

MTD Sales
2,043.25 L

Brand Share %
14.09 %

Information:

MTD : 01-07-2025 To 31-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.09 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	724.12	23.53 %
LED TV	702.57	17.71 %
Wash-Mac	494.91	18.02 %
Air-Cond	114.98	2.61 %
Oven	5.21	9.30 %
Home-The	1.47	0.59 %
Total	2,043.25	14.09 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	380.27	14.51 %
CHENNAI-01	307.04	13.68 %
TRICHY-01	261.69	13.85 %
SOUTH-03	250.30	15.10 %
WEST-02	203.19	15.04 %
WEST-01	188.88	20.01 %
CHENNAI-02	183.94	10.74 %
SOUTH ARCOT	152.11	14.13 %
NORTH ARCOT	91.06	10.33 %
KL-SOUTH	24.78	19.71 %
Total	2,043.25	14.09 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	138.07	26.41 %
LED TV	112.22	15.17 %
Wash-Mac	109.03	21.23 %
Air-Cond	19.49	2.48 %
Oven	1.35	12.75 %
Home-The	0.10	0.22 %
Total	380.27	14.51 %

Branch *	MTD Sales L	Brand Share %
TVL1	30.34	13.24 %
TUT2	16.96	14.03 %
RPM1	12.01	13.73 %
KVT1	10.32	6.82 %
PKD1	9.42	11.16 %
TYI1	8.11	8.55 %
TKS2	7.44	7.61 %
UDN1	6.57	12.03 %
APK1	5.28	9.23 %
ERL1	5.24	13.18 %
S2SD	3.63	13.40 %
SNL1	3.62	7.80 %
VKM1	2.81	10.45 %
SVK1	2.20	2.92 %
KYR1	1.85	4.69 %
KSM1	1.68	10.37 %
COL1	1.51	12.37 %
KGL1	1.18	4.62 %
PDI1	0.78	2.47 %
Total	380.27	14.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	108.74	24.97 %
LED TV	100.86	20.06 %
Wash-Mac	65.66	17.94 %
Air-Cond	30.14	3.33 %
Home-The	0.93	3.29 %
Oven	0.72	8.33 %
Total	307.04	13.68 %

Branch *	MTD Sales L	Brand Share %
CH16	21.60	13.94 %
CH14	17.47	11.67 %
CH19	17.35	12.31 %
CH28	11.99	13.18 %
CH22	11.74	13.08 %
WHC3	7.69	7.44 %
CZWH	6.71	12.35 %
CH11	5.18	6.08 %
TKM1	2.31	9.45 %
SKL1	1.61	3.68 %
CH38	1.44	2.97 %
CH37	0.94	3.53 %
GUD2	0.64	1.19 %
CH26	0.45	2.39 %
MC02		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	307.04	13.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	98.57	25.31 %
LED TV	87.56	17.64 %
Wash-Mac	60.87	22.03 %
Air-Cond	14.15	2.03 %
Oven	0.42	8.77 %
Home-The	0.11	0.48 %
Total	261.69	13.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	51.22	12.11 %
TNJ1	15.91	12.32 %
MDI1	9.02	13.12 %
PTK1	6.44	8.25 %
TRY2	5.04	11.01 %
JKM1	2.80	6.18 %
TVR1	2.43	6.70 %
NGT1	2.04	2.87 %
PBR1	1.51	4.18 %
NMM1	1.33	4.72 %
PDK1	0.96	2.52 %
KRN1	0.70	3.70 %
TYR1	0.61	1.48 %
TZSD	0.39	2.24 %
WTRZ	-0.19	7.27 %
Total	261.69	13.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	94.78	20.50 %
Fridge	84.90	22.76 %
Wash-Mac	57.79	17.87 %
Air-Cond	12.46	2.69 %
Oven	0.37	5.76 %
Home-The		0.00 %
Total	250.30	15.10 %

Branch *	MTD Sales L	Brand Share %
DGL1	14.28	10.80 %
CBM1	8.13	12.61 %
MDU6	7.67	9.98 %
TMM1	6.87	9.60 %
DKI1	6.20	12.65 %
KRR1	4.15	11.95 %
PVI1	4.15	13.07 %
SVG1	3.71	6.82 %
USL1	3.23	10.32 %
TDI1	2.89	7.71 %
MDU4	1.51	3.94 %
BNR1	1.38	5.96 %
SGP1	1.25	5.73 %
MLR1	1.23	4.20 %
PNI1	0.91	4.98 %
TPT1	0.71	1.74 %
PKM1	0.52	3.59 %
MDWH		0.00 %
WHMD		0.00 %
Total	250.30	15.10 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	76.96	17.34 %
Fridge	70.74	19.95 %
Wash-Mac	47.20	14.07 %
Air-Cond	7.90	4.32 %
Oven	0.34	5.70 %
Home-The	0.04	0.15 %
Total	203.19	15.04 %

