

MTD Sales
1,563.93 L

Brand Share %
13.56 %

Information:

MTD : 01-09-2025 To 29-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.56 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	635.76	16.99 %
Fridge	320.97	14.73 %
Wash-Mac	311.49	15.11 %
Air-Cond	222.24	6.86 %
D-Freez	34.41	64.74 %
W.Heater	25.18	15.32 %
Oven	8.16	19.63 %
W-Disp	5.10	45.86 %
Chimney	0.61	1.55 %
Total	1,563.93	13.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	235.05	10.60 %
CHENNAI-01	222.79	13.05 %
CHENNAI-02	200.77	14.52 %
SOUTH-03	177.53	13.27 %
WEST-02	165.49	16.50 %
SOUTH ARCOT	150.79	18.23 %
TRICHY-01	140.26	11.14 %
WEST-01	133.87	15.07 %
NORTH ARCOT	117.88	16.46 %
KL-SOUTH	19.50	10.08 %
Total	1,563.93	13.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	82.84	12.31 %
Fridge	60.70	15.20 %
Air-Cond	41.78	5.63 %
Wash-Mac	39.48	11.21 %
D-Freez	8.35	55.60 %
W.Heater	1.05	5.02 %
Oven	0.62	8.91 %
W-Disp	0.22	19.19 %
Total	235.05	10.60 %

Branch *	MTD Sales L	Brand Share %
TVL1	37.60	12.46 %
KVT1	16.20	9.20 %
RPM1	12.75	10.04 %
TUT1	11.11	4.91 %
NGR1	7.78	6.76 %
TKS2	6.99	10.90 %
TUT2	4.64	4.57 %
MAR1	4.12	5.49 %
TYI1	4.03	9.75 %
APK1	3.84	11.67 %
TCN1	3.63	7.59 %
VKM1	3.05	12.20 %
PKD1	2.90	6.94 %
VNR2	2.78	3.62 %
STU2	2.54	12.32 %
TVL2	2.14	9.28 %
MMT1	2.04	6.88 %
KGL1	2.01	12.16 %
APK2	1.78	7.08 %
ARM1	1.16	8.77 %
UDN1	0.96	2.66 %
TKY1	0.95	3.61 %
S2SD	0.46	1.88 %
ASM1	0.40	1.53 %
Total	235.05	10.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	82.21	16.77 %
Wash-Mac	48.77	16.00 %
Fridge	41.50	14.09 %
Air-Cond	40.03	7.08 %
D-Freez	4.48	61.04 %
W.Heater	3.16	9.76 %
Oven	1.92	26.36 %
W-Disp	0.53	27.12 %
Chimney	0.18	4.96 %
Total	222.79	13.05 %

Branch *	MTD Sales L	Brand Share %
CH16	14.28	11.25 %
CH08	12.85	11.07 %
CH42	10.14	11.18 %
CH07	8.36	10.86 %
WHC3	6.79	7.62 %
CH48	6.32	10.03 %
CH11	6.05	8.75 %
CH19	5.30	5.60 %
CH30	5.21	9.22 %
CH05	4.37	4.44 %
KNR1	2.40	7.78 %
CGL1	1.71	6.11 %
CH29		0.00 %
CH40		0.00 %
Total	222.79	13.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	75.81	17.68 %
Wash-Mac	48.70	20.87 %
Fridge	34.29	17.08 %
Air-Cond	33.21	6.78 %
W.Heater	3.30	19.57 %
Oven	2.30	40.07 %
D-Freez	1.73	55.90 %
W-Disp	1.43	68.60 %
Total	200.77	14.52 %

Branch *	MTD Sales L	Brand Share %
CH03	18.04	12.12 %
CH15	14.07	9.28 %
CH18	11.19	12.92 %
CH21	8.85	9.78 %
CH12	8.76	9.31 %
CH09	6.33	12.86 %
CH44	4.80	12.20 %
CH17	3.76	9.69 %
CH31	2.49	11.05 %
CH27	1.79	8.75 %
CH36	0.96	4.73 %
MC06	0.71	6.92 %
CH32	0.49	4.72 %
CH46	0.30	1.34 %
CH01		0.00 %
Total	200.77	14.52 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	67.73	15.56 %
Fridge	40.38	13.52 %
Wash-Mac	33.25	13.57 %
Air-Cond	27.89	8.47 %
D-Freez	4.23	73.35 %
W.Heater	3.19	21.34 %
Oven	0.50	12.17 %
W-Disp	0.22	35.38 %
Chimney	0.14	2.89 %
Total	177.53	13.27 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.28	10.08 %
DGL1	9.80	11.59 %
KKD3	8.70	9.47 %
MDU6	7.61	12.15 %
MDU2	7.59	9.31 %
TEN2	3.37	11.69 %
TMM1	2.42	5.51 %
KRR1	2.42	10.03 %
PNV1	2.41	11.76 %
MPA1	2.15	5.73 %
BNR1	2.10	9.55 %
MDU4	1.77	5.88 %
PNI1	1.38	12.21 %
TEN1	1.37	4.79 %
DKI1	0.89	2.35 %
SZSD	0.74	3.09 %
BTU1	0.57	4.81 %
CMR1	0.50	5.32 %
NTM1	0.12	0.60 %
Total	177.53	13.27 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	71.81	19.90 %
Wash-Mac	39.68	16.83 %
Fridge	31.40	14.40 %
Air-Cond	15.21	9.77 %
W.Heater	4.12	24.56 %
D-Freez	2.02	76.01 %
W-Disp	0.76	91.72 %
Oven	0.34	11.11 %
Chimney	0.18	1.91 %
Total	165.49	16.50 %

