

MTD Sales
176.28 L

Brand Share %
16.55 %

Information:

MTD : 01-09-2025 To 03-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.55 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	61.49	23.78 %
LED TV	54.77	17.95 %
Wash-Mac	44.43	23.10 %
Air-Cond	14.94	4.90 %
Oven	0.65	15.06 %
Total	176.28	16.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.91	17.41 %
SOUTH-03	23.12	16.72 %
TRICHY-01	21.90	12.20 %
WEST-01	19.61	25.05 %
SOUTH ARCOT	19.37	24.46 %
CHENNAI-01	17.02	13.21 %
WEST-02	15.50	19.55 %
KL-SOUTH	13.94	27.80 %
CHENNAI-02	8.51	8.64 %
NORTH ARCOT	6.40	11.46 %
Total	176.28	16.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	10.84	23.68 %
LED TV	9.63	23.82 %
Wash-Mac	7.54	23.67 %
Air-Cond	2.65	4.53 %
Oven	0.24	30.69 %
Total	30.91	17.41 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.43	14.91 %
TUT2	1.04	11.83 %
SVK1	1.00	16.15 %
RND1	0.98	14.10 %
MAR1	0.67	13.34 %
PKD1	0.53	7.07 %
SKD1	0.31	8.45 %
SNL1	0.30	7.42 %
UDN1	0.27	11.48 %
PDI1	0.16	4.76 %
APK1	0.14	5.24 %
APK2	0.11	2.72 %
ARM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
RPM1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TYI1		0.00 %
Total	30.91	17.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	8.71	22.76 %
Wash-Mac	7.11	27.47 %
LED TV	5.48	14.89 %
Air-Cond	1.56	4.25 %
Oven	0.27	40.80 %
Total	23.12	16.72 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.32	12.49 %
DGL1	1.02	8.13 %
MDU3	0.80	15.41 %
MDU6	0.69	10.95 %
PNV1	0.45	11.32 %
TMM1	0.45	7.98 %
ATG1	0.36	13.01 %
KKD2	0.31	10.05 %
CBM1	0.26	9.31 %
MDU5	0.18	7.02 %
KYK1	0.16	6.33 %
KRR1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TPT1		0.00 %
Total	23.12	16.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	8.93	26.27 %
LED TV	6.02	11.97 %
Wash-Mac	4.33	20.02 %
Air-Cond	2.62	3.57 %
Total	21.90	12.20 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.22	8.29 %
TNJ2	1.13	15.98 %
PTK1	1.03	14.13 %
MDI1	0.97	13.76 %
KIK1	0.58	13.10 %
NGT1	0.52	8.70 %
TYR1	0.43	5.81 %
TNJ1	0.39	5.76 %
TVR1	0.37	15.12 %
NCK1	0.14	6.72 %
JKM1		0.00 %
KRN1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	21.90	12.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	7.61	31.22 %
LED TV	5.70	24.64 %
Wash-Mac	4.75	24.43 %
Air-Cond	1.54	14.44 %
Total	19.61	25.05 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.77	15.37 %
CBE6	0.41	12.39 %
SUL1	0.34	14.96 %
UAM1	0.33	12.98 %
GBM1	0.31	12.58 %
GDR1	0.21	12.53 %
KGI1	0.17	7.54 %
TPR4	0.11	16.35 %
ANR1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
WZSD		0.00 %
KMD1	-0.02	-0.63 %
Total	19.61	25.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.84	27.87 %
Fridge	5.39	29.20 %
Wash-Mac	4.53	30.05 %
Air-Cond	1.61	9.27 %
Total	19.37	24.46 %

Branch *	MTD Sales L	Brand Share %
POY1	0.74	10.65 %
CDM1	0.46	13.56 %
SJI1		0.00 %
STP1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
Total	19.37	24.46 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	5.02	20.46 %
Fridge	5.01	19.47 %
LED TV	4.38	17.22 %
Air-Cond	2.60	4.96 %
Total	17.02	13.21 %

Branch *	MTD Sales L	Brand Share %
CH16	1.71	15.83 %
CH14	1.38	12.12 %
CH48	0.78	14.75 %
CH42	0.73	13.54 %
CGL1	0.38	13.35 %
CH38	0.35	8.92 %
CH30	0.35	9.42 %
CH39	0.31	12.55 %
AVD1	0.18	6.66 %
CH22	0.17	4.78 %
CH11	0.06	1.97 %
CH26		0.00 %
CH35		0.00 %
CH37		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	17.02	13.21 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	6.05	25.61 %
Wash-Mac	4.80	24.24 %
LED TV	4.37	16.24 %
Air-Cond	0.28	3.23 %
Total	15.50	19.55 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.71	11.39 %
KRI1	0.29	15.31 %
APN1	0.25	14.45 %
OML1	0.17	5.81 %
MTR1	0.17	9.16 %
EDP1	0.16	13.92 %
SLM3	0.16	5.77 %
SLM2	0.14	8.36 %
HSR1	0.14	4.80 %
BMD1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
VKL1		0.00 %
Total	15.50	19.55 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.64	26.80 %
Fridge	4.84	30.50 %
Wash-Mac	3.13	44.53 %
Air-Cond	0.33	5.34 %
Total	13.94	27.80 %

Branch *	MTD Sales L	Brand Share %
Total	13.94	27.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	3.22	9.97 %
Fridge	2.66	14.73 %
Wash-Mac	2.21	11.45 %
Air-Cond	0.28	0.99 %
Oven	0.14	29.77 %
Total	8.51	8.64 %

Branch *	MTD Sales L	Brand Share %
CH21	1.61	14.95 %
CH15	1.35	14.48 %
CH03	1.10	10.92 %
CH18	0.81	10.08 %
CH12	0.71	9.77 %
CH34	0.41	8.14 %
CH06	0.32	6.38 %
CH41	0.21	6.06 %
CH09	0.16	5.06 %
CH32	0.16	15.01 %
CH17	0.15	11.59 %
MJR1	0.14	6.99 %
GPD1	0.11	5.33 %
CH20		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH43		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	8.51	8.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.49	12.00 %
Air-Cond	1.46	11.84 %
Fridge	1.43	9.97 %
Wash-Mac	1.01	12.96 %
Total	6.40	11.46 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.72	9.82 %
SBR1	0.45	8.75 %
TRR1	0.29	12.53 %
AKM1	0.24	13.70 %
WJD1	0.16	5.61 %
VNB1	0.13	11.73 %
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 %
VSI1		0.00 %
WJP1		0.00 %
Total	6.40	11.46 %