

MTD Sales
1,789.43 L

Brand Share %
13.92 %

Information:

MTD : 01-07-2025 To 28-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.92 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	581.63	16.65 %
Air-Cond	414.97	10.61 %
Fridge	409.03	14.81 %
Wash-Mac	323.20	13.19 %
D-Freez	31.54	64.07 %
W.Heater	22.32	16.99 %
Oven	6.74	13.31 %
Total	1,789.43	13.92 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	257.69	12.72 %
SOUTH-01	253.42	11.88 %
CHENNAI-02	236.53	15.56 %
TRICHY-01	204.68	12.05 %
SOUTH-03	204.14	13.44 %
WEST-02	192.30	15.87 %
SOUTH ARCOT	158.99	16.53 %
NORTH ARCOT	147.51	18.28 %
WEST-01	120.38	13.84 %
KL-SOUTH	13.77	13.22 %
Total	1,789.43	13.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	75.27	9.32 %
LED TV	74.92	17.01 %
Fridge	54.21	13.39 %
Wash-Mac	44.40	13.28 %
D-Freez	4.29	74.34 %
W.Heater	3.09	12.57 %
Oven	1.51	18.78 %
Total	257.69	12.72 %

Branch *	MTD Sales L	Brand Share %
CH08	18.67	12.90 %
CH16	17.59	12.45 %
CH42	11.57	12.66 %
CH05	10.04	6.32 %
CH48	9.52	12.09 %
CH19	8.27	6.56 %
CH14	8.12	6.00 %
CH07	8.01	9.20 %
CH22	7.59	9.13 %
CH11	7.43	10.04 %
CH45	7.16	11.80 %
WHC3	5.63	7.98 %
KNR1	5.44	11.18 %
SKL1	5.41	13.13 %
CH29	1.72	7.64 %
TKM1	1.07	4.96 %
CH40	0.31	2.64 %
MC10	0.21	7.03 %
MC09		0.00 %
WCHN	-0.57	7.06 %
Total	257.69	12.72 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	83.75	14.30 %
Fridge	64.55	14.90 %
Air-Cond	54.89	8.37 %
Wash-Mac	41.89	9.93 %
D-Freez	5.45	58.72 %
W.Heater	2.22	11.50 %
Oven	0.67	7.73 %
Total	253.42	11.88 %

Branch *	MTD Sales L	Brand Share %
TVL1	18.34	9.82 %
TUT1	13.66	5.97 %
TKS2	11.19	13.84 %
MAR1	10.23	10.48 %
KVT1	10.00	8.13 %
TYI1	10.00	13.51 %
RPM1	9.73	12.81 %
TUT2	8.94	10.16 %
NGR1	8.21	6.82 %
VLY1	8.00	11.56 %
TCN1	6.27	13.71 %
VNR2	5.08	5.91 %
VNR1	4.68	12.43 %
SDI1	4.29	13.91 %
MMT1	3.68	11.50 %
TKY1	3.48	11.39 %
ASM1	2.75	10.55 %
TVL2	2.67	9.20 %
APK1	2.59	5.73 %
PKD1	2.35	3.51 %
ARM1	2.16	12.63 %
UDN1	0.45	0.89 %
S2SD	0.36	1.54 %
Total	253.42	11.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	75.88	13.63 %
LED TV	57.98	14.22 %
Wash-Mac	48.48	18.62 %
Fridge	47.33	17.36 %
D-Freez	2.77	77.36 %
W.Heater	2.55	18.71 %
Oven	1.55	28.96 %
Total	236.53	15.56 %

Branch *	MTD Sales L	Brand Share %
CH03	25.17	13.70 %
CH15	16.76	10.01 %
CH12	9.70	11.36 %
CH44	6.71	13.80 %
CH09	6.43	9.38 %
CH21	5.23	5.94 %
CH46	3.02	8.59 %
CH31	2.82	12.93 %
CH32	1.39	12.07 %
CH27	1.09	4.45 %
CH36	0.09	0.36 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	236.53	15.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	66.91	15.06 %
Air-Cond	58.21	9.15 %
Fridge	42.96	12.44 %
Wash-Mac	33.27	13.10 %
W.Heater	1.71	14.80 %
D-Freez	1.05	35.51 %
Oven	0.57	12.89 %
Total	204.68	12.05 %

