

MTD Sales
3,575.22 L

Brand Share %
15.81 %

Information:

MTD : 01-10-2025 To 29-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.81 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,823.76	19.17 %
Fridge	718.73	16.26 %
Wash-Mac	672.52	14.55 %
Air-Cond	234.39	6.63 %
W.Heater	65.86	20.68 %
D-Freez	35.89	73.81 %
Oven	11.94	16.27 %
W-Disp	7.16	60.39 %
Chimney	4.97	6.19 %
Total	3,575.22	15.81 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	526.85	18.08 %
SOUTH-03	503.65	15.24 %
SOUTH-01	462.24	12.48 %
CHENNAI-01	403.26	15.31 %
TRICHY-01	388.46	14.84 %
CHENNAI-02	360.37	16.64 %
WEST-01	322.66	15.50 %
NORTH ARCOT	301.48	19.92 %
SOUTH ARCOT	292.41	18.92 %
KL-SOUTH	13.85	9.79 %
Total	3,575.22	15.81 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	274.29	20.79 %
Fridge	112.50	17.86 %
Wash-Mac	105.49	15.36 %
Air-Cond	18.32	8.37 %
W.Heater	8.90	32.17 %
D-Freez	4.86	78.83 %
Oven	1.18	15.74 %
Chimney	1.03	5.93 %
W-Disp	0.28	54.80 %
Total	526.85	18.08 %

Branch *	MTD Sales L	Brand Share %
SLM1	36.20	13.31 %
ERD1	26.39	13.67 %
HSR2	21.21	13.80 %
SLM3	19.95	14.51 %
SLM2	16.90	15.02 %
KRI1	8.80	12.63 %
KVP1	6.02	11.19 %
PDR1	4.57	10.31 %
APN1	3.55	7.25 %
PMP1	2.42	5.51 %
WZWH	1.14	10.74 %
WHKP		0.00 %
Total	526.85	18.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	244.06	18.01 %
Fridge	120.26	16.63 %
Wash-Mac	98.96	14.28 %
Air-Cond	24.63	5.36 %
W.Heater	8.77	20.16 %
D-Freez	4.68	75.73 %
Oven	1.09	11.37 %
Chimney	0.77	5.88 %
W-Disp	0.42	41.46 %
Total	503.65	15.24 %

Branch *	MTD Sales L	Brand Share %
MDU1	49.10	10.45 %
DGL1	42.70	13.16 %
MDU2	28.49	12.42 %
ATG1	12.67	13.39 %
MPA1	12.47	14.29 %
KRR1	12.31	10.76 %
TMM1	12.28	10.66 %
SVG1	9.18	11.85 %
MDU4	8.89	14.56 %
TEN1	7.43	9.20 %
TEN2	6.58	8.26 %
DKI1	5.70	7.16 %
CMR1	2.03	6.47 %
NTM1	1.85	4.26 %
SZSD	0.30	2.17 %
WHMD	-0.24	7.28 %
Total	503.65	15.24 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	206.34	14.27 %
Fridge	103.43	14.35 %
Wash-Mac	95.19	12.74 %
Air-Cond	41.99	5.90 %
D-Freez	6.36	67.80 %
W.Heater	5.74	12.32 %
Oven	1.43	12.00 %
W-Disp	0.98	65.11 %
Chimney	0.77	10.86 %
Total	462.24	12.48 %

Branch *	MTD Sales L	Brand Share %
TVL1	43.71	13.56 %
RPM1	22.34	12.95 %
TKS2	21.58	15.24 %
TUT1	21.27	4.77 %
NGR1	19.91	8.66 %
KVT1	19.79	10.42 %
TCN1	13.69	15.24 %
PKD1	12.75	10.59 %
SVK1	12.35	9.30 %
VNR2	11.44	7.23 %
APK1	11.18	13.02 %
TUT2	9.53	6.00 %
STU2	7.18	14.30 %
TYI1	6.51	12.97 %
MMT1	6.28	11.22 %
SKD1	6.01	13.45 %
TKY1	4.32	7.54 %
KGL1	3.16	7.79 %
ASM1	3.01	5.72 %
UDN1	2.99	5.63 %
TVL2	2.58	7.08 %
VKM1	1.92	4.30 %
COL1	0.78	5.53 %
S2SD	0.10	0.47 %
WHTV	-0.06	4.09 %
Total	462.24	12.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	202.46	20.19 %
Wash-Mac	73.37	14.01 %
Fridge	71.93	15.12 %
Air-Cond	37.81	6.78 %
W.Heater	8.92	18.75 %
D-Freez	3.84	73.11 %
Oven	2.64	25.40 %
W-Disp	1.76	53.10 %
Chimney	0.53	6.78 %
Total	403.26	15.31 %

