

MTD Sales
3,518.90 L

Brand Share %
15.80 %

Information:

MTD : 01-10-2025 To 28-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.80 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,793.80	19.15 %
Fridge	707.03	16.25 %
Wash-Mac	663.41	14.61 %
Air-Cond	232.31	6.66 %
W.Heater	64.30	20.76 %
D-Freez	34.96	73.92 %
Oven	11.55	16.12 %
W-Disp	6.72	59.58 %
Chimney	4.80	6.08 %
Total	3,518.90	15.80 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	520.61	18.06 %
SOUTH-03	495.73	15.21 %
SOUTH-01	457.42	12.52 %
CHENNAI-01	394.52	15.28 %
TRICHY-01	383.51	14.87 %
CHENNAI-02	354.44	16.70 %
WEST-01	317.44	15.42 %
NORTH ARCOT	298.54	19.99 %
SOUTH ARCOT	282.83	18.89 %
KL-SOUTH	13.85	10.03 %
Total	3,518.90	15.80 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	270.99	20.74 %
Fridge	111.93	17.94 %
Wash-Mac	103.99	15.34 %
Air-Cond	18.32	8.47 %
W.Heater	8.83	32.49 %
D-Freez	4.23	76.40 %
Oven	1.18	15.74 %
Chimney	0.86	5.01 %
W-Disp	0.28	54.80 %
Total	520.61	18.06 %

Branch *	MTD Sales L	Brand Share %
SLM1	35.44	13.14 %
ERD1	26.27	13.71 %
HSR2	20.61	13.61 %
SLM3	19.53	14.30 %
SLM2	16.90	15.30 %
KRI1	8.47	12.33 %
KVP1	6.02	11.33 %
PDR1	4.70	10.81 %
APN1	3.55	7.27 %
PMP1	2.42	5.76 %
WZWH	1.14	10.74 %
WHKP		0.00 %
Total	520.61	18.06 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	240.47	18.00 %
Fridge	117.52	16.43 %
Wash-Mac	97.78	14.34 %
Air-Cond	24.31	5.37 %
W.Heater	8.68	20.35 %
D-Freez	4.68	75.73 %
Oven	1.09	11.74 %
Chimney	0.77	6.03 %
W-Disp	0.42	41.46 %
Total	495.73	15.21 %

Branch *	MTD Sales L	Brand Share %
MDU1	48.38	10.38 %
DGL1	42.41	13.37 %
MDU2	27.88	12.28 %
KRR1	12.31	10.90 %
ATG1	12.27	13.16 %
MPA1	12.15	14.48 %
TMM1	11.95	10.61 %
SVG1	8.94	11.73 %
MDU4	8.77	14.53 %
TEN1	7.43	9.25 %
TEN2	6.58	8.33 %
DKI1	5.70	7.27 %
CMR1	2.03	6.48 %
NTM1	1.56	3.64 %
SZSD	0.30	2.16 %
WHMD	-0.24	11.92 %
Total	495.73	15.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	203.89	14.29 %
Fridge	101.63	14.34 %
Wash-Mac	94.73	12.82 %
Air-Cond	41.99	5.96 %
D-Freez	6.36	67.80 %
W.Heater	5.69	12.57 %
Oven	1.37	11.57 %
W-Disp	0.98	65.11 %
Chimney	0.77	11.12 %
Total	457.42	12.52 %

Branch *	MTD Sales L	Brand Share %
TVL1	43.38	13.60 %
RPM1	22.01	12.90 %
TUT1	21.21	4.80 %
TKS2	21.09	15.14 %
NGR1	19.91	8.83 %
KVT1	19.27	10.24 %
TCN1	13.59	15.49 %
PKD1	12.35	10.40 %
SVK1	11.93	9.19 %
VNR2	11.32	7.27 %
APK1	10.78	12.80 %
TUT2	9.53	6.16 %
STU2	7.15	14.47 %
TYI1	6.51	13.09 %
MMT1	6.28	11.36 %
SKD1	5.78	13.35 %
TKY1	4.32	7.54 %
KGL1	3.16	7.88 %
ASM1	3.01	5.70 %
UDN1	2.99	5.81 %
TVL2	2.58	7.22 %
VKM1	1.92	4.30 %
COL1	0.56	4.15 %
S2SD	0.10	0.47 %
WHTV	-0.06	5.38 %
Total	457.42	12.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	197.88	20.14 %
Wash-Mac	71.98	14.13 %
Fridge	70.21	15.04 %
Air-Cond	37.39	6.80 %
W.Heater	8.60	18.52 %
D-Freez	3.84	73.11 %
Oven	2.41	23.96 %
W-Disp	1.68	54.31 %
Chimney	0.53	6.96 %
Total	394.52	15.28 %

