

MTD Sales
116.27 L

Brand Share %
1.77 %

Information:

MTD : 01-08-2025 To 23-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **1.77 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	87.04	2.94 %
LED TV	29.23	0.81 %
Total	116.27	1.77 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	28.42	2.76 %
CHENNAI-02	26.21	3.18 %
TRICHY-01	18.08	1.98 %
SOUTH-01	18.02	1.67 %
SOUTH ARCOT	8.16	1.57 %
SOUTH-03	6.25	0.88 %
NORTH ARCOT	4.83	1.11 %
WEST-01	3.30	0.73 %
WEST-02	1.83	0.33 %
KL-SOUTH	1.17	2.06 %
Total	116.27	1.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	24.38	4.04 %
LED TV	4.04	0.95 %
Total	28.42	2.76 %

Branch *	MTD Sales L	Brand Share %
CH42	0.71	1.33 %
CH45	0.25	0.69 %
AVD1		0.00 %
CGL1		0.00 %
CH07		0.00 %
CH08		0.00 %
CH19		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
CH48		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC02		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	28.42	2.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	23.96	5.52 %
LED TV	2.25	0.58 %
Total	26.21	3.18 %

Branch *	MTD Sales L	Brand Share %
CH43	0.35	1.31 %
CH12	0.32	0.60 %
CH44	0.29	0.98 %
CH23	0.28	1.52 %
CH01		0.00 %
CH06		0.00 %
CH09		0.00 %
CH15		0.00 %
CH21		0.00 %
CH24		0.00 %
CH27		0.00 %
CH34		0.00 %
CH36		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC05		0.00 %
MC08		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	26.21	3.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	10.80	2.53 %
LED TV	7.29	1.49 %
Total	18.08	1.98 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.16	1.75 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PBR2		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR2		0.00 %
TZSD		0.00 %
Total	18.08	1.98 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	14.18	2.78 %
LED TV	3.84	0.67 %
Total	18.02	1.67 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.56	1.09 %
KVT1	0.34	0.68 %
TCN1	0.33	1.05 %
TKS1	0.32	0.96 %
PKD1	0.28	1.02 %
RPM1	0.28	0.82 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
WHTV		0.00 %
Total	18.02	1.67 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	4.45	1.94 %
LED TV	3.71	1.28 %
Total	8.16	1.57 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.34	1.38 %
TRK1	0.31	0.84 %
CUD1	0.19	0.42 %
KKI2		0.00 %
KML1		0.00 %
NVL2		0.00 %
PRT1		0.00 %
SJI1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	8.16	1.57 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	3.54	0.84 %
Air-Cond	2.71	0.94 %
Total	6.25	0.88 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.24	1.55 %
DKI1	0.13	0.58 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL1		0.00 %
DGL2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TMM1		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	6.25	0.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	3.59	1.99 %
LED TV	1.24	0.49 %
Total	4.83	1.11 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.13	0.39 %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	4.83	1.11 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	1.95	0.56 %
Air-Cond	1.35	1.34 %
Total	3.30	0.73 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.25	1.07 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR4		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	3.30	0.73 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	0.94	0.58 %
LED TV	0.89	0.23 %
Total	1.83	0.33 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.14	0.24 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	1.83	0.33 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.68	3.33 %
LED TV	0.49	1.35 %
Total	1.17	2.06 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	1.17	2.06 %