

MTD Sales
3,630.79 L

Brand Share %
15.81 %

Information:

MTD : 01-10-2025 To 30-10-2025

* 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	1,853.40	19.19 %
Fridge	728.83	16.26 %
Wash-Mac	682.75	14.54 %
Air-Cond	236.12	6.58 %
W.Heater	67.52	20.69 %
D-Freez	37.57	74.76 %
Oven	12.36	16.46 %
W-Disp	7.26	60.29 %
Chimney	4.97	6.10 %
Total	3,630.79	15.81 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	535.72	18.10 %
SOUTH-03	508.86	15.25 %
SOUTH-01	471.73	12.56 %
CHENNAI-01	409.94	15.34 %
TRICHY-01	393.42	14.79 %
CHENNAI-02	367.80	16.69 %
WEST-01	326.06	15.45 %
NORTH ARCOT	305.56	19.85 %
SOUTH ARCOT	297.74	18.83 %
KL-SOUTH	13.96	9.75 %
Total	3,630.79	15.81 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	279.45	20.91 %
Fridge	114.47	17.89 %
Wash-Mac	107.01	15.28 %
Air-Cond	18.32	8.21 %
W.Heater	9.00	31.92 %
D-Freez	4.86	75.79 %
Oven	1.23	16.26 %
Chimney	1.03	5.88 %
W-Disp	0.35	60.20 %
Total	535.72	18.10 %

Branch *	MTD Sales L	Brand Share %
SLM1	36.20	13.19 %
ERD1	27.23	13.69 %
HSR2	21.36	13.75 %
SLM3	20.44	14.56 %
SLM2	17.19	15.15 %
TRM1	13.79	15.70 %
KRI1	9.13	12.83 %
KVP1	6.02	11.19 %
PDR1	4.69	10.48 %
APN1	3.55	7.13 %
PMP1	2.42	5.46 %
WZWH	1.14	10.74 %
WHKP		0.00 %
Total	535.72	18.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	246.51	18.00 %
Fridge	121.77	16.70 %
Wash-Mac	99.56	14.23 %
Air-Cond	25.06	5.39 %
W.Heater	8.98	20.29 %
D-Freez	4.68	75.73 %
Oven	1.09	11.37 %
Chimney	0.77	5.80 %
W-Disp	0.42	41.46 %
Total	508.86	15.25 %

Branch *	MTD Sales L	Brand Share %
MDU1	49.10	10.40 %
DGL1	42.97	13.04 %
MDU2	28.91	12.49 %
ATG1	13.03	13.57 %
MPA1	12.47	14.18 %
KRR1	12.31	10.67 %
TMM1	12.28	10.42 %
MDU4	9.01	14.57 %
SVG1	8.79	11.42 %
TEN1	7.43	9.07 %
TEN2	6.58	8.24 %
DKI1	5.91	7.34 %
NTM1	2.06	4.73 %
CMR1	2.03	6.38 %
SZSD	0.30	2.17 %
WHMD	-0.24	7.28 %
Total	508.86	15.25 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	211.33	14.41 %
Fridge	104.75	14.30 %
Wash-Mac	97.00	12.80 %
Air-Cond	42.84	5.94 %
D-Freez	6.57	70.69 %
W.Heater	6.00	12.57 %
Oven	1.48	11.93 %
W-Disp	0.98	61.82 %
Chimney	0.77	10.37 %
Total	471.73	12.56 %

Branch *	MTD Sales L	Brand Share %
TVL1	44.28	13.54 %
RPM1	23.24	13.26 %
TUT1	21.72	4.80 %
TKS2	21.58	15.02 %
KVT1	20.49	10.60 %
NGR1	19.94	8.67 %
TCN1	13.72	15.05 %
PKD1	12.95	10.71 %
SVK1	12.70	9.26 %
VNR2	11.94	7.36 %
APK1	11.18	12.92 %
TUT2	9.74	6.02 %
STU2	8.21	15.09 %
SKD1	6.58	14.23 %
TYI1	6.51	12.94 %
MMT1	6.28	11.09 %
TKY1	4.32	7.52 %
ASM1	3.25	6.15 %
KGL1	3.16	7.77 %
UDN1	2.99	5.59 %
TVL2	2.58	6.85 %
VKM1	2.04	4.52 %
COL1	0.91	6.36 %
S2SD	0.10	0.47 %
WHTV	-0.06	4.09 %
Total	471.73	12.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	205.56	20.13 %
Fridge	73.87	15.43 %
Wash-Mac	73.55	13.87 %
Air-Cond	38.52	6.80 %
W.Heater	9.20	18.81 %
D-Freez	4.17	74.73 %
Oven	2.73	25.68 %
W-Disp	1.78	53.43 %
Chimney	0.53	6.78 %
Total	409.94	15.34 %

