

MTD Sales
1,862.37 L

Brand Share %
13.85 %

Information:

MTD : 01-07-2025 To 29-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.85 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	606.83	16.43 %
Fridge	428.12	14.84 %
Air-Cond	424.60	10.43 %
Wash-Mac	338.40	13.23 %
D-Freez	34.24	65.56 %
W.Heater	23.39	16.98 %
Oven	6.79	13.02 %
Total	1,862.37	13.85 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	276.65	11.69 %
CHENNAI-01	264.47	12.66 %
CHENNAI-02	243.00	15.24 %
TRICHY-01	211.93	12.02 %
SOUTH-03	210.56	13.50 %
WEST-02	199.25	15.96 %
SOUTH ARCOT	163.79	16.55 %
NORTH ARCOT	153.52	18.46 %
WEST-01	125.01	13.95 %
KL-SOUTH	14.19	12.80 %
Total	1,862.37	13.85 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	91.96	13.56 %
Fridge	70.49	14.79 %
Air-Cond	57.29	8.09 %
Wash-Mac	47.74	10.30 %
D-Freez	5.74	59.97 %
W.Heater	2.76	12.62 %
Oven	0.67	7.16 %
Total	276.65	11.69 %

Branch *	MTD Sales L	Brand Share %
TVL1	19.37	9.29 %
TUT1	16.14	6.21 %
KVT1	11.08	8.27 %
MAR1	10.85	10.52 %
TUT2	10.66	10.22 %
RPM1	10.26	12.51 %
TYI1	10.15	12.66 %
VLY1	9.41	12.64 %
NGR1	8.74	6.79 %
TCN1	6.51	12.31 %
VNR1	5.75	13.68 %
VNR2	5.62	5.89 %
MMT1	4.77	12.69 %
SDI1	4.41	12.35 %
TKY1	3.72	11.26 %
ASM1	3.18	11.02 %
TVL2	2.88	9.70 %
APK1	2.71	5.10 %
PKD1	2.35	2.93 %
ARM1	2.16	11.00 %
UDN1	0.45	0.86 %
S2SD	0.36	1.42 %
Total	276.65	11.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	76.78	16.88 %
Air-Cond	76.61	9.21 %
Fridge	55.78	13.37 %
Wash-Mac	45.64	13.24 %
D-Freez	4.88	76.74 %
W.Heater	3.25	12.28 %
Oven	1.51	18.01 %
Total	264.47	12.66 %

Branch *	MTD Sales L	Brand Share %
CH08	18.67	12.63 %
CH16	18.13	12.59 %
CH42	12.08	12.83 %
CH05	10.30	6.31 %
CH48	9.52	11.99 %
CH19	9.19	7.11 %
CH14	8.58	6.20 %
CH07	8.29	9.22 %
CH22	8.03	9.43 %
CH11	7.86	10.29 %
CH45	7.29	11.81 %
KNR1	5.97	11.44 %
SKL1	5.63	13.39 %
WHC3	5.63	6.89 %
CH29	1.72	7.64 %
TKM1	1.31	5.67 %
CH40	0.31	2.51 %
MC10	0.21	7.03 %
MC09		0.00 %
WCHN	-0.57	6.45 %
Total	264.47	12.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	77.86	13.22 %
LED TV	59.56	14.01 %
Wash-Mac	49.44	18.24 %
Fridge	48.71	17.06 %
D-Freez	3.28	80.19 %
W.Heater	2.61	18.61 %
Oven	1.55	28.96 %
Total	243.00	15.24 %

Branch *	MTD Sales L	Brand Share %
CH03	25.92	13.42 %
CH15	16.92	9.83 %
CH12	10.48	11.71 %
CH09	6.72	9.44 %
CH44	6.71	12.73 %
CH21	5.34	5.80 %
CH46	3.02	8.41 %
CH31	2.95	12.23 %
CH32	1.39	10.63 %
CH27	1.09	4.26 %
CH36	0.09	0.35 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	243.00	15.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	69.29	14.90 %
Air-Cond	59.17	9.03 %
Fridge	45.97	12.72 %
Wash-Mac	34.10	13.03 %
W.Heater	1.78	15.30 %
D-Freez	1.05	35.51 %
Oven	0.57	12.15 %
Total	211.93	12.02 %

