

MTD Sales
279.97 L

Brand Share %
15.35 %

Information:

MTD : 01-08-2025 To 03-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	103.01	25.48 %
LED TV	91.88	17.21 %
Wash-Mac	66.86	17.08 %
Air-Cond	16.92	3.48 %
Oven	1.29	16.55 %
Total	279.97	15.35 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	42.45	17.18 %
SOUTH-01	41.82	14.58 %
TRICHY-01	40.27	17.84 %
CHENNAI-01	40.23	14.29 %
WEST-01	35.75	23.76 %
WEST-02	32.10	16.11 %
SOUTH ARCOT	17.34	16.05 %
CHENNAI-02	16.31	8.13 %
NORTH ARCOT	10.61	9.42 %
KL-SOUTH	3.10	25.72 %
Total	279.97	15.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	15.76	22.85 %
Fridge	12.63	22.24 %
Wash-Mac	10.99	19.17 %
Air-Cond	3.06	4.85 %
Total	42.45	17.18 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.43	9.24 %
KRR1	1.09	10.10 %
SVG1	0.90	12.62 %
TMM1	0.70	10.68 %
DGL2	0.50	11.09 %
BNR1	0.34	7.73 %
MDU3	0.21	3.89 %
ODM1	0.17	9.28 %
KKD2	0.14	2.59 %
SGP1	0.14	1.32 %
MDU4		0.00 %
MLR1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
TDI1		0.00 %
TPT1		0.00 %
Total	42.45	17.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	16.99	24.42 %
Wash-Mac	11.57	17.22 %
LED TV	11.17	13.46 %
Air-Cond	1.67	2.55 %
Oven	0.42	27.86 %
Total	41.82	14.58 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.23	11.65 %
NGR1	1.85	12.96 %
KVT1	1.72	7.29 %
VNR2	1.66	13.31 %
VLY1	1.37	12.68 %
TCN1	1.30	13.64 %
APK1	1.18	13.43 %
PKD1	1.08	11.15 %
TKS2	0.62	5.95 %
VKM1	0.43	13.01 %
SVK1	0.31	2.91 %
TYI1	0.19	4.36 %
KYR1	0.16	6.85 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
TKY1		0.00 %
ERL1	-0.06	-3.40 %
Total	41.82	14.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	17.15	34.35 %
LED TV	12.07	18.26 %
Wash-Mac	7.43	19.13 %
Air-Cond	3.51	5.01 %
Oven	0.10	16.23 %
Total	40.27	17.84 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.99	8.89 %
TNJ2	1.82	13.48 %
KIK1	0.78	9.91 %
JKM1	0.78	11.20 %
PTK1	0.59	7.14 %
TYR1	0.39	4.91 %
NCK1	0.33	13.82 %
NGT1	0.28	4.06 %
TVR1	0.19	2.89 %
PBR1	0.14	3.93 %
KRN1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
Total	40.27	17.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	16.01	30.64 %
LED TV	10.80	20.25 %
Wash-Mac	7.67	16.11 %
Air-Cond	5.55	4.37 %
Oven	0.20	15.46 %
Total	40.23	14.29 %

Branch *	MTD Sales L	Brand Share %
CH08	2.75	13.24 %
CH14	2.11	12.42 %
CH16	1.89	12.25 %
CH07	1.85	14.98 %
CH48	1.83	9.65 %
CH42	0.87	5.56 %
CH38	0.52	10.20 %
CH11	0.49	2.54 %
CH35	0.43	7.07 %
TKM1	0.30	6.01 %
GUD2	0.23	2.81 %
CH30	0.13	1.78 %
CH26		0.00 %
CH37		0.00 %
MC10		0.00 %
SKL1		0.00 %
Total	40.23	14.29 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	12.16	30.44 %
LED TV	11.88	23.77 %
Wash-Mac	10.00	20.83 %
Air-Cond	1.52	12.82 %
Oven	0.19	30.01 %
Total	35.75	23.76 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.48	14.33 %
CBE4	0.90	14.25 %
CBE3	0.27	14.63 %
KGI1	0.11	5.18 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PPI1		0.00 %
Total	35.75	23.76 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	11.77	15.59 %
Fridge	10.61	21.51 %
Wash-Mac	9.34	18.73 %
Air-Cond	0.28	1.20 %
Oven	0.10	9.53 %
Total	32.10	16.11 %

Branch *	MTD Sales L	Brand Share %
ATU1	1.16	13.11 %
TRM1	0.83	13.84 %
KRI1	0.75	7.59 %
SLM3	0.57	6.42 %
SLM2	0.51	14.31 %
TCG1	0.46	14.30 %
VKL1	0.45	9.94 %
RSP1	0.26	4.28 %
HRR1	0.14	6.68 %
APN1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
OML1		0.00 %
PDR1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
Total	32.10	16.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.41	28.77 %
LED TV	6.16	17.97 %
Wash-Mac	3.48	17.92 %
Air-Cond	0.29	1.01 %
Total	17.34	16.05 %

Branch *	MTD Sales L	Brand Share %
POY1	1.87	11.02 %
CUD1	1.29	11.59 %
KML1	0.74	14.38 %
CDM1	0.44	11.78 %
KKI2	0.40	3.71 %
VCM1	0.29	14.64 %
TVM2	0.22	6.24 %
TVM1	0.14	7.59 %
TDM1	0.14	4.26 %
MKM1		0.00 %
STP1		0.00 %
VPM1		0.00 %
Total	17.34	16.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	6.42	10.54 %
Fridge	5.98	17.44 %
Wash-Mac	2.59	7.02 %
Air-Cond	1.03	1.55 %
Oven	0.28	17.14 %
Total	16.31	8.13 %

Branch *	MTD Sales L	Brand Share %
CH03	3.59	14.80 %
CH15	2.37	12.28 %
CH21	1.52	11.48 %
CH34	0.49	6.31 %
CH20	0.43	6.36 %
CH17	0.42	7.14 %
CH18	0.37	3.67 %
CH33	0.30	5.14 %
CH09	0.14	1.59 %
MJR1	0.14	1.70 %
CH23	0.13	4.73 %
CH01		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	16.31	8.13 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.88	10.49 %
Fridge	3.71	14.84 %
Wash-Mac	3.01	12.72 %
Total	10.61	9.42 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.24	14.14 %
AKM1	0.64	7.04 %
CPT1	0.16	4.97 %
TRT1	0.15	5.94 %
VEL2	0.15	1.67 %
VEL1	0.14	2.45 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	10.61	9.42 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.96	41.15 %
Wash-Mac	0.79	28.41 %
Fridge	0.35	24.45 %
Total	3.10	25.72 %

Branch *	MTD Sales L	Brand Share %
PAS1		0.00 %
Total	3.10	25.72 %