Branch *	MTD Sales L	Brand Share %
CH14	29.84	15.19 %
CH16	26.84	13.13 %
CH08	23.40	12.87 %
CH05	16.19	9.48 %
CH11	11.55	14.18 %
CH48	10.80	9.95 %
CZWH	9.36	14.21 %
CH19	8.70	5.88 %
KNR1	8.10	12.20 %
CH22	7.01	8.97 %
CGL1	5.05	8.68 %
WHC3	2.77	10.62 %
CH29	0.15	1.02 %
CH40		0.00 %
MC09		0.00 %
WCHN	-3.73	15.69 %
Total	409.94	15.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	229.74	19.27 %
Fridge	65.23	13.33 %
Wash-Mac	59.17	13.49 %
Air-Cond	27.10	5.67 %
W.Heater	5.86	13.88 %
D-Freez	4.94	84.18 %
Oven	0.63	8.84 %
W-Disp	0.42	72.06 %
Chimney	0.35	6.49 %
Total	393.42	14.79 %

Branch *	MTD Sales L	Brand Share %
TRY1	50.47	13.04 %
TNJ2	19.86	13.36 %
MDI1	16.56	15.75 %
TVR2	14.93	11.50 %
KUM1	13.82	9.34 %
TRY3	13.08	13.93 %
JKM1	12.47	14.76 %
PBR1	8.61	15.02 %
TNJ1	7.79	4.43 %
TTP1	4.81	9.32 %
ORU1	0.69	1.71 %
APM1	0.59	2.02 %
TZSD	0.17	1.73 %
MSI1		0.00 %
WTRZ	-1.39	14.29 %
Total	393.42	14.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	163.37	18.17 %
Wash-Mac	82.17	19.08 %
Fridge	73.54	19.83 %
Air-Cond	34.43	7.59 %
W.Heater	8.23	26.97 %
Oven	2.23	24.06 %
D-Freez	1.85	88.56 %
W-Disp	1.46	68.11 %
Chimney	0.51	11.25 %
Total	367.80	16.69 %

Branch *	MTD Sales L	Brand Share %
CH03	31.22	13.04 %
CH15	26.09	11.45 %
CH12	18.55	11.66 %
MJR1	15.14	15.01 %
CH09	14.01	14.63 %
CH21	13.00	9.92 %
CH44	10.66	15.12 %
UKI1	8.02	15.10 %
CH46	6.61	15.43 %
CH27	3.29	11.71 %
CH36	2.53	9.36 %
CH32	0.68	7.76 %
MC06	0.27	4.51 %
CH01	0.12	2.61 %
MC05		0.00 %
Total	367.80	16.69 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	174.12	18.83 %
Fridge	71.57	16.53 %
Wash-Mac	64.03	12.19 %
W.Heater	6.13	21.39 %
Air-Cond	5.74	3.40 %
D-Freez	2.43	70.46 %
Oven	1.03	12.50 %
W-Disp	0.57	70.28 %
Chimney	0.43	2.49 %
Total	326.06	15.45 %

Branch *	MTD Sales L	Brand Share %
CBE2	20.88	5.52 %
TPR2	20.11	14.88 %
CBE4	11.74	12.73 %
SUL1	7.89	12.19 %
CBE6	7.75	10.62 %
MPM1	7.67	10.55 %
TPR4	4.84	11.63 %
KMR1	3.08	2.57 %
KGI1	3.04	9.24 %
WZSD	0.28	2.49 %
Total	326.06	15.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	168.11	24.32 %
Wash-Mac	55.60	17.90 %
Fridge	49.37	18.14 %
Air-Cond	21.24	9.49 %
W.Heater	6.81	25.61 %
D-Freez	1.79	49.55 %
Oven	1.09	22.72 %
W-Disp	0.98	75.33 %
Chimney	0.58	11.63 %
Total	305.56	19.85 %

Branch *	MTD Sales L	Brand Share %
KPM2	21.82	11.36 %
TRR1	11.08	11.77 %
TRL1	7.24	6.98 %
CGM1	1.91	5.35 %
BGR1	0.78	2.21 %
WHVL	-0.11	5.09 %
Total	305.56	19.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	169.06	24.04 %
Fridge	51.92	17.35 %
Wash-Mac	43.62	15.49 %
Air-Cond	20.16	7.88 %
W.Heater	7.14	25.53 %
D-Freez	4.76	84.36 %
Oven	0.80	19.53 %
W-Disp	0.29	48.99 %
Total	297.74	18.83 %

Branch *	MTD Sales L	Brand Share %
CUD1	19.90	14.16 %
CDM1	16.87	15.29 %
SJI2	16.72	13.42 %
KKI2	16.59	14.35 %
NVL2	14.23	14.05 %
KML1	6.01	13.34 %
SJI1		0.00 %
Total	297.74	18.83 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.16	11.89 %
Air-Cond	2.70	8.83 %
Fridge	2.33	6.45 %
D-Freez	1.51	71.45 %
Wash-Mac	1.05	5.31 %
W.Heater	0.16	13.43 %
Oven	0.05	3.42 %
Total	13.96	9.75 %

Branch *	MTD Sales L	Brand Share %
TVP1	8.77	9.61 %
KLR1	3.29	14.61 %
PAS1	1.90	6.52 %
TVSD		0.00 %
WTVP		0.00 %
Total	13.96	9.75 %