

MTD Sales
144.83 L

Brand Share %
15.07 %

Information:

MTD : 01-08-2025 To 02-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	53.79	25.48 %
LED TV	47.64	17.53 %
Wash-Mac	32.93	17.25 %
Air-Cond	9.55	3.40 %
Oven	0.91	15.49 %
Total	144.83	15.07 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	25.22	18.44 %
SOUTH-03	22.88	18.05 %
CHENNAI-01	19.44	14.24 %
SOUTH-01	18.09	12.68 %
WEST-01	17.54	24.80 %
WEST-02	16.03	15.15 %
SOUTH ARCOT	10.27	15.93 %
CHENNAI-02	8.67	8.10 %
NORTH ARCOT	4.91	7.85 %
KL-SOUTH	1.78	23.48 %
Total	144.83	15.07 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	10.74	34.77 %
LED TV	6.96	18.92 %
Wash-Mac	5.11	23.16 %
Air-Cond	2.31	4.96 %
Oven	0.10	26.92 %
Total	25.22	18.44 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.65	10.40 %
TNJ2	0.81	12.95 %
KIK1	0.78	13.00 %
JKM1	0.51	10.71 %
TYR1	0.39	10.99 %
PTK1	0.31	5.85 %
MDI1	0.16	3.43 %
NGT1	0.14	2.97 %
PBR1	0.14	14.05 %
NCK1	0.14	10.47 %
KRN1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
Total	25.22	18.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	7.61	21.96 %
Fridge	7.32	23.76 %
Wash-Mac	5.53	19.61 %
Air-Cond	2.42	7.47 %
Total	22.88	18.05 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.56	14.87 %
MDU2	0.85	11.17 %
CBM1	0.64	14.89 %
SVG1	0.50	14.98 %
TMM1	0.38	14.60 %
DKI1	0.31	12.27 %
NKI1	0.27	11.64 %
ATG1	0.14	6.38 %
KPT1	0.14	10.12 %
KKD2	0.14	3.94 %
BNR1		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	-0.02	-0.77 %
Total	22.88	18.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	7.80	32.56 %
LED TV	4.42	20.80 %
Wash-Mac	4.32	17.85 %
Air-Cond	2.80	4.22 %
Oven	0.10	10.96 %
Total	19.44	14.24 %

Branch *	MTD Sales L	Brand Share %
CH08	1.50	13.02 %
CH48	0.98	6.45 %
CH19	0.94	14.88 %
CH14	0.53	8.37 %
CH35	0.43	13.45 %
CH42	0.37	5.14 %
CH11	0.36	4.26 %
CH39	0.25	5.34 %
TKM1	0.17	7.91 %
CGL1		0.00 %
CH26		0.00 %
CH30		0.00 %
CH37		0.00 %
CH38		0.00 %
GUD2		0.00 %
MC10		0.00 %
SKL1		0.00 %
Total	19.44	14.24 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	7.45	23.55 %
LED TV	5.01	12.36 %
Wash-Mac	4.48	14.49 %
Air-Cond	1.00	2.60 %
Oven	0.14	13.27 %
Total	18.09	12.68 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.96	13.09 %
PKD1	0.79	14.61 %
RPM1	0.75	7.46 %
VLY1	0.74	11.77 %
VNR2	0.70	10.28 %
TUT2	0.66	13.13 %
MAR1	0.46	9.85 %
TKS2	0.45	6.81 %
APK1	0.42	13.29 %
SNL1	0.40	14.93 %
VNR1	0.27	13.64 %
SDI1	0.24	10.81 %
KVT1	0.17	2.01 %
MMT1	0.14	6.23 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
SVK1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
Total	18.09	12.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	6.51	25.81 %
Fridge	5.54	30.30 %
Wash-Mac	4.93	23.44 %
Air-Cond	0.36	6.53 %
Oven	0.19	30.01 %
Total	17.54	24.80 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.72	14.43 %
KGI1	0.11	6.25 %
ANR1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PPI1		0.00 %
Total	17.54	24.80 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	6.67	16.31 %
Fridge	5.24	21.00 %
Wash-Mac	3.74	15.63 %
Air-Cond	0.28	1.87 %
Oven	0.10	10.72 %
Total	16.03	15.15 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.99	12.50 %
ATU1	0.85	13.73 %
NKL2	0.46	13.52 %
TRM1	0.43	13.14 %
KRI1	0.41	7.11 %
SLM1	0.36	4.65 %
RSP1	0.26	7.21 %
VKL1	0.25	8.75 %
APN1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM3	-0.01	-0.20 %
Total	16.03	15.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.00	26.10 %
LED TV	3.78	20.38 %
Wash-Mac	2.49	23.54 %
Total	10.27	15.93 %

Branch *	MTD Sales L	Brand Share %
POY1	1.26	13.27 %
TRK1	0.58	13.33 %
KKI2	0.40	6.42 %
CDM1	0.27	12.04 %
CUD1	0.19	3.09 %
TVM1	0.14	10.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	10.27	15.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	3.83	13.16 %
Fridge	3.41	17.88 %
Wash-Mac	0.77	4.28 %
Air-Cond	0.37	0.94 %
Oven	0.28	23.52 %
Total	8.67	8.10 %

Branch *	MTD Sales L	Brand Share %
CH06	1.26	14.09 %
CH21	0.88	10.28 %
CH12	0.52	9.16 %
CH34	0.49	9.48 %
CH17	0.42	14.50 %
CH15	0.36	4.15 %
CH20	0.14	4.10 %
CH09	0.14	3.99 %
MJR1	0.14	2.76 %
CH23	0.13	9.76 %
CH33	0.11	3.91 %
CH01		0.00 %
CH18		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	8.67	8.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.28	14.86 %
LED TV	1.64	7.60 %
Wash-Mac	1.00	9.54 %
Total	4.91	7.85 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.92	11.88 %
TRR1	0.64	8.16 %
ABR1	0.21	8.06 %
VEL2	0.15	2.93 %
VEL1	0.14	4.04 %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	4.91	7.85 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.22	36.66 %
Wash-Mac	0.56	36.50 %
Total	1.78	23.48 %

Branch *	MTD Sales L	Brand Share %
PAS1		0.00 %
Total	1.78	23.48 %