Branch *	MTD Sales L	Brand Share %
CH14	28.07	15.02 %
CH16	25.27	13.04 %
CH08	21.94	12.59 %
CH05	15.76	9.63 %
CH48	10.63	10.07 %
CH11	10.21	13.09 %
CZWH	8.59	13.67 %
KNR1	7.89	12.28 %
CH19	7.82	5.55 %
CH22	6.62	8.75 %
CGL1	4.98	8.71 %
WHC3	1.84	7.72 %
CH29	0.15	1.05 %
CH40		0.00 %
MC09		0.00 %
WCHN	-2.09	14.31 %
Total	394.52	15.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	224.41	19.32 %
Fridge	63.46	13.38 %
Wash-Mac	57.14	13.57 %
Air-Cond	26.78	5.78 %
W.Heater	5.71	14.24 %
D-Freez	4.73	83.59 %
Oven	0.59	8.51 %
W-Disp	0.35	68.39 %
Chimney	0.35	6.74 %
Total	383.51	14.87 %

Branch *	MTD Sales L	Brand Share %
TRY1	49.98	13.25 %
TNJ2	19.45	13.41 %
MDI1	15.64	15.45 %
TVR2	14.44	11.57 %
KUM1	13.06	9.28 %
TRY3	12.96	14.16 %
JKM1	11.80	14.32 %
PBR1	8.61	15.45 %
TNJ1	7.72	4.50 %
TTP1	4.05	8.09 %
ORU1	0.69	1.79 %
APM1	0.59	2.10 %
TZSD	0.17	1.73 %
MSI1		0.00 %
WTRZ	-0.91	13.99 %
Total	383.51	14.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	155.71	18.02 %
Wash-Mac	79.04	19.06 %
Fridge	71.84	20.11 %
Air-Cond	35.01	7.93 %
W.Heater	7.76	27.27 %
Oven	1.98	22.89 %
D-Freez	1.35	84.93 %
W-Disp	1.24	64.43 %
Chimney	0.51	12.17 %
Total	354.44	16.70 %

Branch *	MTD Sales L	Brand Share %
CH03	30.94	13.48 %
CH15	24.23	10.97 %
CH12	17.76	11.63 %
MJR1	14.50	14.87 %
CH09	13.76	15.07 %
CH21	12.59	10.02 %
CH44	9.77	14.51 %
UKI1	7.39	14.63 %
CH46	6.50	15.58 %
CH31	4.40	15.43 %
CH27	3.29	12.25 %
CH36	2.53	9.69 %
CH32	0.68	7.76 %
MC06	0.27	4.51 %
CH01	0.12	2.61 %
MC05		0.00 %
Total	354.44	16.70 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	169.10	18.71 %
Fridge	69.48	16.41 %
Wash-Mac	63.14	12.37 %
W.Heater	5.92	21.79 %
Air-Cond	5.42	3.29 %
D-Freez	2.43	70.46 %
Oven	0.94	12.09 %
W-Disp	0.57	70.28 %
Chimney	0.43	2.51 %
Total	317.44	15.42 %

Branch *	MTD Sales L	Brand Share %
CBE2	19.40	5.25 %
TPR2	19.33	14.96 %
CBE4	11.32	12.46 %
SUL1	7.68	12.19 %
MPM1	7.46	10.42 %
CBE6	7.45	10.48 %
TPR4	4.46	11.13 %
KMR1	3.08	2.64 %
KGI1	2.60	8.29 %
WZSD	0.28	2.49 %
Total	317.44	15.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	164.29	24.57 %
Wash-Mac	54.14	17.98 %
Fridge	48.59	18.41 %
Air-Cond	20.98	9.48 %
W.Heater	6.39	25.61 %
D-Freez	1.50	47.04 %
Oven	1.09	24.61 %
W-Disp	0.98	75.33 %
Chimney	0.58	12.03 %
Total	298.54	19.99 %

Branch *	MTD Sales L	Brand Share %
KPM2	20.17	10.92 %
TRR1	11.14	12.15 %
TRL1	7.24	7.20 %
CGM1	1.62	4.69 %
BGR1	0.78	2.33 %
WHVL	-0.11	7.28 %
Total	298.54	19.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	161.00	24.11 %
Fridge	50.04	17.65 %
Wash-Mac	40.42	15.19 %
Air-Cond	19.42	8.04 %
W.Heater	6.56	24.80 %
D-Freez	4.34	87.58 %
Oven	0.85	22.32 %
W-Disp	0.21	41.63 %
Total	282.83	18.89 %

Branch *	MTD Sales L	Brand Share %
POY1	22.85	15.56 %
CUD1	17.93	13.68 %
KKI2	16.59	14.87 %
SJI2	16.55	13.60 %
CDM1	16.45	15.38 %
NVL2	14.20	14.57 %
KML1	5.72	12.98 %
SJI1		0.00 %
WHUT	-0.47	15.11 %
Total	282.83	18.89 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.06	12.08 %
Air-Cond	2.70	9.00 %
Fridge	2.33	6.76 %
D-Freez	1.51	71.45 %
Wash-Mac	1.05	5.59 %
W.Heater	0.16	15.98 %
Oven	0.05	3.42 %
Total	13.85	10.03 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.77	9.95 %
KLR1	3.19	14.57 %
PAS1	1.90	6.84 %
TVSD		0.00 %
WTVP		0.00 %
Total	13.85	10.03 %