

MTD Sales
1,505.57 L

Brand Share %
13.53 %

Information:

MTD : 01-09-2025 To 28-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.53 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	610.09	17.00 %
Fridge	309.57	14.60 %
Wash-Mac	300.67	15.04 %
Air-Cond	214.73	6.88 %
D-Freez	32.33	64.64 %
W.Heater	24.57	15.34 %
Oven	8.10	20.12 %
W-Disp	5.03	46.48 %
Chimney	0.48	1.22 %
Total	1,505.57	13.53 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	225.11	10.52 %
CHENNAI-01	215.28	13.18 %
CHENNAI-02	191.04	14.38 %
SOUTH-03	174.26	13.51 %
WEST-02	158.90	16.39 %
SOUTH ARCOT	147.27	18.31 %
TRICHY-01	132.93	10.89 %
WEST-01	130.31	15.11 %
NORTH ARCOT	111.47	16.16 %
KL-SOUTH	19.00	10.04 %
Total	1,505.57	13.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	79.15	12.22 %
Fridge	58.49	15.12 %
Air-Cond	40.52	5.66 %
Wash-Mac	37.62	11.04 %
D-Freez	7.42	55.91 %
W.Heater	1.05	5.08 %
Oven	0.62	9.20 %
W-Disp	0.22	24.16 %
Total	225.11	10.52 %

Branch *	MTD Sales L	Brand Share %
TVL1	37.19	12.62 %
KVT1	16.10	9.50 %
RPM1	12.08	9.75 %
TUT1	10.36	4.72 %
NGR1	7.59	6.82 %
TKS2	6.50	10.40 %
TUT2	4.64	4.68 %
TYI1	4.03	10.07 %
MAR1	4.02	5.51 %
APK1	3.11	9.96 %
VKM1	3.05	12.46 %
TCN1	3.02	6.65 %
PKD1	2.90	7.09 %
VNR2	2.78	3.83 %
STU2	2.38	11.71 %
TVL2	2.14	9.48 %
MMT1	2.04	7.22 %
APK2	1.78	7.61 %
KGL1	1.77	11.12 %
UDN1	0.96	2.96 %
TKY1	0.95	3.61 %
ARM1	0.91	7.50 %
S2SD	0.46	1.88 %
ASM1	0.30	1.18 %
Total	225.11	10.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	79.56	17.09 %
Wash-Mac	47.46	16.00 %
Air-Cond	39.28	7.36 %
Fridge	39.23	13.70 %
D-Freez	4.05	60.63 %
W.Heater	3.13	9.88 %
Oven	1.87	26.52 %
W-Disp	0.53	27.12 %
Chimney	0.18	4.96 %
Total	215.28	13.18 %

Branch *	MTD Sales L	Brand Share %
CH16	13.79	11.39 %
CH08	12.36	11.01 %
CH42	10.14	12.46 %
CH07	8.16	11.07 %
WHC3	6.79	8.51 %
CH48	6.13	9.95 %
CH11	5.80	8.69 %
CH19	5.30	6.01 %
CH30	5.07	9.13 %
CH05	3.60	3.71 %
KNR1	2.40	8.00 %
CGL1	1.54	5.68 %
CH29		0.00 %
CH40		0.00 %
Total	215.28	13.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	71.39	17.61 %
Wash-Mac	46.83	20.84 %
Fridge	32.92	16.96 %
Air-Cond	31.20	6.57 %
W.Heater	3.24	19.58 %
Oven	2.30	41.67 %
D-Freez	1.73	55.90 %
W-Disp	1.43	68.60 %
Total	191.04	14.38 %

Branch *	MTD Sales L	Brand Share %
CH03	17.50	12.16 %
CH15	13.53	9.32 %
CH18	10.00	12.11 %
CH21	8.85	10.19 %
CH12	8.76	9.83 %
CH09	5.64	12.16 %
CH44	4.03	10.65 %
CH17	3.41	8.99 %
CH31	2.21	10.08 %
CH27	1.68	8.25 %
CH36	0.96	4.81 %
CH32	0.49	4.80 %
MC06	0.47	4.94 %
CH46	0.30	1.38 %
CH01		0.00 %
Total	191.04	14.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	65.47	15.63 %
Fridge	40.06	13.77 %
Wash-Mac	32.66	13.73 %
Air-Cond	27.93	8.95 %
D-Freez	4.23	73.35 %
W.Heater	3.19	21.50 %
Oven	0.50	12.51 %
W-Disp	0.22	35.38 %
Total	174.26	13.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.16	10.39 %
DGL1	9.80	11.88 %
KKD3	8.70	9.86 %
MDU6	7.61	12.49 %
MDU2	6.62	8.38 %
TEN2	3.37	11.98 %
PNV1	2.41	12.49 %
TMM1	2.32	5.48 %
KRR1	2.31	10.35 %
MPA1	2.15	6.14 %
BNR1	1.87	9.05 %
MDU4	1.77	5.99 %
TEN1	1.37	4.91 %
DKI1	0.89	2.40 %
SZSD	0.74	3.17 %
BTU1	0.57	4.81 %
CMR1	0.50	5.59 %
NTM1	0.12	0.61 %
Total	174.26	13.51 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	69.38	19.95 %
Wash-Mac	38.45	16.89 %
Fridge	29.49	13.99 %
Air-Cond	14.61	9.59 %
W.Heater	3.92	24.52 %
D-Freez	1.78	73.69 %
W-Disp	0.76	91.72 %
Oven	0.34	11.46 %
Chimney	0.18	1.99 %
Total	158.90	16.39 %

