

MTD Sales
1,740.23 L

Brand Share %
15.30 %

Information:

MTD : 01-11-2025 To 28-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.30 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	798.46	19.46 %
Fridge	355.94	16.68 %
Wash-Mac	328.40	12.61 %
Air-Cond	168.12	7.98 %
W.Heater	46.82	16.89 %
D-Freez	25.88	70.89 %
Oven	8.11	15.55 %
W-Disp	4.85	41.91 %
Chimney	3.64	7.47 %
Total	1,740.23	15.30 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	265.27	16.03 %
SOUTH-01	229.45	13.58 %
CHENNAI-02	226.06	15.81 %
SOUTH-03	188.80	13.50 %
WEST-02	188.66	17.84 %
TRICHY-01	178.80	13.17 %
SOUTH ARCOT	162.21	17.88 %
NORTH ARCOT	149.04	17.28 %
WEST-01	144.03	15.66 %
KL-SOUTH	7.92	8.22 %
Total	1,740.23	15.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	121.78	22.60 %
Fridge	53.34	17.74 %
Wash-Mac	51.10	13.60 %
Air-Cond	25.43	6.81 %
W.Heater	5.70	12.44 %
D-Freez	4.60	80.05 %
Oven	1.83	23.15 %
W-Disp	0.81	31.65 %
Chimney	0.68	16.61 %
Total	265.27	16.03 %

Branch *	MTD Sales L	Brand Share %
CH08	14.69	14.65 %
CH42	13.68	12.68 %
CH14	9.15	11.67 %
CH19	7.53	8.26 %
CH05	7.20	6.16 %
CH48	6.51	9.54 %
CGL1	5.16	13.11 %
CZWH	4.27	10.78 %
TKM1	3.13	13.68 %
CH29		0.00 %
CH40		0.00 %
WCHN	-1.34	5.35 %
Total	265.27	16.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	87.71	15.06 %
Fridge	60.49	18.11 %
Wash-Mac	44.35	11.28 %
Air-Cond	25.30	8.02 %
W.Heater	5.21	12.63 %
D-Freez	4.20	75.38 %
Oven	1.15	12.79 %
W-Disp	0.66	35.51 %
Chimney	0.37	5.97 %
Total	229.45	13.58 %

Branch *	MTD Sales L	Brand Share %
TKS2	11.78	13.16 %
NGR1	11.19	11.21 %
TUT1	10.60	5.44 %
KVT1	8.69	10.26 %
RPM1	8.02	11.15 %
RND1	6.48	11.82 %
PKD1	5.96	13.56 %
SDI1	4.32	13.23 %
TCN1	4.19	10.32 %
MMT1	3.84	13.34 %
APK2	3.72	13.12 %
UDN1	3.68	11.49 %
VNR2	3.47	6.06 %
TUT2	3.35	4.60 %
ASM1	3.33	9.66 %
COL1	1.33	12.95 %
TVL2	0.93	5.53 %
VKM1	0.92	4.52 %
S2SD	0.54	5.51 %
WHTV		0.00 %
Total	229.45	13.58 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	93.27	17.21 %
Wash-Mac	45.97	15.87 %
Fridge	45.57	20.77 %
Air-Cond	32.53	9.66 %
W.Heater	4.66	18.23 %
D-Freez	1.53	59.69 %
Oven	1.30	16.00 %
W-Disp	1.10	56.62 %
Chimney	0.14	3.42 %
Total	226.06	15.81 %

Branch *	MTD Sales L	Brand Share %
CH03	22.82	14.30 %
CH15	16.79	10.48 %
CH12	11.43	10.96 %
CH21	10.26	13.11 %
CH44	5.04	11.32 %
CH09	4.85	7.97 %
MJR1	3.45	6.22 %
CH46	3.09	13.22 %
UKI1	3.07	14.26 %
CH36	2.91	14.11 %
CH27	1.14	6.70 %
CH32	0.70	7.18 %
CH01		0.00 %
MC06		0.00 %
Total	226.06	15.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	93.76	18.81 %
Wash-Mac	39.52	11.86 %
Fridge	37.70	13.61 %
Air-Cond	9.16	3.88 %
W.Heater	5.62	14.70 %
D-Freez	1.76	67.52 %
Oven	0.61	10.15 %
W-Disp	0.43	54.73 %
Chimney	0.24	3.69 %
Total	188.80	13.50 %

