

MTD Sales
272.41 L

Brand Share %
2.53 %

Information:

MTD : 01-09-2026 To 29-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	152.48	2.41 %
LED TV	119.93	2.69 %
Total	272.41	2.53 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	60.83	3.92 %
SOUTH-01	43.62	2.27 %
TRICHY-01	36.73	2.39 %
SOUTH-03	31.02	2.67 %
CHENNAI-01	26.09	1.51 %
SOUTH ARCOT	24.95	3.24 %
NORTH ARCOT	23.76	3.00 %
WEST-02	15.84	3.19 %
WEST-01	5.80	1.44 %
WEST-03	3.77	0.93 %
Total	272.41	2.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	39.42	4.19 %
LED TV	21.41	3.50 %
Total	60.83	3.92 %

Branch *	MTD Sales L	Brand Share %
CH21	2.42	2.32 %
CH06	0.30	0.55 %
CH37	0.30	1.23 %
PON1	0.27	0.58 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH35		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
CH51		0.00 %
GPD1		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.73	1.35 %
Total	60.83	3.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	25.19	2.13 %
LED TV	18.43	2.49 %
Total	43.62	2.27 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.63	2.02 %
KVT1	2.84	2.39 %
NGR1	0.81	0.85 %
VNR2	0.61	1.11 %
ASM1	0.46	1.38 %
SVK1	0.46	0.87 %
TUT2	0.46	0.56 %
TKS2	0.42	0.53 %
TKY1	0.31	1.43 %
VKM1	0.15	0.76 %
RND2	0.14	0.23 %
APK2		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
RND1		0.00 %
RPM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
STU2		0.00 %
UDN1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	43.62	2.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	21.49	2.33 %
LED TV	15.24	2.49 %
Total	36.73	2.39 %

Branch *	MTD Sales L	Brand Share %
TNJ2	1.42	2.03 %
KUM1	1.06	1.25 %
MVM1	0.88	0.88 %
TRY3	0.61	1.37 %
TTP1	0.42	1.35 %
MSI1	0.29	1.06 %
APM1	0.28	2.14 %
TVR1	0.24	0.60 %
NMM1	0.13	0.88 %
AYR1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
NCK1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PBR2		0.00 %
PDK2		0.00 %
TRY2		0.00 %
TRY4		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	36.73	2.39 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	15.78	2.35 %
LED TV	15.24	3.09 %
Total	31.02	2.67 %

Branch *	MTD Sales L	Brand Share %
TEN1	0.58	1.88 %
MDU6	0.40	0.94 %
ADP1	0.22	2.18 %
CBM1	0.13	0.67 %
PNV2	0.12	0.85 %
BTU1		0.00 %
KKD3		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU1		0.00 %
MDU2		0.00 %
MDU4		0.00 %
MNM1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	31.02	2.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	21.48	1.86 %
LED TV	4.60	0.80 %
Total	26.09	1.51 %

Branch *	MTD Sales L	Brand Share %
CH28	1.79	2.17 %
GUD1	1.09	1.57 %
CH16	0.71	0.55 %
SKL1	0.67	1.95 %
GUD2	0.58	1.91 %
CH08	0.44	1.69 %
AVD1	0.43	0.68 %
CH39	0.42	1.42 %
TKM1	0.31	1.85 %
CH26	0.22	1.00 %
CH05	0.15	0.13 %
CH07		0.00 %
CH19		0.00 %
CH22		0.00 %
CH25		0.00 %
CH29		0.00 %
CH38		0.00 %
CH42		0.00 %
CH45		0.00 %
CH49		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MRM1		0.00 %
Total	26.09	1.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.74	3.96 %
Air-Cond	11.21	2.64 %
Total	24.95	3.24 %

Branch *	MTD Sales L	Brand Share %
VPM1	0.31	2.29 %
KKI2		0.00 %
NVL2		0.00 %
POY1		0.00 %
POY2		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM2		0.00 %
WHNV		0.00 %
KML1	-0.19	-0.76 %
Total	24.95	3.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.66	3.92 %
Air-Cond	10.10	2.28 %
Total	23.76	3.00 %

Branch *	MTD Sales L	Brand Share %
PLR1	0.53	1.82 %
ARC2	0.29	1.48 %
ANI1	0.24	1.87 %
CPT1	0.22	1.80 %
TRL1	0.22	0.38 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
NASD		0.00 %
SBR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	23.76	3.00 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	10.45	3.53 %
Air-Cond	5.39	2.70 %
Total	15.84	3.19 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.21	2.13 %
SLM3	0.22	0.65 %
TRM1	0.22	0.98 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
HSR1		0.00 %
KAM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	15.84	3.19 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.49	2.22 %
Air-Cond	0.31	0.20 %
Total	5.80	1.44 %

Branch *	MTD Sales L	Brand Share %
UAM1	0.37	1.70 %
CBE2	0.24	0.30 %
CBE6	0.22	0.77 %
KMD1	0.13	1.25 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	5.80	1.44 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	2.11	0.96 %
LED TV	1.67	0.90 %
Total	3.77	0.93 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.31	0.60 %
TCG1	0.30	1.73 %
AVI1		0.00 %
CMI1		0.00 %
ERD1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	3.77	0.93 %