

MTD Sales
2,486.37 L

Brand Share %
15.09 %

Information:

MTD : 01-08-2025 To 31-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.09 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	875.06	17.68 %
Fridge	853.47	24.01 %
Wash-Mac	603.54	18.25 %
Air-Cond	148.04	3.45 %
Oven	6.26	9.02 %
Total	2,486.37	15.09 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	409.45	14.84 %
CHENNAI-01	385.14	15.95 %
TRICHY-01	341.83	16.27 %
SOUTH-03	314.99	16.49 %
WEST-01	254.82	20.66 %
WEST-02	233.85	15.26 %
CHENNAI-02	194.02	10.39 %
SOUTH ARCOT	191.92	14.40 %
NORTH ARCOT	108.64	9.70 %
KL-SOUTH	51.70	25.32 %
Total	2,486.37	15.09 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	151.94	25.98 %
LED TV	127.11	15.81 %
Wash-Mac	109.14	20.22 %
Air-Cond	19.61	2.57 %
Oven	1.65	12.82 %
Total	409.45	14.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	41.97	13.24 %
TVL1	38.13	13.38 %
KVT1	15.20	11.17 %
TUT2	14.17	13.54 %
TKS2	12.19	11.31 %
MAR1	10.16	13.82 %
PKD1	8.83	12.63 %
SKD1	8.67	13.43 %
APK1	6.16	10.79 %
SDI1	5.91	14.94 %
SNL1	4.98	9.94 %
VKM1	3.10	6.73 %
APK2	2.96	7.34 %
SVK1	2.70	3.34 %
KYR1	2.55	8.10 %
COL1	1.66	10.99 %
KSM1	1.63	10.97 %
KGL1	1.43	5.28 %
TYI1	0.56	1.36 %
PDI1	0.55	1.54 %
ERL1	-0.06	5.94 %
Total	409.45	14.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	129.94	28.79 %
LED TV	127.55	21.10 %
Wash-Mac	85.01	19.36 %
Air-Cond	41.95	4.83 %
Oven	0.70	5.82 %
Total	385.14	15.95 %

Branch *	MTD Sales L	Brand Share %
CH42	13.41	9.71 %
CH11	12.92	11.48 %
CH35	6.83	12.98 %
CH38	4.95	10.08 %
TKM1	2.46	7.11 %
SKL1	2.11	3.61 %
CH29	1.30	10.86 %
CH26	1.20	6.22 %
CZWH	1.14	6.59 %
GUD2	0.90	1.26 %
CH37	0.15	0.45 %
MC02		0.00 %
MC10		0.00 %
WCHN	-0.41	4.18 %
Total	385.14	15.95 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	120.59	19.16 %
Fridge	119.89	25.20 %
Wash-Mac	74.83	21.55 %
Air-Cond	25.94	4.22 %
Oven	0.58	9.96 %
Total	341.83	16.27 %

Branch *	MTD Sales L	Brand Share %
TNJ1	18.08	14.57 %
MDI1	15.31	12.63 %
KIK1	10.61	14.11 %
PTK1	9.73	10.18 %
JKM1	4.05	6.58 %
NCK1	2.55	8.67 %
TYR1	2.47	4.61 %
TRY2	2.29	6.35 %
PDK1	1.94	3.84 %
KRN1	1.39	5.33 %
TVR1	1.38	2.79 %
PBR1	1.15	3.03 %
TZSD	1.10	12.67 %
NGT1	0.69	0.98 %
NMM1	0.43	1.38 %
WTRZ		0.00 %
Total	341.83	16.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	120.94	21.16 %
Fridge	105.15	22.96 %
Wash-Mac	72.24	17.66 %
Air-Cond	16.37	3.79 %
Oven	0.29	5.18 %
Total	314.99	16.49 %

Branch *	MTD Sales L	Brand Share %
MDU2	17.02	13.36 %
KKD2	8.23	13.50 %
TMM1	6.85	11.82 %
DGL2	5.67	14.64 %
MDU3	5.17	11.31 %
MDU4	2.47	5.49 %
BNR1	1.85	6.37 %
TDI1	1.74	6.06 %
MLR1	1.44	2.65 %
SGP1	0.71	2.21 %
KYK1	0.69	1.85 %
TPT1	0.45	1.04 %
PNI1	0.34	1.45 %
PKM1	0.17	0.75 %
WHMD		0.00 %
Total	314.99	16.49 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	98.59	22.28 %
Fridge	83.00	28.33 %
Wash-Mac	67.93	20.76 %
Air-Cond	4.17	3.21 %
Oven	1.14	13.15 %
Total	254.82	20.66 %

