

MTD Sales
411.35 L

Brand Share %
15.51 %

Information:

MTD : 01-08-2025 To 05-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.51 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	148.00	25.12 %
LED TV	140.30	17.73 %
Wash-Mac	99.59	17.42 %
Air-Cond	22.21	3.22 %
Oven	1.26	11.62 %
Total	411.35	15.51 %

Sales Zone	MTD Sales L	Brand Share %
WEST-01	62.38	22.34 %
TRICHY-01	60.36	18.75 %
SOUTH-01	57.94	14.76 %
CHENNAI-01	57.48	14.26 %
SOUTH-03	56.44	16.58 %
WEST-02	46.37	16.31 %
SOUTH ARCOT	25.63	15.66 %
CHENNAI-02	24.38	8.45 %
NORTH ARCOT	15.49	9.53 %
KL-SOUTH	4.87	28.83 %
Total	411.35	15.51 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	22.33	22.71 %
Wash-Mac	19.46	21.23 %
Fridge	18.78	27.46 %
Air-Cond	1.52	8.22 %
Oven	0.29	12.36 %
Total	62.38	22.34 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.88	13.63 %
CBE4	1.27	14.69 %
SNR1	1.15	13.91 %
KMD1	0.14	2.30 %
KGI1	0.11	2.73 %
PPI1	0.10	1.48 %
GDR1		0.00 %
KGM1		0.00 %
Total	62.38	22.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	26.25	34.60 %
LED TV	19.07	20.02 %
Wash-Mac	10.12	19.34 %
Air-Cond	4.82	4.94 %
Oven	0.10	10.61 %
Total	60.36	18.75 %

Branch *	MTD Sales L	Brand Share %
TNJ1	2.70	9.33 %
TNJ2	2.48	13.52 %
MDI1	2.05	15.50 %
KIK1	0.94	6.96 %
JKM1	0.92	9.30 %
TYR1	0.87	7.95 %
PTK1	0.59	4.69 %
PBR1	0.59	9.62 %
NCK1	0.33	8.62 %
NGT1	0.28	3.18 %
TVR1	0.19	2.31 %
KRN1	0.16	3.83 %
TRY2	0.14	2.47 %
NMM1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	60.36	18.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	22.54	24.54 %
LED TV	18.19	14.86 %
Wash-Mac	14.60	16.30 %
Air-Cond	2.19	2.52 %
Oven	0.42	23.37 %
Total	57.94	14.76 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.80	12.47 %
NGR1	2.43	11.72 %
KVT1	2.27	7.58 %
VNR2	2.14	14.55 %
TKS1	2.05	15.31 %
PKD1	1.86	13.87 %
TCN1	1.66	13.71 %
APK1	1.34	11.84 %
VL1	1.25	10.30 %
TKS2	1.01	7.34 %
MAR1	0.95	10.87 %
VKM1	0.73	14.98 %
SVK1	0.31	2.08 %
SGT1	0.21	13.57 %
KSM1	0.16	9.01 %
KYR1	0.16	4.17 %
COL1	0.14	7.02 %
PDI1	0.14	1.77 %
KGL1		0.00 %
S2SD		0.00 %
ERL1	-0.06	-2.51 %
Total	57.94	14.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	21.18	29.87 %
LED TV	17.68	22.15 %
Wash-Mac	11.09	16.64 %
Air-Cond	7.33	3.97 %
Oven	0.20	15.46 %
Total	57.48	14.26 %

Branch *	MTD Sales L	Brand Share %
CH08	3.44	13.04 %
CH16	3.20	12.16 %
CH14	3.20	12.75 %
CH48	3.19	13.49 %
CH39	1.71	15.34 %
CH42	1.70	9.03 %
GUD1	1.45	13.94 %
CH38	1.15	13.56 %
CH35	1.13	14.78 %
CH11	0.75	2.05 %
TKM1	0.60	9.00 %
CH30	0.55	5.57 %
GUD2	0.37	3.02 %
CH26		0.00 %
CH37		0.00 %
MC10		0.00 %
SKL1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	57.48	14.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	21.02	21.06 %
Fridge	16.89	21.50 %
Wash-Mac	14.75	19.05 %
Air-Cond	3.92	4.68 %
Oven	-0.13	-13.83 %
Total	56.44	16.58 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.58	13.71 %
MDU2	2.10	9.12 %
KRR1	1.62	13.77 %
SVG1	1.43	14.38 %
TMM1	0.87	8.98 %
ATG1	0.83	10.20 %
MDU3	0.72	7.21 %
KPT1	0.59	12.73 %
KKD2	0.55	5.84 %
DGL2	0.50	8.94 %
BNR1	0.34	5.68 %
SGP1	0.27	2.34 %
TDI1	0.22	6.53 %
PNI1	0.21	5.70 %
ODM1	0.17	5.26 %
PKM1	0.17	3.77 %
MDU4	0.14	2.35 %
MLR1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	56.44	16.58 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	16.75	22.89 %
LED TV	14.79	13.97 %
Wash-Mac	13.90	19.67 %
Air-Cond	0.83	2.47 %
Oven	0.10	9.53 %
Total	46.37	16.31 %

Branch *	MTD Sales L	Brand Share %
KRI1	1.66	13.67 %
SLM3	1.00	8.06 %
SLM2	0.51	8.15 %
PMP1	0.50	13.32 %
EDP1	0.47	13.14 %
RSP1	0.26	2.51 %
KMM1	0.17	3.46 %
HRR1	0.14	2.91 %
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	46.37	16.31 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.29	27.63 %
LED TV	9.11	17.45 %
Wash-Mac	5.95	18.59 %
Air-Cond	0.29	0.68 %
Total	25.63	15.66 %

Branch *	MTD Sales L	Brand Share %
POY1	3.10	13.52 %
CUD1	2.25	11.73 %
POY2	1.12	15.39 %
KKI2	0.77	5.04 %
TVM2	0.22	5.28 %
TVM1	0.14	4.06 %
TDM1	0.14	2.71 %
MKM1		0.00 %
STP1		0.00 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	25.63	15.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	10.30	12.20 %
Fridge	8.76	17.82 %
Wash-Mac	4.01	7.50 %
Air-Cond	1.03	1.03 %
Oven	0.28	17.14 %
Total	24.38	8.45 %

Branch *	MTD Sales L	Brand Share %
CH03	4.62	15.07 %
CH15	3.30	9.43 %
CH06	3.19	14.67 %
CH21	3.06	12.83 %
CH18	1.49	9.39 %
CH34	0.49	4.37 %
CH20	0.43	3.70 %
CH17	0.42	6.20 %
CH24	0.40	4.71 %
CH33	0.30	3.66 %
CH32	0.19	10.93 %
CH09	0.14	1.15 %
MJR1	0.14	1.47 %
UKI1	0.14	2.46 %
CH23	0.13	4.54 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	24.38	8.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.69	13.68 %
LED TV	5.26	11.22 %
Wash-Mac	4.25	12.73 %
Air-Cond	0.28	0.70 %
Total	15.49	9.53 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.62	15.08 %
TRL1	1.21	11.09 %
AKM1	0.80	6.77 %
ARC2	0.77	11.70 %
SBR1	0.31	4.92 %
VEL1	0.31	3.76 %
VSI1	0.23	4.23 %
CPT1	0.16	3.75 %
VEL2	0.15	1.26 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	15.49	9.53 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.55	40.16 %
Wash-Mac	1.46	32.14 %
Fridge	0.87	34.91 %
Total	4.87	28.83 %

Branch *	MTD Sales L	Brand Share %
Total	4.87	28.83 %