

MTD Sales
68.86 L

Brand Share %
16.69 %

Information:

MTD : 01-09-2025 To 01-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.69 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	25.04	25.66 %
LED TV	19.58	16.30 %
Wash-Mac	17.85	24.67 %
Air-Cond	6.25	5.19 %
Oven	0.13	6.37 %
Total	68.86	16.69 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.72	18.21 %
TRICHY-01	10.90	11.23 %
SOUTH-03	8.51	16.86 %
WEST-01	8.15	24.71 %
SOUTH ARCOT	7.90	29.30 %
CHENNAI-01	7.55	17.83 %
WEST-02	5.57	20.15 %
KL-SOUTH	4.09	24.32 %
CHENNAI-02	2.85	9.01 %
NORTH ARCOT	1.62	7.23 %
Total	68.86	16.69 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	4.98	26.63 %
LED TV	3.15	23.80 %
Wash-Mac	2.86	25.15 %
Air-Cond	0.60	2.91 %
Oven	0.13	30.46 %
Total	11.72	18.21 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.45	15.58 %
VNR2	0.38	13.65 %
ERL2	0.33	11.99 %
TVL1	0.33	11.03 %
TUT2	0.27	10.99 %
PKD1	0.21	8.16 %
TKS2	0.21	12.55 %
APK2	0.11	4.79 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
PDI1		0.00 %
RND1		0.00 %
RPM1		0.00 %
SDI1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
TCN1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
Total	11.72	18.21 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	3.93	27.04 %
LED TV	3.59	11.74 %
Wash-Mac	2.26	22.07 %
Air-Cond	1.12	2.70 %
Total	10.90	11.23 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.72	7.80 %
NGT1	0.27	9.50 %
MDI1	0.18	5.25 %
KUM1	0.16	6.91 %
NCK1	0.14	10.44 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TNJ1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TYR1		0.00 %
Total	10.90	11.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	3.28	32.25 %
Fridge	2.87	22.63 %
LED TV	1.36	11.74 %
Air-Cond	1.01	6.35 %
Total	8.51	16.86 %

Branch *	MTD Sales L	Brand Share %
TMM1	0.45	12.42 %
MDU6	0.16	10.26 %
CBM1	0.16	10.69 %
DGL1	0.15	4.86 %
ATG1		0.00 %
BNR1		0.00 %
DGL2		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU2		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
Total	8.51	16.86 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	3.42	40.18 %
LED TV	2.08	18.06 %
Wash-Mac	2.00	24.07 %
Air-Cond	0.64	15.49 %
Total	8.15	24.71 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.45	15.24 %
AVI1	0.16	16.26 %
CBE6	0.16	13.90 %
GBM1	0.16	9.18 %
ANR1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR2		0.00 %
TPR4		0.00 %
UAM1		0.00 %
KMD1	-0.02	-2.21 %
Total	8.15	24.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.80	35.98 %
LED TV	2.34	24.36 %
Wash-Mac	2.07	36.41 %
Air-Cond	0.69	18.27 %
Total	7.90	29.30 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.65	-330.85 %
KLM1	0.42	16.51 %
CDM1	0.17	7.90 %
NVL2	0.15	9.20 %
KML1		0.00 %
SJI1		0.00 %
STP1		0.00 %
TVM1		0.00 %
Total	7.90	29.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	2.43	26.79 %
Air-Cond	1.91	12.79 %
Wash-Mac	1.77	20.28 %
LED TV	1.44	15.21 %
Total	7.55	17.83 %

Branch *	MTD Sales L	Brand Share %
CH19	0.29	14.41 %
CH42	0.29	16.29 %
CH38	0.22	10.31 %
CH30	0.17	10.03 %
CH14	0.14	4.94 %
AVD1		0.00 %
CH22		0.00 %
CH28		0.00 %
CH35		0.00 %
CH37		0.00 %
CH39		0.00 %
GUD1		0.00 %
GUD2		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	7.55	17.83 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	2.04	24.00 %
Wash-Mac	1.96	28.94 %
LED TV	1.57	19.23 %
Total	5.57	20.15 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.25	9.97 %
NKL2	0.17	8.22 %
SLM2	0.14	14.88 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SLM3		0.00 %
TCG1		0.00 %
VKL1		0.00 %
Total	5.57	20.15 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.53	33.62 %
Fridge	1.10	23.30 %
Wash-Mac	0.46	23.70 %
Total	4.09	24.32 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.24	8.47 %
Total	4.09	24.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	1.18	10.66 %
Fridge	1.08	16.23 %
Wash-Mac	0.59	10.50 %
Total	2.85	9.01 %

Branch *	MTD Sales L	Brand Share %
CH15	0.44	13.22 %
CH06		0.00 %
CH09		0.00 %
CH17		0.00 %
CH20		0.00 %
CH21		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH33		0.00 %
CH34		0.00 %
CH41		0.00 %
CH43		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	2.85	9.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	0.60	17.10 %
Fridge	0.38	5.95 %
LED TV	0.35	4.75 %
Air-Cond	0.29	5.92 %
Total	1.62	7.23 %

Branch *	MTD Sales L	Brand Share %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRR1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	1.62	7.23 %