Branch *	MTD Sales L	Brand Share %
PLI1	10.11	13.66 %
CBE4	4.30	7.42 %
KMD1	2.49	9.76 %
PPI1	1.72	7.32 %
ANR1	1.18	10.58 %
KGI1	0.97	5.01 %
GDR1	0.39	2.33 %
KGM1	0.30	1.81 %
Total	254.82	20.66 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	81.51	15.18 %
Fridge	78.86	21.35 %
Wash-Mac	62.95	16.92 %
Air-Cond	10.09	4.61 %
Oven	0.45	7.34 %
Total	233.85	15.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	17.84	13.85 %
MTR1	8.64	13.73 %
SLM3	6.28	9.69 %
SLM2	4.37	7.56 %
OML1	2.55	5.61 %
VKL1	1.96	8.80 %
TCG1	1.82	6.02 %
EDP1	1.64	6.29 %
SGG1	1.16	6.72 %
RSP1	1.07	2.50 %
HRR1	0.99	4.60 %
KMM1	0.85	3.92 %
APN1	0.71	2.95 %
PDR1	0.30	1.39 %
EPI1	0.24	0.57 %
BMD1	0.15	0.46 %
DPR2	0.14	0.56 %
SGI1		0.00 %
WHKP		0.00 %
Total	233.85	15.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	67.44	12.55 %
Fridge	64.04	18.88 %
Wash-Mac	48.91	13.79 %
Air-Cond	13.06	2.18 %
Oven	0.57	5.84 %
Total	194.02	10.39 %

Branch *	MTD Sales L	Brand Share %
CH18	16.28	14.95 %
CH06	9.58	10.92 %
CH34	8.47	9.91 %
CH20	5.55	5.89 %
CH24	3.77	6.78 %
CH33	3.42	4.88 %
CH17	3.34	6.62 %
MJR1	2.56	2.85 %
CH43	1.90	2.94 %
CH09	1.88	2.53 %
UKI1	1.50	3.74 %
CH32	1.37	9.01 %
CH23	0.97	2.44 %
CH27	0.58	1.87 %
PON1	0.53	1.09 %
CH41	0.41	0.52 %
CH36	0.37	1.15 %
CH01	0.15	12.54 %
CH31	0.14	0.51 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	194.02	10.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.30	17.07 %
Fridge	64.18	22.79 %
Wash-Mac	50.08	19.02 %
Air-Cond	9.27	2.57 %
Oven	0.10	3.50 %
Total	191.92	14.40 %

Branch *	MTD Sales L	Brand Share %
CUD1	16.94	13.96 %
POY1	16.14	9.77 %
POY2	13.27	9.95 %
VPM2	12.17	12.26 %
KKI2	9.37	12.36 %
VCM1	5.98	14.19 %
KML1	5.15	11.94 %
TDM1	4.57	9.05 %
TVM2	2.43	10.12 %
STP1	1.51	7.19 %
VPM1	1.05	4.85 %
MKM1	0.86	3.33 %
TVM1	0.54	1.94 %
WHNV		0.00 %
WHUT		0.00 %
Total	191.92	14.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.07	11.96 %
Fridge	37.20	15.40 %
Wash-Mac	21.79	9.98 %
Air-Cond	6.39	2.38 %
Oven	0.19	4.44 %
Total	108.64	9.70 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.48	11.24 %
ABR1	9.62	14.67 %
TRR1	9.56	13.67 %
AKM1	6.84	10.71 %
ARC2	4.21	8.34 %
SBR1	3.37	4.79 %
VEL1	2.44	3.75 %
VSI1	1.99	4.07 %
VNB1	1.37	4.79 %
VEL2	1.20	1.67 %
SLG1	0.80	3.23 %
CPT1	0.77	2.65 %
WJP1	0.61	1.76 %
PTU1	0.60	5.90 %
GDM1	0.44	1.17 %
WJD1	0.40	1.03 %
KPM1	0.36	0.75 %
UGI1	0.25	1.52 %
ANI1	0.13	0.47 %
BGR1		0.00 %
WHVL		0.00 %
Total	108.64	9.70 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	19.97	31.37 %
Fridge	19.28	31.94 %
Wash-Mac	10.66	29.38 %
Air-Cond	1.18	3.06 %
Oven	0.61	35.67 %
Total	51.70	25.32 %

Branch *	MTD Sales L	Brand Share %
Total	51.70	25.32 %