

MTD Sales
123.41 L

Brand Share %
16.45 %

Information:

MTD : 01-09-2025 To 02-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.45 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	44.58	25.31 %
LED TV	39.12	17.91 %
Wash-Mac	29.29	22.66 %
Air-Cond	10.01	4.48 %
Oven	0.41	13.33 %
Total	123.41	16.45 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	19.39	16.83 %
TRICHY-01	16.98	12.01 %
SOUTH ARCOT	14.93	27.45 %
WEST-01	14.86	26.13 %
SOUTH-03	13.90	15.05 %
CHENNAI-01	12.15	13.02 %
WEST-02	10.01	18.19 %
KL-SOUTH	9.93	28.27 %
CHENNAI-02	6.43	9.68 %
NORTH ARCOT	4.83	12.10 %
Total	123.41	16.45 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	7.44	25.07 %
LED TV	5.41	20.40 %
Wash-Mac	5.08	24.67 %
Air-Cond	1.33	3.49 %
Oven	0.13	30.46 %
Total	19.39	16.83 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.99	14.02 %
NGR1	1.19	15.56 %
TUT2	0.87	14.11 %
TVL1	0.82	14.09 %
ERL2	0.69	15.90 %
TKS2	0.42	15.88 %
RND1	0.37	8.30 %
SNL1	0.30	8.41 %
UDN1	0.27	15.34 %
PKD1	0.21	4.10 %
APK2	0.11	3.22 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
PDI1		0.00 %
RPM1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SKD1		0.00 %
TCN1		0.00 %
TYI1		0.00 %
Total	19.39	16.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	7.09	28.08 %
LED TV	5.61	13.75 %
Wash-Mac	3.15	21.34 %
Air-Cond	1.12	1.85 %
Total	16.98	12.01 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.22	8.96 %
PTK1	0.89	16.09 %
MVM1	0.80	15.64 %
MDI1	0.65	11.82 %
KUM1	0.62	15.56 %
KIK1	0.58	13.60 %
NGT1	0.52	11.27 %
TNJ1	0.25	6.64 %
TVR1	0.16	8.28 %
NCK1	0.14	9.71 %
JKM1		0.00 %
KRN1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TYR1		0.00 %
TZSD		0.00 %
Total	16.98	12.01 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.76	31.48 %
Fridge	4.17	30.96 %
Wash-Mac	2.96	29.30 %
Air-Cond	1.04	11.35 %
Total	14.93	27.45 %

Branch *	MTD Sales L	Brand Share %
POY1	0.57	14.77 %
NVL2	0.48	10.93 %
CDM1	0.31	10.88 %
TDM1	0.29	11.78 %
KLM1	0.23	7.58 %
SJI1		0.00 %
STP1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
Total	14.93	27.45 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.13	38.79 %
LED TV	3.93	22.23 %
Wash-Mac	3.54	25.12 %
Air-Cond	1.26	14.29 %
Total	14.86	26.13 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.45	14.59 %
AVI1	0.16	11.00 %
CBE6	0.16	7.17 %
GBM1	0.16	7.16 %
ANR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR2		0.00 %
TPR4		0.00 %
UAM1		0.00 %
WZSD		0.00 %
KMD1	-0.02	-0.81 %
Total	14.86	26.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	4.97	19.30 %
Wash-Mac	4.34	25.51 %
LED TV	3.03	14.59 %
Air-Cond	1.29	4.57 %
Oven	0.27	47.78 %
Total	13.90	15.05 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.78	10.38 %
TMM1	0.45	10.95 %
MDU3	0.44	12.39 %
MDU2	0.41	6.33 %
SVG1	0.39	11.27 %
MDU6	0.33	7.63 %
KKD2	0.31	12.16 %
DKI1	0.28	15.45 %
KYK1	0.16	11.36 %
CBM1	0.16	8.95 %
TEN2	0.10	10.47 %
ATG1		0.00 %
BNR1		0.00 %
KRR1		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 %
TPT1		0.00 %
Total	13.90	15.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	3.83	22.11 %
Wash-Mac	3.40	19.72 %
LED TV	3.01	16.28 %
Air-Cond	1.91	4.79 %
Total	12.15	13.02 %

Branch *	MTD Sales L	Brand Share %
CH16	1.38	14.95 %
CH19	0.68	11.45 %
CH38	0.35	12.93 %
CH30	0.35	12.93 %
CH11	0.33	11.59 %
CH42	0.29	16.29 %
CH14	0.28	4.65 %
AVD1		0.00 %
CH22		0.00 %
CH26		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	12.15	13.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	3.88	23.54 %
LED TV	3.19	17.17 %
Wash-Mac	2.66	20.40 %
Air-Cond	0.28	4.21 %
Total	10.01	18.19 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.35	8.43 %
SLM3	0.16	8.11 %
SLM2	0.14	9.62 %
KRI1	0.14	9.57 %
APN1		0.00 %
BMD1		0.00 %
CM11		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HSR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
VKL1		0.00 %
Total	10.01	18.19 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.31	28.73 %
Fridge	3.88	34.85 %
Wash-Mac	1.42	31.60 %
Air-Cond	0.33	7.20 %
Total	9.93	28.27 %

Branch *	MTD Sales L	Brand Share %
Total	9.93	28.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	2.36	9.78 %
Fridge	2.07	18.03 %
Wash-Mac	1.72	14.12 %
Air-Cond	0.28	1.52 %
Total	6.43	9.68 %

Branch *	MTD Sales L	Brand Share %
CH21	0.84	10.00 %
CH12	0.45	7.93 %
CH18	0.43	9.15 %
CH34	0.41	10.46 %
CH06	0.21	5.29 %
CH41	0.21	8.06 %
CH09		0.00 %
CH17		0.00 %
CH20		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH43		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	6.43	9.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	1.51	10.10 %
Air-Cond	1.17	13.01 %
Fridge	1.13	11.55 %
Wash-Mac	1.01	17.78 %
Total	4.83	12.10 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.72	13.57 %
AKM1	0.24	14.86 %
SBR1	0.16	5.27 %
TRR1	0.14	8.80 %
TRT1	0.13	12.06 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	4.83	12.10 %