Branch *	MTD Sales L	Brand Share %
HSR1	9.51	13.24 %
SLM3	5.65	11.60 %
SLM2	4.22	7.77 %
WZWH	3.37	12.31 %
OML1	2.72	8.16 %
PDR1	2.56	9.35 %
RSP1	1.70	2.85 %
KMM1	1.36	6.34 %
EDP1	1.25	5.19 %
SGG1	1.08	9.32 %
VKL1	0.88	4.20 %
SGI1	0.65	2.58 %
EPI1	0.56	1.67 %
BMD1	0.42	1.15 %
APN1	0.28	1.37 %
DPR2	0.19	0.91 %
HRR1		0.00 %
WHPD		0.00 %
Total	203.19	15.04 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	67.69	21.72 %
Fridge	64.23	26.79 %
Wash-Mac	52.26	19.31 %
Air-Cond	3.71	4.18 %
Oven	1.01	14.76 %
Total	188.88	20.01 %

Branch *	MTD Sales L	Brand Share %
CBE4	4.89	8.36 %
WZSD	1.73	9.12 %
KMD1	1.26	6.61 %
KGI1	1.24	10.17 %
GBM1	1.03	7.97 %
GDR1	0.93	5.43 %
PPI1	0.56	3.09 %
KGM1	0.39	1.78 %
WHCB		0.00 %
Total	188.88	20.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	66.43	14.43 %
Fridge	61.71	20.24 %
Wash-Mac	41.62	14.43 %
Air-Cond	13.33	2.13 %
Oven	0.58	10.22 %
Home-The	0.28	0.98 %
Total	183.94	10.74 %

Branch *	MTD Sales L	Brand Share %
CH06	8.13	9.28 %
CH34	7.48	9.24 %
CH18	7.06	7.63 %
CH44	6.57	11.13 %
CH09	6.13	7.91 %
CH43	5.11	7.35 %
CH20	3.81	5.04 %
CH24	3.12	4.85 %
CH41	2.97	4.41 %
CH17	2.20	4.26 %
CH33	2.15	3.46 %
MJR1	2.03	2.80 %
CH46	1.05	2.86 %
CH32	1.01	7.18 %
CH27	0.74	2.75 %
UKI1	0.72	2.35 %
CH36	0.61	2.30 %
CH23	0.55	2.60 %
CH01	0.49	9.40 %
PON1	0.37	1.00 %
CH31	0.15	0.57 %
MC05		0.00 %
MC08		0.00 %
Total	183.94	10.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	54.84	23.86 %
LED TV	53.66	20.48 %
Wash-Mac	35.03	18.78 %
Air-Cond	8.48	2.24 %
Oven	0.10	2.85 %
Total	152.11	14.13 %

Branch *	MTD Sales L	Brand Share %
POY1	11.48	8.40 %
CUD1	10.53	10.96 %
POY2	5.60	5.68 %
KML1	5.08	13.43 %
TDM1	4.48	10.54 %
MKM1	2.50	9.48 %
TVM2	2.44	10.28 %
STP1	2.02	9.25 %
TVM1	1.47	8.94 %
VPM1	1.41	6.91 %
WHNV		0.00 %
Total	152.11	14.13 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.75	13.04 %
Fridge	31.87	16.53 %
Wash-Mac	21.78	13.21 %
Air-Cond	3.56	1.47 %
Oven	0.09	2.88 %
Total	91.06	10.33 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.16	10.99 %
SBR1	6.33	11.48 %
AKM1	3.95	9.18 %
VEL1	2.82	4.32 %
ARC2	1.90	6.77 %
VNB1	1.54	7.28 %
KPM1	1.29	3.31 %
VEL2	1.15	2.16 %
VSI1	1.09	2.97 %
WJD1	0.86	2.77 %
CPT1	0.72	3.54 %
SLG1	0.58	4.38 %
PTU1	0.50	4.90 %
GDM1	0.21	0.68 %
WJP1	0.17	0.73 %
ANI1		0.00 %
BGR1		0.00 %
NASD		0.00 %
UGI1		0.00 %
WHVL	-0.11	8.35 %
Total	91.06	10.33 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	10.45	30.34 %
LED TV	8.64	29.71 %
Wash-Mac	3.68	17.75 %
Air-Cond	1.75	4.54 %
Oven	0.25	36.33 %
Total	24.78	19.71 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	24.78	19.71 %