.95 %
TVL2	0.93	5.61 %
VKM1	0.92	4.57 %
S2SD	0.54	5.51 %
WHTV		0.00 %
Total	220.83	13.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	85.50	18.66 %
Wash-Mac	42.51	16.49 %
Fridge	40.62	20.80 %
Air-Cond	19.29	6.84 %
W.Heater	4.54	19.59 %
D-Freez	1.34	63.09 %
Oven	1.19	16.46 %
W-Disp	1.04	57.73 %
Chimney	0.14	3.75 %
Total	196.15	15.93 %

Branch *	MTD Sales L	Brand Share %
CH03	20.21	15.16 %
CH15	13.22	9.42 %
CH24	10.37	14.85 %
CH12	9.74	10.76 %
CH21	9.42	15.00 %
CH44	4.35	11.07 %
CH09	4.31	7.88 %
MJR1	3.15	6.61 %
CH46	3.09	14.57 %
UKI1	2.78	14.22 %
CH36	2.69	14.92 %
CH27	0.84	5.65 %
CH32	0.70	7.99 %
CH01		0.00 %
MC06		0.00 %
Total	196.15	15.93 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	84.26	23.12 %
Fridge	41.27	19.59 %
Wash-Mac	34.76	12.85 %
Air-Cond	10.67	9.99 %
W.Heater	6.16	28.27 %
D-Freez	3.13	71.75 %
Oven	0.39	14.02 %
Chimney	0.25	3.20 %
W-Disp	0.07	13.59 %
Total	180.96	18.28 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.57	12.41 %
HSR2	7.60	13.19 %
HSR1	6.11	14.96 %
SLM2	4.26	10.63 %
KRI1	3.83	14.44 %
OML1	3.80	14.15 %
TRM1	3.58	14.93 %
EPI1	2.74	12.21 %
VKL1	2.20	13.49 %
PDR1	1.10	6.15 %
PMP1	1.03	6.83 %
WHPD	-0.12	2.46 %
Total	180.96	18.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	89.80	18.75 %
Wash-Mac	38.02	11.78 %
Fridge	36.60	13.59 %
Air-Cond	7.86	3.57 %
W.Heater	5.32	15.04 %
D-Freez	1.76	70.90 %
Oven	0.61	10.31 %
W-Disp	0.43	54.73 %
Chimney	0.24	4.14 %
Total	180.65	13.47 %

Branch *	MTD Sales L	Brand Share %
MDU1	20.16	12.68 %
DGL1	10.53	10.37 %
MDU2	9.30	10.25 %
MDU6	9.29	13.25 %
ATG1	6.55	13.83 %
MDU3	6.03	8.91 %
CBM1	5.14	14.17 %
TEN1	4.72	12.86 %
KRR1	4.67	13.03 %
TMM1	3.95	8.46 %
PNV2	3.80	9.88 %
MDU4	3.40	12.62 %
SVG1	2.93	8.97 %
DKI1	2.83	8.17 %
TEN2	2.60	8.32 %
KYK1	2.28	12.81 %
ADP1	1.69	9.00 %
PKM1	1.56	11.30 %
MPA1	1.42	4.92 %
SZSD	1.41	9.32 %
TDI1	1.02	7.06 %
BTU1	0.62	5.00 %
NTM1	0.33	2.38 %
CMR1	0.29	2.30 %
WHMD	-0.24	6.17 %
Total	180.65	13.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	86.67	18.32 %
Wash-Mac	30.79	12.16 %
Fridge	26.18	11.86 %
Air-Cond	17.73	6.24 %
W.Heater	5.81	17.57 %
D-Freez	0.85	66.69 %
W-Disp	0.44	67.42 %
Oven	0.24	5.43 %
Total	168.71	13.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	24.23	11.80 %
PBR2	14.18	14.54 %
KUM1	10.35	12.96 %
MVM1	10.26	12.98 %
TVR2	7.63	10.41 %
PTK1	6.59	13.13 %
TNJ2	6.13	9.93 %
TRY3	5.12	11.09 %
JKM1	3.91	12.73 %
TRY2	3.44	10.47 %
TVR1	3.20	11.33 %
TNJ1	3.17	4.15 %
TTP1	2.97	11.19 %
PBR1	1.63	8.31 %
APM1	1.06	6.98 %
TZSD	0.93	9.63 %
MSI1	0.64	2.87 %
ORU1	0.19	1.33 %
WTRZ	-0.48	8.85 %
Total	168.71	13.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	76.21	24.12 %
Fridge	26.91	19.00 %
Wash-Mac	22.28	13.55 %
Air-Cond	15.81	9.73 %
W.Heater	3.80	17.19 %
D-Freez	2.46	81.62 %
Oven	0.47	21.05 %
Chimney	0.46	23.40 %
W-Disp	0.38	61.56 %
Total	148.80	18.27 %

Branch *	MTD Sales L	Brand Share %
CDM1	7.38	14.99 %
VPM2	6.77	13.70 %
PRT1	5.23	15.35 %
TRK1	4.54	11.13 %
KML1	3.51	11.14 %
WHUT	-0.40	9.30 %
Total	148.80	18.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	72.02	22.38 %
Wash-Mac	25.37	13.89 %
Fridge	23.19	15.07 %
Air-Cond	11.30	9.64 %
W.Heater	5.00	25.48 %
D-Freez	3.49	60.43 %
Oven	0.78	22.53 %
Chimney	0.50	13.13 %
W-Disp	0.36	36.99 %
Total	142.01	17.55 %

Branch *	MTD Sales L	Brand Share %
KPM2	12.73	15.19 %
SBR1	9.29	13.47 %
VEL1	6.12	15.29 %
ARC2	4.77	10.55 %
TRL1	3.81	5.88 %
CPT1	1.50	10.47 %
BGR1		0.00 %
WHVL		0.00 %
Total	142.01	17.55 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	68.95	22.53 %
Fridge	33.80	17.56 %
Wash-Mac	25.65	10.09 %
Air-Cond	5.17	6.01 %
W.Heater	3.96	17.85 %
D-Freez	0.94	38.71 %
Chimney	0.84	9.44 %
Oven	0.84	13.61 %
W-Disp	0.52	39.47 %
Total	140.67	15.99 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.24	6.58 %
TPR2	6.20	13.99 %
TPR1	5.52	12.72 %
CBE6	5.20	14.08 %
CBE4	4.50	9.12 %
MPM1	3.16	13.27 %
TPR4	1.80	10.98 %
KGM1	1.70	13.36 %
KGI1	0.80	4.62 %
KMR1	0.72	1.45 %
WZSD	0.35	5.63 %
WHCB		0.00 %
Total	140.67	15.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.10	9.36 %
LED TV	1.81	5.76 %
Wash-Mac	1.69	8.94 %
D-Freez	1.43	85.02 %
Air-Cond	0.27	1.58 %
Oven	0.27	36.95 %
W.Heater	0.09	9.25 %
Total	7.67	8.20 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.83	6.16 %
PAS1	0.70	4.07 %
TVSD		0.00 %
WTVP		0.00 %
Total	7.67	8.20 %