Branch *	MTD Sales L	Brand Share %
CH14	29.81	15.43 %
CH16	25.54	12.94 %
CH08	22.91	12.76 %
CH05	15.97	9.54 %
CH48	10.63	9.98 %
CH11	10.33	13.02 %
CZWH	8.59	13.20 %
KNR1	8.10	12.23 %
CH19	7.94	5.52 %
CH22	6.89	9.04 %
CGL1	4.98	8.62 %
WHC3	1.99	7.88 %
CH29	0.15	1.04 %
CH40		0.00 %
MC09		0.00 %
WCHN	-2.09	14.31 %
Total	403.26	15.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	226.87	19.29 %
Fridge	64.43	13.41 %
Wash-Mac	58.22	13.52 %
Air-Cond	27.10	5.77 %
W.Heater	5.76	13.93 %
D-Freez	4.73	83.59 %
Oven	0.59	8.51 %
W-Disp	0.42	72.06 %
Chimney	0.35	6.49 %
Total	388.46	14.84 %

Branch *	MTD Sales L	Brand Share %
TRY1	50.20	13.11 %
TNJ2	19.74	13.54 %
TVR2	14.72	11.57 %
KUM1	13.19	9.24 %
TRY3	13.08	14.11 %
JKM1	12.34	14.84 %
PBR1	8.61	15.22 %
TNJ1	7.79	4.48 %
TTP1	4.05	8.03 %
ORU1	0.69	1.74 %
APM1	0.59	2.05 %
TZSD	0.17	1.73 %
MSI1		0.00 %
WTRZ	-1.04	13.43 %
Total	388.46	14.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	158.96	17.99 %
Wash-Mac	80.15	18.90 %
Fridge	73.15	20.11 %
Air-Cond	34.43	7.70 %
W.Heater	8.03	27.18 %
Oven	2.03	22.66 %
D-Freez	1.64	87.27 %
W-Disp	1.46	68.11 %
Chimney	0.51	11.71 %
Total	360.37	16.64 %

Branch *	MTD Sales L	Brand Share %
CH03	30.94	13.21 %
CH15	25.49	11.36 %
CH12	17.76	11.34 %
MJR1	15.14	15.29 %
CH09	14.01	14.97 %
CH21	12.88	10.03 %
CH44	10.10	14.58 %
UKI1	7.39	14.29 %
CH46	6.61	15.60 %
CH31	4.40	15.24 %
CH27	3.29	11.89 %
CH36	2.53	9.41 %
CH32	0.68	7.76 %
MC06	0.27	4.51 %
CH01	0.12	2.61 %
MC05		0.00 %
Total	360.37	16.64 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	172.74	18.90 %
Fridge	70.52	16.49 %
Wash-Mac	63.20	12.23 %
W.Heater	6.03	21.50 %
Air-Cond	5.74	3.47 %
D-Freez	2.43	70.46 %
Oven	0.99	12.43 %
W-Disp	0.57	70.28 %
Chimney	0.43	2.51 %
Total	322.66	15.50 %

Branch *	MTD Sales L	Brand Share %
CBE2	20.10	5.39 %
TPR2	20.00	15.18 %
CBE4	11.62	12.72 %
SUL1	7.89	12.30 %
CBE6	7.69	10.69 %
MPM1	7.67	10.65 %
TPR4	4.84	11.72 %
KMR1	3.08	2.62 %
KGI1	2.60	8.18 %
WZSD	0.28	2.49 %
Total	322.66	15.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	166.22	24.57 %
Wash-Mac	54.39	17.80 %
Fridge	48.87	18.15 %
Air-Cond	21.24	9.56 %
W.Heater	6.63	25.54 %
D-Freez	1.50	45.14 %
Oven	1.09	22.72 %
W-Disp	0.98	75.33 %
Chimney	0.58	11.63 %
Total	301.48	19.92 %

Branch *	MTD Sales L	Brand Share %
KPM2	20.65	10.98 %
TRR1	11.14	12.09 %
TRL1	7.24	7.12 %
CGM1	1.62	4.67 %
BGR1	0.78	2.26 %
WHVL	-0.11	5.09 %
Total	301.48	19.92 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	165.77	24.14 %
Fridge	51.32	17.49 %
Wash-Mac	42.50	15.49 %
Air-Cond	20.42	8.15 %
W.Heater	6.91	25.44 %
D-Freez	4.34	83.09 %
Oven	0.85	21.28 %
W-Disp	0.29	48.99 %
Total	292.41	18.92 %

Branch *	MTD Sales L	Brand Share %
CUD1	18.52	13.62 %
CDM1	16.87	15.55 %
KKI2	16.59	14.68 %
SJI2	16.51	13.40 %
NVL2	14.45	14.56 %
KML1	5.85	13.12 %
SJI1		0.00 %
Total	292.41	18.92 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.06	11.84 %
Air-Cond	2.70	9.00 %
Fridge	2.33	6.48 %
D-Freez	1.51	71.45 %
Wash-Mac	1.05	5.35 %
W.Heater	0.16	14.91 %
Oven	0.05	3.42 %
Total	13.85	9.79 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.77	9.69 %
KLR1	3.19	14.32 %
PAS1	1.90	6.66 %
TVSD		0.00 %
WTVP		0.00 %
Total	13.85	9.79 %