Branch *	MTD Sales L	Brand Share %
TRY1	39.85	9.77 %
MVM1	10.66	10.47 %
TVR2	9.72	11.22 %
TNJ2	9.28	9.78 %
TNJ1	9.21	7.68 %
KUM1	6.64	6.10 %
TRY3	4.99	12.20 %
NCK1	1.91	12.93 %
JKM1	1.34	3.27 %
APM1	1.15	5.40 %
TTP1	0.86	2.75 %
MSI1	0.37	1.47 %
TZSD	0.36	2.27 %
WTRZ	-0.34	12.87 %
Total	211.93	12.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	61.76	14.12 %
Air-Cond	52.55	12.06 %
Fridge	49.42	14.04 %
Wash-Mac	39.71	12.98 %
D-Freez	5.34	71.03 %
W.Heater	1.52	9.67 %
Oven	0.26	4.55 %
Total	210.56	13.50 %

Branch *	MTD Sales L	Brand Share %
MDU1	15.73	7.22 %
DGL1	14.63	11.79 %
MDU2	12.59	11.53 %
MDU6	9.83	13.51 %
ATG1	8.52	12.32 %
CBM1	7.54	12.00 %
TMM1	6.13	9.31 %
KKD2	4.74	10.33 %
MPA1	3.53	11.28 %
PNV1	3.45	12.18 %
TEN2	3.03	7.64 %
KRR1	2.44	7.39 %
DKI1	1.98	4.40 %
BNR1	1.24	5.84 %
SZSD	0.96	3.61 %
CMR1	0.61	6.61 %
TEN1	0.26	0.96 %
MDWH		0.00 %
NTM1		0.00 %
WHMD		0.00 %
Total	210.56	13.50 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	77.53	18.49 %
Fridge	56.51	16.89 %
Wash-Mac	42.24	13.42 %
Air-Cond	15.66	9.84 %
W.Heater	3.75	32.15 %
D-Freez	3.22	90.26 %
Oven	0.34	6.11 %
Total	199.25	15.96 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.63	11.98 %
ERD1	8.23	11.89 %
RSP1	7.14	12.36 %
SLM3	4.40	9.75 %
SLM2	3.91	7.62 %
KRI1	3.66	11.35 %
TRM1	3.54	9.93 %
EDP1	2.46	10.92 %
WZWH	1.97	7.57 %
DPR2	1.91	9.77 %
PLC1	1.36	5.36 %
SGG1	0.42	3.64 %
WHKP		0.00 %
WHPD		0.00 %
Total	199.25	15.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	62.17	25.68 %
Air-Cond	43.64	12.44 %
Fridge	31.96	14.94 %
Wash-Mac	21.27	12.82 %
D-Freez	3.03	64.02 %
W.Heater	1.33	14.82 %
Oven	0.39	11.87 %
Total	163.79	16.55 %

Branch *	MTD Sales L	Brand Share %
POY1	17.42	13.78 %
CUD1	10.71	11.99 %
CDM1	7.55	12.63 %
ULP1	5.00	8.84 %
WHNV		0.00 %
WHUT		0.00 %
Total	163.79	16.55 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	58.71	24.02 %
Air-Cond	33.14	14.40 %
Fridge	30.33	16.61 %
Wash-Mac	23.36	15.30 %
D-Freez	4.71	55.86 %
W.Heater	2.67	25.41 %
Oven	0.60	20.63 %
Total	153.52	18.46 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.66	10.73 %
TRL1	5.13	8.55 %
SBR1	5.07	9.56 %
BGR1	0.75	3.87 %
CGM1	0.46	2.02 %
NASD		0.00 %
Total	153.52	18.46 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	45.35	15.16 %
Fridge	34.42	15.03 %
Wash-Mac	33.13	12.85 %
Air-Cond	5.56	6.55 %
W.Heater	3.73	22.94 %
D-Freez	1.92	63.37 %
Oven	0.90	14.65 %
Total	125.01	13.95 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.39	4.09 %
TPR1	4.60	13.57 %
CBE6	3.29	10.12 %
KMR1	2.11	7.11 %
SYM2	2.10	10.78 %
PPI1	1.92	11.11 %
WZSD	1.78	9.79 %
ANR1	1.18	10.08 %
KGI1	0.68	5.85 %
CNR1	0.63	4.91 %
MPM1	0.58	2.15 %
Total	125.01	13.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.51	13.86 %
LED TV	3.71	13.28 %
Air-Cond	3.14	11.72 %
Wash-Mac	1.76	8.72 %
D-Freez	1.06	54.15 %
Total	14.19	12.80 %

Branch *	MTD Sales L	Brand Share %
TVP1	10.93	12.39 %
WTVP		0.00 %
Total	14.19	12.80 %