Branch *	MTD Sales L	Brand Share %
SLM1	8.04	10.69 %
HSR2	7.52	11.04 %
ERD1	6.52	11.58 %
SLM3	4.43	12.38 %
HSR1	4.21	9.25 %
TRM1	3.36	8.78 %
KRI1	2.53	11.35 %
HRR1	1.31	11.18 %
WZWH	1.02	4.03 %
Total	158.90	16.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	66.70	24.35 %
Fridge	26.35	17.93 %
Wash-Mac	26.35	19.63 %
Air-Cond	20.18	8.86 %
D-Freez	4.06	76.29 %
W.Heater	2.68	23.59 %
Oven	0.46	26.39 %
W-Disp	0.38	54.18 %
Chimney	0.12	5.31 %
Total	147.27	18.31 %

Branch *	MTD Sales L	Brand Share %
NVL2	5.42	13.52 %
TVM2	1.50	10.34 %
KML1	1.45	6.29 %
WHNV		0.00 %
Total	147.27	18.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	58.24	14.71 %
Fridge	26.19	11.19 %
Wash-Mac	23.01	12.59 %
Air-Cond	20.27	5.35 %
W.Heater	2.57	13.29 %
D-Freez	1.87	59.44 %
W-Disp	0.68	63.12 %
Oven	0.11	4.93 %
Total	132.93	10.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	21.35	8.17 %
MVM1	7.83	12.25 %
PTK1	7.17	12.69 %
TNJ2	6.88	11.05 %
KUM1	6.20	7.80 %
NGT1	5.49	11.45 %
TVR2	2.94	4.91 %
TRY3	2.91	9.67 %
JKM1	2.89	10.80 %
TNJ1	2.21	2.97 %
PBR1	2.19	11.32 %
TRY2	1.52	6.61 %
ORU1	1.37	6.72 %
TTP1	1.07	4.75 %
TZSD	1.03	6.38 %
APM1	0.89	5.57 %
MSI1	0.40	1.62 %
Total	132.93	10.89 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	56.86	17.78 %
Wash-Mac	29.86	15.03 %
Fridge	29.45	15.83 %
Air-Cond	7.48	6.01 %
D-Freez	3.41	68.75 %
W.Heater	2.46	14.82 %
Oven	0.56	9.97 %
W-Disp	0.22	20.20 %
Total	130.31	15.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.95	7.12 %
TPR2	5.58	11.79 %
TPR1	5.28	12.12 %
CBE6	3.29	10.16 %
KMR1	2.30	4.94 %
SUL1	2.07	9.31 %
TPR4	0.92	7.17 %
MPM1	0.81	2.61 %
KGI1	0.65	5.03 %
WZSD	0.48	2.56 %
KGM1	0.36	2.29 %
Total	130.31	15.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	56.26	23.29 %
Fridge	20.33	15.42 %
Wash-Mac	16.96	13.60 %
Air-Cond	11.11	6.59 %
D-Freez	3.00	71.15 %
W.Heater	2.26	18.94 %
Oven	0.95	31.77 %
W-Disp	0.60	40.18 %
Total	111.47	16.16 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.58	10.11 %
TRL1	6.40	11.22 %
VEL1	3.66	9.61 %
CGM1	1.30	3.17 %
CPT1	1.29	9.32 %
BGR1	0.30	2.15 %
NASD		0.00 %
Total	111.47	16.16 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	7.09	9.69 %
Fridge	7.05	13.63 %
Air-Cond	2.15	7.16 %
Wash-Mac	1.48	4.84 %
D-Freez	0.79	68.06 %
Oven	0.38	29.70 %
W.Heater	0.07	6.22 %
Total	19.00	10.04 %

Branch *	MTD Sales L	Brand Share %
TVP1	9.28	8.03 %
KLR1	2.85	9.74 %
Total	19.00	10.04 %