

MTD Sales
1,933.70 L

Brand Share %
13.84 %

Information:

MTD : 01-07-2025 To 30-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.84 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	632.99	16.50 %
Fridge	448.75	15.01 %
Air-Cond	435.23	10.29 %
Wash-Mac	348.53	13.10 %
D-Freez	36.55	66.27 %
W.Heater	24.56	17.23 %
Oven	7.08	12.94 %
Total	1,933.70	13.84 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	293.14	11.80 %
CHENNAI-01	270.24	12.43 %
CHENNAI-02	251.67	15.23 %
TRICHY-01	222.30	12.15 %
SOUTH-03	216.47	13.45 %
WEST-02	206.82	15.89 %
SOUTH ARCOT	171.27	16.68 %
NORTH ARCOT	158.72	18.47 %
WEST-01	128.76	14.00 %
KL-SOUTH	14.31	12.72 %
Total	1,933.70	13.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	99.49	14.00 %
Fridge	75.05	14.99 %
Air-Cond	59.12	8.00 %
Wash-Mac	50.00	10.17 %
D-Freez	5.92	59.32 %
W.Heater	2.90	12.60 %
Oven	0.67	6.67 %
Total	293.14	11.80 %

Branch *	MTD Sales L	Brand Share %
TVL1	20.45	9.52 %
TUT1	17.23	6.31 %
KVT1	12.05	8.56 %
TUT2	11.52	10.34 %
MAR1	10.85	10.32 %
TYI1	10.32	12.45 %
RPM1	10.26	11.94 %
VLY1	9.73	12.66 %
NGR1	8.96	6.70 %
TCN1	6.82	12.36 %
VNR1	6.03	13.81 %
VNR2	5.76	5.80 %
MMT1	4.89	12.73 %
SDI1	4.52	12.39 %
TKY1	3.72	10.53 %
ASM1	3.45	11.15 %
TVL2	2.88	9.22 %
APK1	2.71	4.85 %
PKD1	2.46	3.03 %
ARM1	2.16	11.00 %
UDN1	0.57	1.06 %
S2SD	0.36	1.34 %
Total	293.14	11.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	79.37	16.57 %
Air-Cond	76.90	8.84 %
Fridge	56.72	13.28 %
Wash-Mac	47.34	13.32 %
D-Freez	4.88	76.74 %
W.Heater	3.40	12.36 %
Oven	1.63	19.14 %
Total	270.24	12.43 %

Branch *	MTD Sales L	Brand Share %
CH08	19.52	12.68 %
CH16	18.16	12.43 %
CH42	12.19	12.71 %
CH05	10.30	6.21 %
CH48	9.52	11.92 %
CH19	9.31	6.76 %
CH07	8.85	9.38 %
CH14	8.71	6.06 %
CH11	8.09	10.06 %
CH22	8.03	9.20 %
CH45	7.78	12.21 %
KNR1	5.97	11.26 %
SKL1	5.83	13.42 %
WHC3	5.63	5.67 %
CH29	1.72	7.61 %
TKM1	1.31	5.61 %
CH40	0.31	2.11 %
MC10	0.21	7.03 %
MC09		0.00 %
WCHN	-0.57	6.45 %
Total	270.24	12.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	79.22	13.03 %
LED TV	63.14	14.26 %
Fridge	51.45	17.33 %
Wash-Mac	50.25	17.86 %
D-Freez	3.28	80.19 %
W.Heater	2.61	18.49 %
Oven	1.72	31.16 %
Total	251.67	15.23 %

Branch *	MTD Sales L	Brand Share %
CH03	25.92	12.98 %
CH15	17.99	10.17 %
CH12	10.70	11.56 %
CH44	7.26	13.16 %
CH09	7.25	9.82 %
CH21	5.47	5.74 %
CH46	3.25	8.93 %
CH31	3.23	12.95 %
CH32	1.39	9.96 %
CH27	1.09	4.22 %
CH36	0.09	0.33 %
CH01		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	251.67	15.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	71.07	14.73 %
Air-Cond	62.29	9.18 %
Fridge	48.83	12.94 %
Wash-Mac	35.92	13.26 %
D-Freez	1.84	49.24 %
W.Heater	1.78	14.76 %
Oven	0.57	12.00 %
Total	222.30	12.15 %