Branch *	MTD Sales L	Brand Share %
MDU1	20.40	12.23 %
DGL1	11.82	10.87 %
MDU2	9.82	10.48 %
MDU6	9.29	13.00 %
ATG1	6.65	13.07 %
MDU3	6.57	9.42 %
CBM1	5.14	13.70 %
TEN1	4.72	12.59 %
KRR1	4.67	11.23 %
TMM1	4.15	8.73 %
PNV2	3.91	10.02 %
MDU4	3.82	13.89 %
DKI1	2.94	8.19 %
SVG1	2.93	8.69 %
TEN2	2.81	8.43 %
KYK1	2.28	12.31 %
ADP1	1.83	9.26 %
PKM1	1.72	12.19 %
MPA1	1.42	4.78 %
SZSD	1.41	9.32 %
TDI1	1.02	7.00 %
BTU1	0.62	4.79 %
NTM1	0.33	2.18 %
CMR1	0.29	2.16 %
WHMD	-0.24	6.17 %
Total	188.80	13.50 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	87.09	22.32 %
Fridge	42.12	18.74 %
Wash-Mac	35.91	12.56 %
Air-Cond	12.48	10.74 %
W.Heater	6.34	27.34 %
D-Freez	3.76	75.28 %
Oven	0.49	15.49 %
Chimney	0.41	4.62 %
W-Disp	0.07	13.59 %
Total	188.66	17.84 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.19	12.03 %
HSR2	7.61	12.61 %
HSR1	6.23	14.13 %
SLM2	4.26	9.68 %
OML1	3.96	14.24 %
KRI1	3.83	13.53 %
TRM1	3.69	14.87 %
EPI1	3.11	13.32 %
VKL1	2.35	13.86 %
PDR1	1.10	5.92 %
PMP1	1.03	6.14 %
WHPD	-0.12	2.46 %
Total	188.66	17.84 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	88.90	17.52 %
Wash-Mac	32.02	12.08 %
Fridge	27.26	11.59 %
Air-Cond	22.54	7.43 %
W.Heater	6.15	17.35 %
D-Freez	1.19	73.71 %
W-Disp	0.51	57.59 %
Oven	0.24	5.05 %
Total	178.80	13.17 %

Branch *	MTD Sales L	Brand Share %
TRY1	27.39	12.53 %
PBR2	14.53	14.13 %
KUM1	12.05	13.92 %
MVM1	10.26	12.30 %
PTK1	8.00	14.76 %
TVR2	7.99	10.45 %
TNJ2	6.24	9.66 %
TRY3	5.25	10.99 %
JKM1	4.08	12.74 %
TRY2	3.67	10.91 %
TTP1	3.40	12.42 %
TVR1	3.20	10.46 %
TNJ1	3.17	3.78 %
PBR1	1.63	7.95 %
APM1	1.06	6.55 %
TZSD	0.93	7.56 %
MSI1	0.64	2.65 %
ORU1	0.19	1.26 %
WTRZ	-0.48	8.85 %
Total	178.80	13.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	81.18	23.01 %
Fridge	28.30	17.93 %
Wash-Mac	24.11	13.25 %
Air-Cond	20.87	11.38 %
W.Heater	3.99	17.19 %
D-Freez	2.46	81.62 %
Oven	0.47	19.20 %
Chimney	0.46	21.38 %
W-Disp	0.38	61.56 %
Total	162.21	17.88 %

Branch *	MTD Sales L	Brand Share %
CUD1	13.46	15.16 %
VPM2	7.74	14.40 %
TRK1	5.99	12.69 %
KML1	3.51	10.76 %
WHUT	-0.40	9.30 %
Total	162.21	17.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	73.20	21.51 %
Wash-Mac	27.09	13.96 %
Fridge	24.50	15.02 %
Air-Cond	13.60	10.52 %
W.Heater	5.08	24.33 %
D-Freez	3.77	62.29 %
Oven	0.93	24.38 %
Chimney	0.50	12.64 %
W-Disp	0.36	34.27 %
Total	149.04	17.28 %

Branch *	MTD Sales L	Brand Share %
KPM2	13.04	14.71 %
SBR1	9.95	13.63 %
VEL1	6.12	14.96 %
ARC2	4.77	10.23 %
TRL1	3.81	5.70 %
CGM1	3.44	15.08 %
CPT1	1.50	8.65 %
BGR1		0.00 %
WHVL		0.00 %
Total	149.04	17.28 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	69.76	21.93 %
Fridge	34.55	17.32 %
Wash-Mac	26.39	9.94 %
Air-Cond	5.95	6.28 %
W.Heater	3.99	17.60 %
D-Freez	1.18	44.30 %
Chimney	0.84	9.28 %
Oven	0.84	13.10 %
W-Disp	0.52	39.47 %
Total	144.03	15.66 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.24	6.35 %
TPR2	6.20	13.56 %
TPR1	5.78	12.49 %
CBE6	5.41	14.37 %
SUL1	4.77	15.17 %
CBE4	4.50	8.86 %
MPM1	3.31	13.00 %
TPR4	1.80	10.73 %
KGM1	1.70	12.33 %
KGI1	0.80	4.42 %
KMR1	0.72	1.34 %
WZSD	0.35	5.63 %
WHCB	-0.11	1.79 %
Total	144.03	15.66 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.10	9.30 %
Wash-Mac	1.94	9.67 %
LED TV	1.81	5.69 %
D-Freez	1.43	85.02 %
Air-Cond	0.27	1.49 %
Oven	0.27	36.95 %
W.Heater	0.09	8.83 %
Total	7.92	8.22 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.08	6.37 %
PAS1	0.70	3.92 %
TVSD		0.00 %
WTVP		0.00 %
Total	7.92	8.22 %