

MTD Sales
1,808.13 L

Brand Share %
15.25 %

Information:

MTD : 01-11-2025 To 29-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.25 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	823.51	19.20 %
Fridge	367.55	16.50 %
Wash-Mac	337.46	12.55 %
Air-Cond	186.69	8.48 %
W.Heater	48.54	16.60 %
D-Freez	26.39	70.39 %
Oven	8.47	15.63 %
W-Disp	5.32	43.85 %
Chimney	4.18	8.15 %
Total	1,808.13	15.25 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	278.39	16.03 %
SOUTH-01	237.04	13.55 %
CHENNAI-02	233.78	15.68 %
WEST-02	200.31	17.83 %
SOUTH-03	193.17	13.29 %
TRICHY-01	186.21	13.25 %
SOUTH ARCOT	166.77	17.78 %
NORTH ARCOT	155.54	17.24 %
WEST-01	148.99	15.58 %
KL-SOUTH	7.92	7.93 %
Total	1,808.13	15.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	127.45	22.19 %
Fridge	55.54	17.69 %
Wash-Mac	52.87	13.56 %
Air-Cond	28.17	7.25 %
W.Heater	5.73	11.78 %
D-Freez	4.60	80.05 %
Oven	2.02	23.97 %
W-Disp	1.21	39.76 %
Chimney	0.80	18.41 %
Total	278.39	16.03 %

Branch *	MTD Sales L	Brand Share %
CH08	15.09	14.48 %
CH42	14.38	12.70 %
CH14	10.44	12.48 %
CH19	7.53	7.80 %
CH05	7.41	6.06 %
CH48	6.88	9.74 %
CGL1	5.38	13.11 %
CZWH	5.10	12.23 %
TKM1	3.23	13.88 %
CH29		0.00 %
CH40		0.00 %
WCHN	-1.34	5.35 %
Total	278.39	16.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	89.68	14.97 %
Fridge	62.78	17.96 %
Wash-Mac	45.41	11.22 %
Air-Cond	27.09	8.27 %
W.Heater	5.49	12.19 %
D-Freez	4.41	76.31 %
Oven	1.15	12.23 %
W-Disp	0.66	35.51 %
Chimney	0.37	5.90 %
Total	237.04	13.55 %

Branch *	MTD Sales L	Brand Share %
TKS2	12.31	13.28 %
NGR1	11.43	11.01 %
TUT1	10.85	5.35 %
KVT1	9.52	10.78 %
RPM1	8.63	11.41 %
RND1	6.74	12.00 %
PKD1	5.96	13.42 %
SDI1	4.75	13.84 %
TCN1	4.42	10.52 %
MMT1	3.88	12.91 %
APK2	3.72	12.96 %
UDN1	3.71	11.34 %
VNR2	3.47	5.84 %
SKD1	3.38	15.25 %
TUT2	3.35	4.50 %
ASM1	3.33	9.53 %
COL1	1.33	12.66 %
TVL2	0.93	5.39 %
VKM1	0.92	4.44 %
S2SD	0.54	4.52 %
WHTV		0.00 %
Total	237.04	13.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	95.37	16.80 %
Wash-Mac	46.88	15.71 %
Fridge	46.60	20.52 %
Air-Cond	36.02	10.17 %
W.Heater	4.84	18.50 %
D-Freez	1.53	56.84 %
Oven	1.30	15.71 %
W-Disp	1.10	56.62 %
Chimney	0.14	3.13 %
Total	233.78	15.68 %

Branch *	MTD Sales L	Brand Share %
CH03	23.53	14.12 %
CH15	16.92	10.30 %
CH12	11.86	10.85 %
CH21	10.38	12.95 %
MJR1	5.58	9.00 %
CH44	5.04	11.08 %
CH09	4.88	7.70 %
CH46	3.35	13.37 %
UKI1	3.31	13.89 %
CH36	2.91	13.85 %
CH27	1.14	6.33 %
CH32	0.70	6.88 %
CH01		0.00 %
MC06		0.00 %
Total	233.78	15.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	92.39	22.09 %
Fridge	43.40	18.38 %
Wash-Mac	37.03	12.52 %
Air-Cond	15.94	12.19 %
W.Heater	6.77	27.66 %
D-Freez	3.76	75.28 %
Oven	0.54	15.93 %
Chimney	0.41	4.45 %
W-Disp	0.07	13.59 %
Total	200.31	17.83 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.50	11.95 %
HSR2	8.42	13.08 %
HSR1	6.76	13.90 %
SLM2	4.65	10.08 %
OML1	4.30	15.04 %
KRI1	4.07	13.42 %
TRM1	3.69	13.72 %
KVP1	3.61	15.01 %
EPI1	3.39	13.61 %
PDR1	1.10	5.92 %
PMP1	1.03	5.41 %
WHPD	-0.12	2.46 %
Total	200.31	17.83 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	94.55	18.28 %
Wash-Mac	40.81	11.75 %
Fridge	38.74	13.28 %
Air-Cond	9.67	4.03 %
W.Heater	6.03	14.82 %
D-Freez	1.76	67.52 %
Oven	0.66	10.77 %
Chimney	0.52	6.88 %
W-Disp	0.43	54.73 %
Total	193.17	13.29 %

