

MTD Sales
362.38 L

Brand Share %
15.26 %

Information:

MTD : 01-08-2025 To 04-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.26 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	130.82	24.89 %
LED TV	121.79	17.53 %
Wash-Mac	89.17	17.44 %
Air-Cond	19.21	3.03 %
Oven	1.39	14.06 %
Total	362.38	15.26 %

Sales Zone	MTD Sales L	Brand Share %
WEST-01	56.73	22.67 %
TRICHY-01	51.50	17.70 %
SOUTH-03	51.42	16.52 %
SOUTH-01	49.99	14.17 %
CHENNAI-01	49.95	13.76 %
WEST-02	39.77	15.69 %
SOUTH ARCOT	23.45	16.33 %
CHENNAI-02	22.15	8.71 %
NORTH ARCOT	13.25	9.47 %
KL-SOUTH	4.17	27.50 %
Total	362.38	15.26 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.99	23.13 %
Fridge	17.55	27.43 %
Wash-Mac	17.37	21.70 %
Air-Cond	1.52	8.44 %
Oven	0.29	16.93 %
Total	56.73	22.67 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.72	13.39 %
SNR1	1.15	14.23 %
KGI1	0.11	3.04 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PPI1		0.00 %
Total	56.73	22.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	22.38	33.36 %
LED TV	16.10	19.25 %
Wash-Mac	9.08	18.79 %
Air-Cond	3.84	4.22 %
Oven	0.10	10.61 %
Total	51.50	17.70 %

Branch *	MTD Sales L	Brand Share %
TNJ1	2.53	9.37 %
TNJ2	2.30	13.37 %
JKM1	0.92	9.71 %
KIK1	0.78	6.68 %
PTK1	0.59	4.98 %
TYR1	0.53	5.21 %
PBR1	0.33	7.34 %
NCK1	0.33	9.80 %
NGT1	0.28	3.28 %
TVR1	0.19	2.35 %
KRN1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	51.50	17.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	18.99	21.35 %
Fridge	15.60	21.78 %
Wash-Mac	13.77	19.82 %
Air-Cond	3.06	3.82 %
Total	51.42	16.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.14	13.86 %
MDU2	2.09	10.47 %
KRR1	1.62	13.77 %
SVG1	1.24	13.26 %
TMM1	0.87	10.86 %
ATG1	0.83	11.79 %
KPT1	0.59	13.58 %
DGL2	0.50	9.43 %
BNR1	0.34	6.39 %
KKD2	0.31	3.76 %
MDU3	0.23	3.10 %
TDI1	0.22	6.94 %
PNI1	0.21	5.70 %
ODM1	0.17	7.02 %
PKM1	0.17	4.02 %
MDU4	0.14	2.40 %
SGP1	0.14	1.22 %
MLR1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	51.42	16.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	19.67	23.50 %
LED TV	14.77	13.72 %
Wash-Mac	13.18	16.26 %
Air-Cond	1.95	2.49 %
Oven	0.42	23.37 %
Total	49.99	14.17 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.39	11.32 %
NGR1	2.16	12.68 %
VNR2	2.14	14.70 %
KVT1	2.13	7.68 %
PKD1	1.38	11.19 %
TCN1	1.30	12.11 %
APK1	1.18	12.13 %
VLY1	1.14	9.81 %
MAR1	0.95	13.06 %
TKS2	0.82	6.33 %
VKM1	0.56	13.23 %
SVK1	0.31	2.30 %
TKY1	0.29	7.91 %
KSM1	0.16	14.23 %
KYR1	0.16	5.14 %
COL1		0.00 %
KGL1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
ERL1	-0.06	-3.20 %
Total	49.99	14.17 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	18.90	29.85 %
LED TV	14.10	21.62 %
Wash-Mac	10.07	16.64 %
Air-Cond	6.68	3.87 %
Oven	0.20	15.46 %
Total	49.95	13.76 %

Branch *	MTD Sales L	Brand Share %
CH08	3.44	13.86 %
CH16	3.06	14.27 %
CH14	3.03	12.80 %
CH19	2.58	15.01 %
CH48	2.45	11.45 %
CH42	1.57	8.68 %
GUD1	1.45	14.77 %
CH38	1.15	14.34 %
CH35	1.13	14.78 %
TKM1	0.60	9.27 %
CH11	0.49	1.41 %
GUD2	0.23	2.24 %
CH30	0.13	1.51 %
CH26		0.00 %
CH37		0.00 %
MC10		0.00 %
SKL1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	49.95	13.76 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	13.67	21.61 %
LED TV	12.62	12.97 %
Wash-Mac	12.55	20.16 %
Air-Cond	0.83	2.81 %
Oven	0.10	9.53 %
Total	39.77	15.69 %

Branch *	MTD Sales L	Brand Share %
ATU1	1.53	13.79 %
TRM1	0.96	13.30 %
SLM3	0.75	6.70 %
KRI1	0.75	6.95 %
SLM2	0.51	9.73 %
EDP1	0.47	13.97 %
RSP1	0.26	2.84 %
KMM1	0.17	3.67 %
HRR1	0.14	3.50 %
APN1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
OML1		0.00 %
PDR1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
Total	39.77	15.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.43	28.09 %
LED TV	8.29	18.61 %
Wash-Mac	5.44	19.44 %
Air-Cond	0.29	0.77 %
Total	23.45	16.33 %

Branch *	MTD Sales L	Brand Share %
POY1	2.90	14.72 %
CUD1	1.98	11.78 %
KKI2	0.60	4.29 %
TVM2	0.22	5.83 %
TVM1	0.14	4.06 %
TDM1	0.14	2.77 %
MKM1		0.00 %
STP1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	23.45	16.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	9.57	13.22 %
Fridge	7.99	18.15 %
Wash-Mac	3.28	6.79 %
Air-Cond	1.03	1.17 %
Oven	0.28	17.14 %
Total	22.15	8.71 %

Branch *	MTD Sales L	Brand Share %
CH15	3.22	10.71 %
CH12	2.25	15.17 %
CH18	1.14	7.95 %
CH34	0.49	4.78 %
CH20	0.43	4.54 %
CH17	0.42	6.44 %
CH24	0.40	5.03 %
CH33	0.30	3.94 %
CH09	0.14	1.34 %
MJR1	0.14	1.56 %
CH23	0.13	4.34 %
CH01		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	22.15	8.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.89	14.76 %
LED TV	4.82	11.40 %
Wash-Mac	3.53	12.00 %
Total	13.25	9.47 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.48	14.95 %
AKM1	0.80	7.10 %
ARC2	0.77	14.88 %
SBR1	0.31	5.52 %
VEL1	0.31	4.18 %
CPT1	0.16	3.88 %
VEL2	0.15	1.43 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	13.25	9.47 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.55	40.91 %
Wash-Mac	0.89	23.47 %
Fridge	0.72	37.84 %
Total	4.17	27.50 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.11	5.41 %
Total	4.17	27.50 %