Branch *	MTD Sales L	Brand Share %
TRY1	40.39	9.69 %
MVM1	13.25	12.27 %
TNJ1	10.64	8.51 %
TVR2	10.21	11.06 %
TNJ2	9.28	9.18 %
KUM1	6.75	5.89 %
TRY3	5.11	12.09 %
NCK1	1.91	12.76 %
JKM1	1.75	4.18 %
APM1	1.46	6.60 %
TTP1	0.86	2.65 %
MSI1	0.37	1.42 %
TZSD	0.36	2.09 %
WTRZ	-0.34	12.87 %
Total	222.30	12.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	63.98	14.18 %
Air-Cond	53.37	11.83 %
Fridge	51.48	14.21 %
Wash-Mac	40.44	12.84 %
D-Freez	5.34	69.50 %
W.Heater	1.59	10.00 %
Oven	0.26	4.29 %
Total	216.47	13.45 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.96	7.53 %
DGL1	14.86	11.66 %
MDU2	12.59	11.29 %
MDU6	9.94	13.31 %
ATG1	8.52	11.79 %
CBM1	7.54	11.74 %
TMM1	7.01	10.45 %
MDU5	5.40	13.71 %
KKD2	5.01	10.44 %
MPA1	3.84	11.88 %
PNV1	3.65	12.55 %
TEN2	3.22	7.64 %
KRR1	2.44	7.21 %
DKI1	2.23	4.81 %
BNR1	1.36	5.98 %
SZSD	0.96	3.50 %
CMR1	0.61	6.23 %
TEN1	0.46	1.63 %
MDWH		0.00 %
NTM1		0.00 %
WHMD		0.00 %
Total	216.47	13.45 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	80.35	18.55 %
Fridge	58.37	16.87 %
Wash-Mac	42.60	12.96 %
Air-Cond	17.24	10.06 %
D-Freez	4.04	92.07 %
W.Heater	3.89	32.11 %
Oven	0.34	5.71 %
Total	206.82	15.89 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.93	11.60 %
HSR2	10.80	13.15 %
ERD1	9.06	12.56 %
RSP1	7.27	12.25 %
SLM3	4.86	10.15 %
SLM2	4.03	7.65 %
OML1	4.02	12.72 %
KRI1	3.92	11.92 %
TRM1	3.85	10.49 %
EDP1	2.59	11.16 %
WZWH	1.97	7.22 %
DPR2	1.91	9.69 %
PLC1	1.36	5.19 %
SGG1	0.42	3.57 %
WHKP		0.00 %
WHPD		0.00 %
Total	206.82	15.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	64.54	25.89 %
Air-Cond	44.76	12.34 %
Fridge	34.00	15.27 %
Wash-Mac	22.63	12.96 %
D-Freez	3.33	66.13 %
W.Heater	1.63	17.44 %
Oven	0.39	11.87 %
Total	171.27	16.68 %

Branch *	MTD Sales L	Brand Share %
CUD1	10.71	11.50 %
CDM1	7.55	12.19 %
ULP1	5.44	9.26 %
WHNV		0.00 %
WHUT		0.00 %
Total	171.27	16.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	60.90	24.07 %
Air-Cond	33.64	14.23 %
Fridge	31.98	16.98 %
Wash-Mac	23.72	14.97 %
D-Freez	4.93	55.53 %
W.Heater	2.94	26.16 %
Oven	0.60	19.23 %
Total	158.72	18.47 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.04	10.87 %
SBR1	6.01	10.86 %
TRL1	5.27	8.43 %
BGR1	0.75	3.61 %
CGM1	0.46	1.95 %
NASD		0.00 %
Total	158.72	18.47 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	46.44	15.20 %
Fridge	36.24	15.37 %
Wash-Mac	33.87	12.81 %
Air-Cond	5.56	6.35 %
W.Heater	3.83	23.06 %
D-Freez	1.92	63.37 %
Oven	0.90	13.37 %
Total	128.76	14.00 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.75	4.26 %
CBE6	3.29	10.01 %
KGM1	2.87	13.59 %
KMR1	2.11	6.94 %
SYM2	2.10	10.50 %
PPI1	1.92	11.02 %
WZSD	1.78	9.72 %
ANR1	1.18	10.08 %
KGI1	0.68	5.63 %
CNR1	0.63	4.51 %
MPM1	0.58	2.13 %
Total	128.76	14.00 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.63	13.75 %
LED TV	3.71	13.15 %
Air-Cond	3.14	11.72 %
Wash-Mac	1.76	8.60 %
D-Freez	1.06	54.15 %
Total	14.31	12.72 %

Branch *	MTD Sales L	Brand Share %
TVP1	10.93	12.25 %
WTVP		0.00 %
Total	14.31	12.72 %