

MTD Sales
2,387.69 L

Brand Share %
15.05 %

Information:

MTD : 01-08-2025 To 30-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.05 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	902.31	18.92 %
Fridge	618.44	18.08 %
Wash-Mac	458.02	14.38 %
Air-Cond	333.16	8.07 %
W.Heater	34.00	14.97 %
D-Freez	31.60	59.45 %
Oven	8.09	12.05 %
W-Disp	2.06	17.64 %
Total	2,387.69	15.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	347.24	13.20 %
CHENNAI-01	313.23	13.53 %
TRICHY-01	278.46	13.50 %
CHENNAI-02	274.42	15.28 %
SOUTH-03	271.07	14.79 %
WEST-02	250.85	17.05 %
SOUTH ARCOT	230.03	17.69 %
NORTH ARCOT	220.48	20.60 %
WEST-01	180.44	15.10 %
KL-SOUTH	21.48	11.44 %
Total	2,387.69	15.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	122.96	16.09 %
Fridge	97.76	17.46 %
Wash-Mac	66.35	12.78 %
Air-Cond	51.00	6.95 %
D-Freez	5.61	52.82 %
W.Heater	2.78	9.40 %
Oven	0.78	6.25 %
Total	347.24	13.20 %

Branch *	MTD Sales L	Brand Share %
TVL1	35.34	13.17 %
TUT1	25.16	8.46 %
KVT1	15.36	11.51 %
NGR1	13.98	7.76 %
RPM1	13.38	14.18 %
TKS2	11.37	10.72 %
RND1	11.01	11.34 %
SVK1	10.98	14.62 %
VNR2	10.77	9.16 %
TUT2	9.93	10.08 %
TCN1	8.93	13.61 %
MAR1	6.37	9.47 %
PKD1	5.21	7.63 %
APK1	5.20	9.57 %
TKY1	4.80	12.27 %
STU2	4.34	14.17 %
TYI1	4.30	10.66 %
VNR1	3.96	12.54 %
TVL2	3.88	11.83 %
UDN1	2.56	6.35 %
MMT1	2.47	8.03 %
ARM1	1.98	11.07 %
ASM1	0.93	2.15 %
S2SD		0.00 %
WHTV		0.00 %
Total	347.24	13.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	108.90	18.87 %
Fridge	69.29	16.13 %
Air-Cond	64.51	7.79 %
Wash-Mac	59.80	14.29 %
W.Heater	4.46	10.79 %
D-Freez	3.99	60.72 %
Oven	1.67	14.58 %
W-Disp	0.61	19.51 %
Total	313.23	13.53 %

Branch *	MTD Sales L	Brand Share %
CH16	24.60	14.23 %
CH08	17.61	12.06 %
CH14	16.46	10.15 %
CH07	11.44	11.96 %
CH45	11.40	14.33 %
CH19	9.19	6.96 %
CGL1	8.39	11.52 %
SKL1	8.03	14.75 %
CH22	7.11	9.79 %
CH11	6.42	5.82 %
CH05	4.37	2.78 %
TKM1	4.01	12.20 %
KNR1	1.79	4.02 %
CH40	0.30	1.51 %
WHC3	0.12	0.51 %
CH29		0.00 %
MC02		0.00 %
Total	313.23	13.53 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	121.44	19.73 %
Fridge	73.92	15.90 %
Wash-Mac	40.53	11.97 %
Air-Cond	35.35	5.89 %
W.Heater	4.86	15.60 %
D-Freez	2.04	37.84 %
Oven	0.31	5.47 %
Total	278.46	13.50 %

Branch *	MTD Sales L	Brand Share %
TRY1	38.70	12.64 %
MDI1	17.43	14.91 %
KUM1	13.75	9.75 %
TNJ2	11.36	10.74 %
TVR2	8.93	7.28 %
NGT1	8.88	12.70 %
TRY3	7.53	11.80 %
TNJ1	6.79	5.71 %
JKM1	6.52	11.03 %
TYR1	6.39	12.27 %
ORU1	4.88	13.30 %
APM1	4.28	14.06 %
PBR1	3.38	9.31 %
MSI1	1.94	5.21 %
TTP1	0.61	1.11 %
TZSD		0.00 %
Total	278.46	13.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	88.81	17.07 %
Fridge	72.26	22.17 %
Wash-Mac	56.32	16.51 %
Air-Cond	48.61	8.47 %
W.Heater	4.29	20.71 %
D-Freez	2.12	85.47 %
Oven	1.62	17.03 %
W-Disp	0.38	23.94 %
Total	274.42	15.28 %