Branch *	MTD Sales L	Brand Share %
SLM1	8.61	11.17 %
HSR2	8.59	11.45 %
ERD1	6.74	11.58 %
HSR1	4.52	9.46 %
SLM3	4.43	12.18 %
TRM1	3.36	8.69 %
KRI1	2.71	12.00 %
HRR1	1.31	11.00 %
WZWH	1.02	4.00 %
Total	165.49	16.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.22	24.26 %
Fridge	27.10	18.01 %
Wash-Mac	27.08	19.59 %
Air-Cond	20.70	8.79 %
D-Freez	4.06	76.29 %
W.Heater	2.68	23.06 %
Oven	0.46	26.39 %
W-Disp	0.38	54.18 %
Chimney	0.12	5.31 %
Total	150.79	18.23 %

Branch *	MTD Sales L	Brand Share %
TVM2	1.50	9.90 %
KML1	1.45	6.23 %
WHNV		0.00 %
Total	150.79	18.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	61.66	14.89 %
Fridge	27.55	11.49 %
Wash-Mac	24.06	12.86 %
Air-Cond	21.32	5.49 %
W.Heater	2.71	13.56 %
D-Freez	2.16	62.95 %
W-Disp	0.68	63.12 %
Oven	0.11	4.39 %
Total	140.26	11.14 %

Branch *	MTD Sales L	Brand Share %
TRY1	22.27	8.41 %
MVM1	8.19	12.30 %
TNJ2	7.82	11.63 %
PTK1	7.56	12.94 %
KUM1	6.65	8.13 %
NGT1	6.03	12.19 %
JKM1	3.37	11.83 %
TRY3	3.05	9.47 %
TVR2	2.94	4.80 %
PBR1	2.44	11.71 %
TRY2	2.36	9.79 %
TNJ1	2.21	2.92 %
ORU1	1.37	6.72 %
TTP1	1.07	4.65 %
TZSD	1.03	6.38 %
APM1	0.89	5.42 %
MSI1	0.40	1.60 %
Total	140.26	11.14 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.15	17.58 %
Wash-Mac	30.94	15.06 %
Fridge	29.68	15.73 %
Air-Cond	8.27	6.42 %
D-Freez	3.41	68.75 %
W.Heater	2.64	15.11 %
Oven	0.56	9.79 %
W-Disp	0.22	20.20 %
Total	133.87	15.07 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.95	6.88 %
TPR2	5.68	11.54 %
TPR1	5.28	11.85 %
CBE6	3.83	11.55 %
KMR1	2.30	4.88 %
SUL1	2.29	10.12 %
TPR4	0.92	7.03 %
KGI1	0.87	6.52 %
MPM1	0.81	2.54 %
KGM1	0.49	3.05 %
WZSD	0.48	2.39 %
Total	133.87	15.07 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	60.25	23.73 %
Fridge	21.21	15.62 %
Wash-Mac	17.67	13.78 %
Air-Cond	11.69	6.69 %
D-Freez	3.18	72.30 %
W.Heater	2.26	18.48 %
Oven	0.95	31.77 %
W-Disp	0.67	43.04 %
Total	117.88	16.46 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.68	9.92 %
TRL1	6.53	11.15 %
TRR1	5.28	13.41 %
VEL1	3.73	9.31 %
CPT1	1.46	10.02 %
CGM1	1.30	3.03 %
BGR1	0.30	2.11 %
NASD		0.00 %
Total	117.88	16.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.16	13.54 %
LED TV	7.09	9.51 %
Air-Cond	2.15	6.97 %
Wash-Mac	1.86	5.93 %
D-Freez	0.79	68.06 %
Oven	0.38	29.70 %
W.Heater	0.07	6.22 %
Total	19.50	10.08 %

Branch *	MTD Sales L	Brand Share %
TVP1	9.66	8.15 %
KLR1	2.96	9.92 %
Total	19.50	10.08 %