Branch *	MTD Sales L	Brand Share %
MDU1	20.33	11.92 %
DGL1	13.24	11.62 %
MDU2	9.89	10.15 %
MDU6	9.51	12.89 %
ATG1	6.71	12.62 %
MDU3	6.70	9.38 %
CBM1	5.14	13.41 %
TEN1	4.72	12.29 %
KRR1	4.67	10.97 %
TMM1	4.47	9.14 %
MDU4	4.33	14.33 %
PNV2	3.91	9.71 %
DKI1	2.94	7.85 %
SVG1	2.93	8.38 %
TEN2	2.81	8.25 %
KYK1	2.28	12.10 %
ADP1	2.27	10.74 %
PKM1	1.72	12.09 %
MPA1	1.42	4.46 %
SZSD	1.41	7.07 %
TDI1	1.16	7.53 %
BTU1	0.62	4.32 %
NTM1	0.33	2.09 %
CMR1	0.29	2.05 %
WHMD	-0.24	5.87 %
Total	193.17	13.29 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	92.71	17.47 %
Wash-Mac	32.68	12.14 %
Fridge	28.38	11.65 %
Air-Cond	24.30	7.72 %
W.Heater	6.21	16.85 %
D-Freez	1.19	73.71 %
W-Disp	0.51	57.59 %
Oven	0.24	5.05 %
Total	186.21	13.25 %

Branch *	MTD Sales L	Brand Share %
TRY1	29.86	13.08 %
PBR2	15.81	14.80 %
KUM1	12.43	13.80 %
MVM1	10.65	12.56 %
PTK1	8.00	14.14 %
TVR2	7.99	10.30 %
TNJ2	6.65	9.94 %
TRY3	5.25	10.58 %
TYR1	4.58	15.23 %
JKM1	4.08	12.29 %
TRY2	3.89	11.40 %
TNJ1	3.41	3.94 %
TTP1	3.40	11.42 %
TVR1	3.20	10.34 %
PBR1	1.63	7.56 %
APM1	1.06	6.43 %
TZSD	0.93	7.46 %
MSI1	0.64	2.45 %
ORU1	0.19	1.25 %
WTRZ	-0.48	8.85 %
Total	186.21	13.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	82.92	22.70 %
Fridge	29.36	17.92 %
Wash-Mac	24.52	13.14 %
Air-Cond	21.90	11.57 %
W.Heater	3.99	16.38 %
D-Freez	2.75	80.16 %
Oven	0.47	19.20 %
Chimney	0.46	21.38 %
W-Disp	0.38	61.56 %
Total	166.77	17.78 %

Branch *	MTD Sales L	Brand Share %
CUD1	13.63	15.12 %
VPM2	8.21	14.35 %
TRK1	5.99	12.14 %
KML1	3.73	11.16 %
WHUT	-0.40	9.30 %
Total	166.77	17.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	73.97	21.05 %
Wash-Mac	28.03	13.86 %
Fridge	25.53	14.99 %
Air-Cond	16.86	11.95 %
W.Heater	5.34	24.79 %
D-Freez	3.77	60.15 %
Oven	0.99	24.37 %
Chimney	0.63	15.50 %
W-Disp	0.43	38.22 %
Total	155.54	17.24 %

Branch *	MTD Sales L	Brand Share %
KPM2	14.17	14.98 %
SBR1	10.18	13.46 %
ARC2	4.77	10.20 %
GDM1	3.92	14.99 %
TRL1	3.81	5.42 %
CGM1	3.44	13.98 %
CPT1	1.57	8.33 %
BGR1		0.00 %
WHVL		0.00 %
Total	155.54	17.24 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	72.67	21.82 %
Fridge	35.13	16.91 %
Wash-Mac	27.28	9.96 %
Air-Cond	6.46	6.61 %
W.Heater	4.07	17.20 %
D-Freez	1.18	44.30 %
Chimney	0.84	8.95 %
Oven	0.84	12.55 %
W-Disp	0.52	39.47 %
Total	148.99	15.58 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.24	6.16 %
TPR2	6.32	13.13 %
CBE6	5.82	14.38 %
TPR1	5.78	12.26 %
CBE4	4.78	9.23 %
SUL1	4.77	14.52 %
MPM1	3.85	13.72 %
TPR4	1.80	10.45 %
KGM1	1.70	11.82 %
KGI1	0.80	4.39 %
KMR1	0.72	1.28 %
WZSD	0.35	5.63 %
WHCB	-0.11	1.79 %
Total	148.99	15.58 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.10	8.71 %
Wash-Mac	1.94	9.44 %
LED TV	1.81	5.42 %
D-Freez	1.43	85.02 %
Air-Cond	0.27	1.49 %
Oven	0.27	36.95 %
W.Heater	0.09	8.59 %
Total	7.92	7.93 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.08	6.23 %
PAS1	0.70	3.53 %
TVSD		0.00 %
WTVP		0.00 %
Total	7.92	7.93 %