

MTD Sales
66.95 L

Brand Share %
15.45 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **15.45 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	24.51	26.88 %
LED TV	21.69	18.00 %
Wash-Mac	14.94	18.39 %
Air-Cond	5.47	3.97 %
Oven	0.33	13.87 %
Total	66.95	15.45 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	12.99	18.77 %
SOUTH-03	11.45	18.22 %
WEST-02	8.50	16.50 %
WEST-01	8.13	21.49 %
CHENNAI-01	7.20	12.50 %
SOUTH-01	6.81	11.64 %
SOUTH ARCOT	4.96	19.16 %
CHENNAI-02	3.76	9.01 %
NORTH ARCOT	2.76	10.90 %
KL-SOUTH	0.39	13.67 %
Total	66.95	15.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	6.56	42.54 %
LED TV	2.50	14.70 %
Wash-Mac	2.21	22.09 %
Air-Cond	1.73	6.46 %
Total	12.99	18.77 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.17	12.58 %
TRY1	1.11	10.11 %
KIK1	0.35	10.44 %
TNJ2	0.19	9.13 %
MSI1	0.14	11.44 %
MVM1	0.14	4.91 %
JKM1	0.14	6.70 %
KRN1		0.00 %
MDI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
Total	12.99	18.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	3.90	24.66 %
Fridge	3.42	21.18 %
Wash-Mac	2.28	17.12 %
Air-Cond	1.84	10.64 %
Total	11.45	18.22 %

Branch *	MTD Sales L	Brand Share %
TEN1	0.36	12.70 %
TMM1	0.21	10.67 %
NTM1	0.16	15.08 %
DGL2	0.14	10.81 %
NKI1	0.13	14.31 %
CMR1	0.13	11.60 %
ADP1		0.00 %
ATG1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
MDU2		0.00 %
MDU4		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
MDU3	-0.19	-24.76 %
Total	11.45	18.22 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	4.39	20.57 %
Wash-Mac	2.37	18.52 %
Fridge	1.64	16.93 %
Oven	0.10	24.23 %
Total	8.50	16.50 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.37	12.34 %
SLM1	0.36	6.05 %
SLM3	0.24	7.10 %
KRI1	0.18	5.90 %
KVP1	0.16	13.49 %
ERD1	0.16	4.71 %
NKL2	0.14	8.66 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
Total	8.50	16.50 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	2.97	21.09 %
Fridge	2.69	27.94 %
Wash-Mac	2.38	22.97 %
Oven	0.09	21.24 %
Total	8.13	21.49 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.41	14.55 %
CBE2	0.35	12.29 %
SNR1	0.14	13.54 %
ANR1		0.00 %
CBE4		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PPI1		0.00 %
TPR2		0.00 %
Total	8.13	21.49 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	3.00	33.47 %
LED TV	1.61	20.91 %
Wash-Mac	1.42	19.98 %
Air-Cond	1.16	3.49 %
Total	7.20	12.50 %

Branch *	MTD Sales L	Brand Share %
CH08	0.45	12.57 %
CH16	0.28	12.79 %
CH05	0.26	12.21 %
CH48	0.16	1.39 %
GUD1	0.14	6.49 %
AVD1		0.00 %
CH11		0.00 %
CH14		0.00 %
CH19		0.00 %
CH26		0.00 %
CH30		0.00 %
CH38		0.00 %
CH39		0.00 %
CH42		0.00 %
GUD2		0.00 %
MC10		0.00 %
SKL1		0.00 %
Total	7.20	12.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	2.41	24.58 %
Wash-Mac	2.10	16.79 %
LED TV	1.80	9.64 %
Air-Cond	0.36	2.13 %
Oven	0.14	25.64 %
Total	6.81	11.64 %

Branch *	MTD Sales L	Brand Share %
VNR2	0.28	9.22 %
RPM1	0.24	5.06 %
SDI1	0.24	14.28 %
KVT1	0.17	8.14 %
PKD1	0.15	8.76 %
MAR1	0.14	6.96 %
VNR1	0.14	14.83 %
RND1	0.13	13.94 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KGL1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TUT2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLV1		0.00 %
Total	6.81	11.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.15	27.35 %
Fridge	2.02	31.90 %
Wash-Mac	0.78	33.11 %
Total	4.96	19.16 %

Branch *	MTD Sales L	Brand Share %
POY1	0.53	13.39 %
KKI2	0.40	14.62 %
CDM1	0.27	14.71 %
CUD1	0.19	11.69 %
MKM1		0.00 %
SJI1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
Total	4.96	19.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	1.58	14.65 %
Fridge	1.54	18.42 %
Air-Cond	0.37	2.57 %
Wash-Mac	0.26	3.45 %
Total	3.76	9.01 %

Branch *	MTD Sales L	Brand Share %
CH03	0.46	9.94 %
CH12	0.28	10.61 %
MJR1	0.14	6.28 %
CH33	0.11	14.66 %
CH06		0.00 %
CH09		0.00 %
CH15		0.00 %
CH18		0.00 %
CH20		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH46		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	3.76	9.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.22	18.74 %
LED TV	0.79	11.62 %
Wash-Mac	0.76	16.69 %
Total	2.76	10.90 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.27	13.02 %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
Total	2.76	10.90 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.39	60.78 %
Total	0.39	13.67 %

Branch *	MTD Sales L	Brand Share %
PAS1		0.00 %
Total	0.39	13.67 %