

MTD Sales
2,251.91 L

Brand Share %
15.08 %

Information:

MTD : 01-08-2025 To 28-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.08 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	855.98	18.96 %
Fridge	587.55	18.17 %
Wash-Mac	430.84	14.20 %
Air-Cond	305.99	8.01 %
W.Heater	32.32	15.29 %
D-Freez	29.79	59.63 %
Oven	7.61	11.81 %
W-Disp	1.83	16.67 %
Total	2,251.91	15.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	314.50	12.73 %
CHENNAI-01	303.31	13.97 %
TRICHY-01	266.37	13.55 %
CHENNAI-02	265.08	15.41 %
SOUTH-03	257.50	15.08 %
WEST-02	238.09	17.09 %
SOUTH ARCOT	219.57	17.88 %
NORTH ARCOT	205.09	20.96 %
WEST-01	170.48	14.95 %
KL-SOUTH	11.92	7.33 %
Total	2,251.91	15.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	113.52	15.80 %
Fridge	90.93	17.18 %
Wash-Mac	61.75	12.46 %
Air-Cond	39.57	5.85 %
D-Freez	5.28	53.74 %
W.Heater	2.72	10.14 %
Oven	0.74	6.18 %
Total	314.50	12.73 %

Branch *	MTD Sales L	Brand Share %
TVL1	34.41	13.44 %
TUT1	22.00	7.81 %
KVT1	14.54	11.26 %
NGR1	13.24	7.64 %
RPM1	12.92	14.08 %
TKS2	10.76	10.57 %
VNR2	10.21	9.08 %
TUT2	8.83	9.67 %
RND1	8.72	9.77 %
TCN1	7.88	12.50 %
MAR1	6.37	9.91 %
PKD1	4.86	7.53 %
APK1	4.68	9.00 %
TKY1	4.67	12.54 %
TYI1	4.12	10.80 %
STU2	4.07	13.65 %
TVL2	3.88	12.44 %
VNR1	3.65	12.24 %
MMT1	2.47	8.47 %
UDN1	2.11	5.63 %
ARM1	1.77	10.31 %
APK2	1.07	7.09 %
ASM1	0.93	2.28 %
S2SD		0.00 %
WHTV		0.00 %
Total	314.50	12.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	105.88	19.32 %
Fridge	65.07	16.23 %
Air-Cond	64.79	8.45 %
Wash-Mac	57.22	14.43 %
W.Heater	4.20	10.74 %
D-Freez	3.92	61.96 %
Oven	1.62	14.89 %
W-Disp	0.61	19.51 %
Total	303.31	13.97 %

Branch *	MTD Sales L	Brand Share %
CH16	23.57	14.68 %
CH08	16.23	11.94 %
CH14	15.88	11.02 %
CH45	11.17	14.64 %
CH07	10.68	11.91 %
CH19	9.19	7.21 %
CGL1	8.28	12.18 %
SKL1	7.55	14.26 %
CH22	6.70	9.64 %
CH11	6.42	6.23 %
CH05	4.37	2.96 %
TKM1	3.89	12.39 %
KNR1	1.79	4.54 %
CH40	0.30	1.58 %
WHC3	0.12	1.01 %
CH29		0.00 %
MC02		0.00 %
Total	303.31	13.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	116.40	19.78 %
Fridge	70.89	15.91 %
Wash-Mac	38.78	11.91 %
Air-Cond	33.59	5.94 %
W.Heater	4.52	15.47 %
D-Freez	1.87	35.83 %
Oven	0.31	5.47 %
Total	266.37	13.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	37.79	12.96 %
MDI1	16.63	14.92 %
KUM1	13.08	9.70 %
TNJ2	10.37	10.30 %
TVR2	8.87	7.68 %
NGT1	8.82	13.25 %
TRY3	7.26	11.78 %
TNJ1	6.66	5.88 %
JKM1	6.41	11.30 %
TYR1	6.39	12.52 %
ORU1	4.76	13.31 %
APM1	4.11	14.95 %
PBR1	3.21	9.04 %
MSI1	1.94	5.40 %
TTP1	0.44	0.85 %
TZSD		0.00 %
Total	266.37	13.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	84.94	16.98 %
Fridge	70.70	22.68 %
Wash-Mac	54.10	16.48 %
Air-Cond	47.19	8.61 %
W.Heater	4.39	22.29 %
D-Freez	2.12	85.47 %
Oven	1.42	15.94 %
W-Disp	0.23	16.71 %
Total	265.08	15.41 %

