

MTD Sales
2,321.75 L

Brand Share %
15.13 %

Information:

MTD : 01-08-2025 To 29-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.13 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	876.45	18.94 %
Fridge	601.06	18.10 %
Wash-Mac	443.40	14.29 %
Air-Cond	327.61	8.31 %
W.Heater	33.11	15.12 %
D-Freez	30.49	59.42 %
Oven	7.65	11.73 %
W-Disp	1.98	17.33 %
Total	2,321.75	15.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	333.71	13.12 %
CHENNAI-01	306.97	13.76 %
TRICHY-01	271.30	13.49 %
CHENNAI-02	268.39	15.33 %
SOUTH-03	264.24	14.94 %
WEST-02	245.83	17.17 %
SOUTH ARCOT	225.59	17.98 %
NORTH ARCOT	208.12	20.76 %
WEST-01	176.67	15.11 %
KL-SOUTH	20.91	11.78 %
Total	2,321.75	15.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	117.55	15.94 %
Fridge	93.27	17.23 %
Wash-Mac	63.70	12.59 %
Air-Cond	50.46	7.14 %
D-Freez	5.28	53.74 %
W.Heater	2.72	9.50 %
Oven	0.74	6.15 %
Total	333.71	13.12 %

Branch *	MTD Sales L	Brand Share %
TVL1	34.91	13.26 %
TUT1	22.83	7.92 %
KVT1	15.25	11.65 %
NGR1	13.83	7.81 %
RPM1	12.92	13.90 %
TKS2	11.26	10.84 %
SVK1	10.72	14.76 %
VNR2	10.48	9.08 %
TUT2	9.32	9.95 %
RND1	9.23	10.05 %
TCN1	8.15	12.71 %
MAR1	6.37	9.74 %
PKD1	4.98	7.47 %
APK1	4.81	9.15 %
TKY1	4.80	12.56 %
STU2	4.34	14.37 %
TYI1	4.30	10.88 %
TVL2	3.88	12.05 %
VNR1	3.65	11.81 %
MMT1	2.47	8.28 %
UDN1	2.31	5.97 %
ARM1	1.77	10.17 %
ASM1	0.93	2.23 %
S2SD		0.00 %
WHTV		0.00 %
Total	333.71	13.12 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	107.30	19.08 %
Fridge	66.41	15.92 %
Air-Cond	64.51	8.22 %
Wash-Mac	58.16	14.29 %
W.Heater	4.33	10.87 %
D-Freez	3.99	60.72 %
Oven	1.67	14.89 %
W-Disp	0.61	19.51 %
Total	306.97	13.76 %

Branch *	MTD Sales L	Brand Share %
CH16	24.36	14.53 %
CH08	16.97	12.10 %
CH14	15.95	10.81 %
CH07	11.24	12.31 %
CH45	11.17	14.42 %
CH19	9.19	7.09 %
CGL1	8.28	11.88 %
SKL1	7.55	14.10 %
CH22	6.76	9.53 %
CH11	6.42	6.12 %
CH05	4.37	2.87 %
TKM1	4.01	12.30 %
KNR1	1.79	4.12 %
CH40	0.30	1.59 %
WHC3	0.12	0.57 %
CH29		0.00 %
MC02		0.00 %
Total	306.97	13.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	118.32	19.68 %
Fridge	72.03	15.84 %
Wash-Mac	39.22	11.76 %
Air-Cond	34.79	6.00 %
W.Heater	4.58	15.19 %
D-Freez	2.04	37.84 %
Oven	0.31	5.47 %
Total	271.30	13.49 %

Branch *	MTD Sales L	Brand Share %
TRY1	37.92	12.70 %
MDI1	16.89	14.76 %
KUM1	13.08	9.53 %
TNJ2	10.63	10.41 %
NGT1	8.88	13.02 %
TVR2	8.87	7.49 %
TRY3	7.53	12.12 %
TNJ1	6.66	5.74 %
JKM1	6.41	11.05 %
TYR1	6.39	12.36 %
ORU1	4.88	13.39 %
APM1	4.28	14.68 %
PBR1	3.38	9.47 %
MSI1	1.94	5.33 %
TTP1	0.61	1.14 %
TZSD		0.00 %
Total	271.30	13.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	86.47	16.94 %
Fridge	71.41	22.44 %
Wash-Mac	55.20	16.55 %
Air-Cond	47.19	8.50 %
W.Heater	4.29	21.20 %
D-Freez	2.12	85.47 %
Oven	1.42	15.59 %
W-Disp	0.30	21.08 %
Total	268.39	15.33 %