Branch *	MTD Sales L	Brand Share %
CH15	22.45	12.46 %
CH03	22.24	11.41 %
CH12	11.35	9.24 %
CH21	11.06	9.55 %
CH06	9.13	11.20 %
CH33	8.75	12.99 %
CH17	5.76	12.27 %
UKI1	4.39	11.29 %
CH44	4.03	7.08 %
CH31	3.52	12.87 %
CH27	1.19	3.96 %
CH32	1.11	7.31 %
CH36	0.30	0.95 %
CH01		0.00 %
MC05		0.00 %
MC08		0.00 %
Total	274.42	15.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	91.81	16.57 %
Fridge	78.99	18.10 %
Wash-Mac	58.32	14.95 %
Air-Cond	33.55	8.10 %
D-Freez	3.94	66.62 %
W.Heater	3.81	14.77 %
Oven	0.66	12.98 %
Total	271.07	14.79 %

Branch *	MTD Sales L	Brand Share %
MDU1	28.37	10.49 %
MDU2	18.29	14.85 %
DGL1	16.46	12.18 %
MDU6	11.25	12.52 %
ATG1	9.88	12.78 %
TMM1	5.96	10.75 %
MDU3	5.19	11.67 %
TEN2	4.41	10.67 %
KRR1	3.57	9.93 %
BTU1	3.51	14.83 %
MPA1	2.90	7.20 %
BNR1	2.38	8.61 %
DKI1	2.18	4.00 %
KYK1	2.13	5.82 %
CMR1	0.83	5.30 %
TEN1	0.51	1.17 %
NTM1	0.23	1.08 %
SZSD		0.00 %
WHMD		0.00 %
Total	271.07	14.79 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	100.83	19.66 %
Fridge	72.76	20.35 %
Wash-Mac	52.78	14.63 %
Air-Cond	15.92	7.61 %
W.Heater	4.97	23.96 %
D-Freez	2.34	73.66 %
Oven	1.10	18.61 %
W-Disp	0.15	18.38 %
Total	250.85	17.05 %

Branch *	MTD Sales L	Brand Share %
ERD1	14.85	13.12 %
SLM1	14.31	11.72 %
HSR2	12.14	14.53 %
HSR1	9.69	14.28 %
SLM2	6.36	11.34 %
KRI1	6.30	12.68 %
SLM3	5.00	7.95 %
KVP1	4.64	13.61 %
TRM1	4.01	10.02 %
EDP1	2.49	9.77 %
PMP1	2.26	10.99 %
SGG1	1.71	10.83 %
WZWH	1.11	10.61 %
PLC1	0.74	2.76 %
WHPD		0.00 %
Total	250.85	17.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	99.66	25.47 %
Fridge	50.16	18.38 %
Wash-Mac	41.01	15.92 %
Air-Cond	31.61	9.09 %
D-Freez	4.38	59.22 %
W.Heater	2.15	11.25 %
W-Disp	0.61	60.83 %
Oven	0.44	15.95 %
Total	230.03	17.69 %

Branch *	MTD Sales L	Brand Share %
POY1	22.18	13.87 %
CUD1	14.78	12.70 %
CDM1	11.34	13.00 %
SJI1	6.98	14.34 %
KML1	1.94	4.63 %
WHNV		0.00 %
WHUT		0.00 %
Total	230.03	17.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	93.22	27.15 %
Fridge	46.46	19.80 %
Wash-Mac	37.96	18.24 %
Air-Cond	34.59	13.49 %
D-Freez	4.56	75.41 %
W.Heater	3.47	21.14 %
Oven	0.22	5.35 %
Total	220.48	20.60 %

Branch *	MTD Sales L	Brand Share %
VEL1	8.43	14.33 %
TRL1	7.37	9.17 %
CGM1	0.81	2.49 %
BGR1	0.33	1.66 %
Total	220.48	20.60 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	71.56	16.59 %
Fridge	50.38	17.63 %
Wash-Mac	43.70	13.80 %
Air-Cond	8.15	6.47 %
W.Heater	3.22	15.04 %
D-Freez	1.89	48.04 %
Oven	1.23	14.72 %
W-Disp	0.31	23.09 %
Total	180.44	15.10 %

Branch *	MTD Sales L	Brand Share %
CBE2	17.80	8.92 %
CBE6	6.80	13.82 %
TPR1	6.70	14.23 %
KMR1	5.10	5.45 %
CNR1	2.72	14.61 %
KGI1	1.88	9.80 %
MPM1	1.17	2.89 %
TPR4	1.16	4.88 %
ANR1	1.04	9.73 %
KGM1	0.79	4.97 %
WZSD	0.73	13.78 %
WHCB		0.00 %
Total	180.44	15.10 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	9.89	26.30 %
Fridge	6.45	11.99 %
LED TV	3.11	5.37 %
Wash-Mac	1.26	3.71 %
D-Freez	0.72	45.02 %
Oven	0.05	3.17 %
Total	21.48	11.44 %

Branch *	MTD Sales L	Brand Share %
TVP1	7.36	7.04 %
PAS1	2.93	7.49 %
Total	21.48	11.44 %