Branch *	MTD Sales L	Brand Share %
TRY1	39.02	9.74 %
MVM1	10.40	10.56 %
TNJ2	9.12	10.22 %
TVR2	8.85	10.93 %
TNJ1	8.11	6.99 %
KUM1	6.39	6.24 %
TRY2	5.59	13.80 %
TRY3	4.76	12.02 %
NCK1	1.91	13.42 %
JKM1	1.34	3.32 %
APM1	1.15	5.58 %
TTP1	0.86	2.77 %
MSI1	0.37	1.55 %
TZSD	0.36	2.27 %
WTRZ		0.00 %
Total	204.68	12.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	60.94	14.36 %
Air-Cond	50.74	11.96 %
Fridge	47.85	13.92 %
Wash-Mac	37.78	12.68 %
D-Freez	5.05	69.87 %
W.Heater	1.52	9.80 %
Oven	0.26	4.63 %
Total	204.14	13.44 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.36	6.86 %
DGL1	14.19	11.82 %
MDU2	11.69	10.89 %
MDU6	9.49	13.22 %
ATG1	8.40	12.47 %
CBM1	7.39	12.01 %
TMM1	6.13	9.44 %
KKD2	4.61	10.33 %
MPA1	3.53	11.65 %
PNV1	3.34	11.95 %
TEN2	2.52	6.62 %
KRR1	2.44	7.81 %
DKI1	1.98	4.46 %
BNR1	1.24	6.03 %
SZSD	0.96	3.74 %
CMR1	0.61	6.87 %
TEN1	0.26	0.97 %
MDWH		0.00 %
NTM1		0.00 %
WHMD		0.00 %
Total	204.14	13.44 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	75.63	18.68 %
Fridge	53.78	16.61 %
Wash-Mac	40.98	13.37 %
Air-Cond	15.19	9.70 %
W.Heater	3.68	32.21 %
D-Freez	2.71	88.61 %
Oven	0.34	6.11 %
Total	192.30	15.87 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.63	12.26 %
ERD1	7.21	10.65 %
RSP1	6.68	11.93 %
SLM3	4.16	9.94 %
SLM2	3.79	7.51 %
TRM1	3.40	9.61 %
KRI1	3.26	10.59 %
DPR1	3.05	13.26 %
EDP1	2.14	9.76 %
DPR2	1.91	9.99 %
WZWH	1.79	6.99 %
PLC1	1.36	5.36 %
SGG1	0.42	3.68 %
WHKP		0.00 %
WHPD		0.00 %
Total	192.30	15.87 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	59.77	25.39 %
Air-Cond	43.09	12.61 %
Fridge	30.97	14.83 %
Wash-Mac	20.98	13.15 %
D-Freez	2.53	59.78 %
W.Heater	1.26	14.27 %
Oven	0.39	11.87 %
Total	158.99	16.53 %

Branch *	MTD Sales L	Brand Share %
POY1	16.54	13.49 %
CUD1	10.51	12.22 %
CDM1	7.26	12.37 %
ULP1	4.88	8.93 %
WHNV		0.00 %
WHUT		0.00 %
Total	158.99	16.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	55.45	23.66 %
Air-Cond	32.60	14.51 %
Fridge	29.68	16.69 %
Wash-Mac	21.86	14.64 %
D-Freez	4.71	57.88 %
W.Heater	2.67	26.26 %
Oven	0.55	19.58 %
Total	147.51	18.28 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.46	10.76 %
TRL1	5.13	8.76 %
SBR1	5.07	9.92 %
BGR1	0.63	3.30 %
CGM1	0.46	2.12 %
NASD		0.00 %
Total	147.51	18.28 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	42.57	14.70 %
Fridge	33.61	15.11 %
Wash-Mac	31.80	12.83 %
Air-Cond	5.95	7.05 %
W.Heater	3.63	22.70 %
D-Freez	1.92	63.37 %
Oven	0.90	14.65 %
Total	120.38	13.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.26	4.11 %
AVI1	3.15	13.92 %
CBE6	2.92	9.22 %
KMR1	2.11	7.17 %
PPI1	1.92	11.61 %
SYM2	1.86	9.84 %
WZSD	1.78	10.81 %
ANR1	1.06	9.69 %
KGI1	0.68	5.85 %
CNR1	0.63	4.91 %
MPM1	0.26	1.02 %
WHCB		0.00 %
Total	120.38	13.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.09	13.71 %
LED TV	3.71	13.92 %
Air-Cond	3.14	12.49 %
Wash-Mac	1.76	9.08 %
D-Freez	1.06	54.15 %
Total	13.77	13.22 %

Branch *	MTD Sales L	Brand Share %
TVP1	10.51	12.82 %
WTVP		0.00 %
Total	13.77	13.22 %