Branch *	MTD Sales L	Brand Share %
CH15	22.13	12.55 %
CH03	21.81	11.61 %
CH12	11.35	9.48 %
CH21	11.06	9.73 %
CH06	9.13	11.42 %
CH33	8.28	12.78 %
CH17	5.76	12.57 %
UKI1	4.26	11.03 %
CH44	4.03	7.19 %
CH31	3.52	13.24 %
CH27	1.19	3.97 %
CH32	1.11	7.31 %
CH36	0.30	0.96 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	268.39	15.33 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	90.03	16.87 %
Fridge	76.80	18.23 %
Wash-Mac	56.15	14.79 %
Air-Cond	33.29	8.36 %
W.Heater	3.72	14.91 %
D-Freez	3.66	65.00 %
Oven	0.60	11.99 %
Total	264.24	14.94 %

Branch *	MTD Sales L	Brand Share %
MDU1	26.35	10.63 %
MDU2	17.77	14.62 %
DGL1	16.46	12.29 %
MDU6	11.25	12.54 %
ATG1	9.68	12.68 %
TMM1	5.96	10.96 %
MDU3	5.19	11.86 %
TEN2	4.30	10.95 %
KRR1	3.57	10.23 %
BTU1	3.39	14.78 %
MPA1	2.90	7.37 %
BNR1	2.38	8.75 %
DKI1	2.18	4.11 %
KYK1	1.79	5.51 %
CMR1	0.83	5.63 %
TEN1	0.51	1.20 %
NTM1	0.23	1.12 %
SZSD		0.00 %
WHMD		0.00 %
Total	264.24	14.94 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	98.13	19.65 %
Fridge	71.63	20.67 %
Wash-Mac	51.71	14.70 %
Air-Cond	15.92	7.80 %
W.Heater	4.85	24.26 %
D-Freez	2.34	73.66 %
Oven	1.10	19.06 %
W-Disp	0.15	18.38 %
Total	245.83	17.17 %

Branch *	MTD Sales L	Brand Share %
ERD1	14.39	13.95 %
SLM1	14.07	11.80 %
HSR2	11.94	14.56 %
HSR1	9.56	14.27 %
KRI1	6.24	12.75 %
SLM2	6.15	11.19 %
KVP1	4.64	13.98 %
SLM3	4.63	7.48 %
TRM1	4.01	10.06 %
EDP1	2.49	9.82 %
PMP1	2.05	10.24 %
SGG1	1.71	11.46 %
WZWH	1.11	10.61 %
PLC1	0.74	2.86 %
WHPD		0.00 %
Total	245.83	17.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	98.35	25.61 %
Fridge	49.05	18.41 %
Wash-Mac	40.44	16.10 %
Air-Cond	30.22	9.34 %
D-Freez	4.38	59.22 %
W.Heater	2.10	11.53 %
W-Disp	0.61	66.30 %
Oven	0.44	15.95 %
Total	225.59	17.98 %

Branch *	MTD Sales L	Brand Share %
POY1	21.21	13.99 %
CUD1	14.58	13.23 %
CDM1	11.34	13.36 %
SJI1	6.98	14.45 %
KML1	1.94	4.89 %
WHNV		0.00 %
WHUT		0.00 %
Total	225.59	17.98 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	87.12	27.01 %
Fridge	44.86	19.91 %
Wash-Mac	34.59	17.69 %
Air-Cond	33.70	14.49 %
D-Freez	4.33	77.90 %
W.Heater	3.34	21.48 %
Oven	0.18	4.45 %
Total	208.12	20.76 %

Branch *	MTD Sales L	Brand Share %
VEL1	7.89	13.63 %
TRL1	7.15	9.04 %
CGM1	0.67	2.19 %
BGR1	0.13	0.67 %
Total	208.12	20.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	70.17	16.61 %
Fridge	49.07	17.63 %
Wash-Mac	42.99	13.78 %
Air-Cond	7.91	6.46 %
W.Heater	3.18	15.50 %
D-Freez	1.89	48.04 %
Oven	1.14	14.03 %
W-Disp	0.31	23.09 %
Total	176.67	15.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	17.68	8.96 %
CBE6	6.76	13.94 %
TPR1	6.70	14.42 %
KMR1	4.63	5.04 %
UMP1	4.32	15.01 %
CNR1	2.72	15.05 %
KGI1	1.88	9.80 %
MPM1	1.17	3.02 %
TPR4	1.16	5.00 %
ANR1	1.04	10.23 %
KGM1	0.79	5.19 %
WHCB		0.00 %
WZSD		0.00 %
Total	176.67	15.11 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	9.62	26.14 %
Fridge	6.53	12.85 %
LED TV	3.00	5.57 %
Wash-Mac	1.26	3.92 %
D-Freez	0.45	33.66 %
Oven	0.05	3.45 %
Total	20.91	11.78 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.29	7.35 %
PAS1	2.93	7.94 %
Total	20.91	11.78 %