Branch *	MTD Sales L	Brand Share %
CH15	22.02	12.68 %
CH03	21.65	11.60 %
CH12	11.35	9.58 %
CH21	10.82	9.64 %
CH06	9.13	11.54 %
CH33	8.28	13.14 %
CH17	5.76	12.89 %
CH44	4.03	7.37 %
UKI1	4.01	10.57 %
CH31	3.32	13.13 %
CH27	1.19	4.07 %
CH32	0.99	6.63 %
CH36	0.30	0.97 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	265.08	15.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	89.09	17.22 %
Fridge	74.64	18.23 %
Wash-Mac	53.13	14.36 %
Air-Cond	33.03	8.80 %
D-Freez	3.66	65.00 %
W.Heater	3.35	14.46 %
Oven	0.60	11.99 %
Total	257.50	15.08 %

Branch *	MTD Sales L	Brand Share %
MDU1	25.86	11.51 %
MDU2	17.46	14.67 %
DGL1	16.24	12.34 %
MDU6	11.05	12.47 %
ATG1	9.42	12.67 %
TMM1	5.96	11.27 %
MDU3	5.19	12.09 %
TEN2	4.30	11.13 %
KRR1	3.45	10.06 %
BTU1	3.14	14.18 %
MPA1	2.90	7.57 %
BNR1	2.38	8.79 %
DKI1	2.18	4.26 %
KYK1	0.95	3.62 %
CMR1	0.77	5.30 %
TEN1	0.51	1.24 %
NTM1	0.11	0.55 %
SZSD		0.00 %
WHMD		0.00 %
Total	257.50	15.08 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	95.49	19.60 %
Fridge	68.74	20.45 %
Wash-Mac	50.13	14.65 %
Air-Cond	15.35	7.72 %
W.Heater	4.79	24.83 %
D-Freez	2.34	73.66 %
Oven	1.10	19.35 %
W-Disp	0.15	22.41 %
Total	238.09	17.09 %

Branch *	MTD Sales L	Brand Share %
ERD1	14.15	13.89 %
SLM1	13.54	11.73 %
HSR2	11.94	14.63 %
HSR1	9.20	14.27 %
KRI1	6.24	12.88 %
SLM2	6.15	11.38 %
SLM3	4.44	7.51 %
KVP1	4.25	13.21 %
TRM1	3.87	10.04 %
EDP1	2.23	9.04 %
PMP1	2.05	10.79 %
SGG1	1.60	11.14 %
PLC1	0.74	2.98 %
WHPD		0.00 %
WZWH		0.00 %
Total	238.09	17.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	94.41	25.23 %
Fridge	48.82	18.63 %
Wash-Mac	38.97	15.83 %
Air-Cond	29.94	9.43 %
D-Freez	4.38	61.36 %
W.Heater	2.01	11.28 %
W-Disp	0.61	72.91 %
Oven	0.44	16.64 %
Total	219.57	17.88 %

Branch *	MTD Sales L	Brand Share %
POY1	20.74	13.91 %
CUD1	14.58	13.43 %
CDM1	11.34	13.61 %
SJI1	6.98	14.55 %
KML1	1.94	4.97 %
WHNV		0.00 %
WHUT		0.00 %
Total	219.57	17.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	85.64	27.15 %
Fridge	44.30	20.15 %
Wash-Mac	34.59	17.92 %
Air-Cond	33.11	14.74 %
D-Freez	4.04	76.68 %
W.Heater	3.22	21.14 %
Oven	0.18	4.45 %
Total	205.09	20.96 %

Branch *	MTD Sales L	Brand Share %
VEL1	7.89	13.63 %
TRL1	7.00	8.98 %
CGM1	0.67	2.23 %
BGR1	0.13	0.69 %
Total	205.09	20.96 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	67.62	16.42 %
Fridge	47.64	17.65 %
Wash-Mac	41.10	13.47 %
Air-Cond	7.91	6.56 %
W.Heater	3.11	15.46 %
D-Freez	1.72	48.63 %
Oven	1.14	14.16 %
W-Disp	0.23	18.33 %
Total	170.48	14.95 %

Branch *	MTD Sales L	Brand Share %
CBE2	17.23	8.84 %
TPR1	6.70	14.49 %
CBE6	6.63	13.93 %
KMR1	4.63	5.12 %
KMD1	3.33	13.62 %
CNR1	2.21	13.32 %
KGI1	1.67	9.23 %
MPM1	1.17	3.12 %
TPR4	1.16	5.04 %
ANR1	1.04	10.27 %
KGM1	0.79	5.43 %
WHCB		0.00 %
WZSD		0.00 %
Total	170.48	14.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.84	12.06 %
LED TV	3.00	5.74 %
Air-Cond	1.52	5.50 %
Wash-Mac	1.07	3.52 %
D-Freez	0.45	33.66 %
Oven	0.05	3.45 %
Total	11.92	7.33 %

Branch *	MTD Sales L	Brand Share %
TVP1	6.60	7.02 %
PAS1	2.73	7.61 %
KLR1	2.59	7.93 %
Total	11.92	7.33 %