

MTD Sales
120.30 L

Brand Share %
26.97 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **26.97 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	43.27	35.90 %
Wash-Mac	25.60	31.50 %
Air-Cond	25.02	18.14 %
Fridge	20.04	21.98 %
W-Purifi	2.50	57.91 %
Home-The	2.20	30.26 %
Oven	1.26	52.55 %
Dishwash	0.40	34.12 %
Total	120.30	26.97 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	17.44	24.73 %
SOUTH-03	16.93	25.66 %
SOUTH-01	16.63	27.67 %
WEST-02	14.91	28.45 %
WEST-01	14.21	36.53 %
CHENNAI-01	13.87	23.05 %
CHENNAI-02	12.51	29.52 %
NORTH ARCOT	7.65	28.96 %
SOUTH ARCOT	5.04	19.34 %
KL-SOUTH	1.10	35.11 %
Total	120.30	26.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	5.85	34.48 %
Air-Cond	4.86	18.12 %
Wash-Mac	3.19	31.92 %
Fridge	3.10	20.12 %
W-Purifi	0.25	45.81 %
Home-The	0.19	25.61 %
Total	17.44	24.73 %

Branch *	MTD Sales L	Brand Share %
TNJ1	2.39	25.32 %
TRY1	2.01	18.05 %
PBR2	1.78	25.55 %
PTK1	0.84	25.13 %
TRY3	0.59	20.69 %
KIK1	0.51	15.15 %
JKM1	0.34	17.05 %
TYR1	0.31	22.68 %
NGT1	0.28	9.03 %
APM1		0.00 %
MDI1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
Total	17.44	24.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	4.68	29.56 %
Wash-Mac	3.88	29.13 %
Fridge	3.80	23.48 %
Air-Cond	3.58	20.62 %
W-Purifi	0.59	45.89 %
Home-The	0.36	25.27 %
Oven	0.06	33.48 %
Total	16.93	25.66 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.43	19.60 %
DGL1	0.46	16.55 %
DKI1	0.43	23.64 %
MDU2	0.39	9.60 %
KKD2	0.33	20.43 %
DGL2	0.26	19.34 %
KRR1	0.25	9.55 %
TMM1	0.18	9.25 %
BNR1	0.13	9.51 %
TEN1	0.12	3.74 %
ADP1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
MDU5		0.00 %
MNM1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
USL1		0.00 %
Total	16.93	25.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	5.47	29.28 %
Air-Cond	4.47	26.29 %
Wash-Mac	3.59	28.72 %
Fridge	2.08	21.23 %
W-Purifi	0.48	61.79 %
Oven	0.36	64.88 %
Home-The	0.19	23.15 %
Total	16.63	27.67 %

Branch *	MTD Sales L	Brand Share %
RPM1	1.08	22.77 %
TKS1	0.72	23.21 %
NGR1	0.60	18.71 %
KVT1	0.39	17.01 %
TCN1	0.33	17.20 %
ASM1	0.27	25.17 %
PDI1	0.26	23.00 %
SNL1	0.18	17.23 %
VNR2	0.14	4.36 %
VLY1	0.13	4.58 %
STU2	0.13	16.56 %
ARM1	0.06	7.27 %
ERL1		0.00 %
SGT1		0.00 %
TVL2		0.00 %
UDN1		0.00 %
VNR1		0.00 %
Total	16.63	27.67 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	7.76	36.34 %
Wash-Mac	4.93	38.50 %
Fridge	1.47	15.12 %
Home-The	0.28	33.09 %
Air-Cond	0.28	3.79 %
Oven	0.20	48.51 %
Total	14.91	28.45 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.04	17.71 %
SLM3	0.79	23.32 %
MCR1	0.50	22.42 %
OML1	0.31	25.74 %
KVP1	0.26	22.02 %
VKL1	0.18	16.92 %
TCG1	0.14	10.02 %
SLM2	0.14	10.35 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
ERD2		0.00 %
HSR1		0.00 %
MTR1		0.00 %
PLC1		0.00 %
SGG1		0.00 %
VPD1		0.00 %
Total	14.91	28.45 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	7.24	51.41 %
Fridge	3.60	37.41 %
Wash-Mac	2.51	24.21 %
Home-The	0.42	56.76 %
Air-Cond	0.33	9.86 %
Oven	0.11	25.53 %
Total	14.21	36.53 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.47	16.24 %
UAM1	0.25	16.29 %
SYM2	0.22	13.84 %
TPR3	0.06	3.14 %
ANR1		0.00 %
CBE1		0.00 %
CNR1		0.00 %
GBM1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	14.21	36.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	5.70	17.09 %
Wash-Mac	2.42	34.05 %
LED TV	2.35	30.38 %
Fridge	1.64	18.26 %
W-Purifi	0.57	80.24 %
Home-The	0.48	32.31 %
Dishwash	0.40	100.00 %
Oven	0.32	73.04 %
Total	13.87	23.05 %

Branch *	MTD Sales L	Brand Share %
CH48	0.93	8.18 %
MRM1	0.77	26.08 %
CH39	0.59	26.85 %
CH28	0.52	18.85 %
CH11	0.51	16.50 %
CZWH	0.20	23.22 %
CH16	0.18	7.50 %
AVD1	0.13	6.05 %
CH42	0.10	2.96 %
CGL1		0.00 %
CH26		0.00 %
CH35		0.00 %
CH45		0.00 %
KNR1		0.00 %
Total	13.87	23.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	4.51	41.85 %
Wash-Mac	2.86	37.28 %
Air-Cond	2.63	18.02 %
Fridge	2.30	27.54 %
Oven	0.21	65.25 %
Total	12.51	29.52 %

Branch *	MTD Sales L	Brand Share %
CH21	0.72	19.37 %
CH03	0.57	11.62 %
CH12	0.48	17.37 %
CH09	0.32	21.66 %
CH33	0.18	23.47 %
CH17	0.17	11.75 %
CH31	0.13	18.10 %
CH06		0.00 %
CH23		0.00 %
CH24		0.00 %
CH41		0.00 %
CH43		0.00 %
GPD1		0.00 %
Total	12.51	29.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.95	43.43 %
Wash-Mac	1.61	35.60 %
Air-Cond	1.48	19.71 %
Fridge	1.06	16.25 %
Home-The	0.28	35.28 %
W-Purifi	0.27	100.00 %
Total	7.65	28.96 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.33	9.09 %
CGM1	0.26	10.08 %
VNB1	0.19	26.62 %
AKM1	0.18	9.49 %
ABR1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
TRL1		0.00 %
Total	7.65	28.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.22	28.22 %
Air-Cond	1.20	12.90 %
Fridge	0.87	13.76 %
Wash-Mac	0.62	26.16 %
W-Purifi	0.13	100.00 %
Total	5.04	19.34 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.45	24.58 %
KLM1	0.32	25.39 %
CUD1	0.27	16.01 %
TRK1	0.26	15.02 %
MKM1	0.16	15.85 %
KKI2	0.14	5.06 %
TVM1	0.13	15.28 %
CDM1		0.00 %
NVL2		0.00 %
POY2		0.00 %
PRT1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM2		0.00 %
Total	5.04	19.34 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.50	35.85 %
LED TV	0.26	52.68 %
W-Purifi	0.22	100.00 %
Fridge	0.12	40.61 %
Total	1.10	35.11 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.38	18.53 %
Total	1.10	35.11 %