

MTD Sales
260.44 L

Brand Share %
16.79 %

Information:

MTD : 01-09-2025 To 05-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.79 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	87.44	23.21 %
LED TV	84.67	18.69 %
Wash-Mac	68.13	23.19 %
Air-Cond	18.65	4.43 %
Oven	1.56	21.00 %
Total	260.44	16.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	47.20	17.03 %
SOUTH-03	33.89	16.38 %
TRICHY-01	33.24	13.98 %
WEST-01	30.27	24.12 %
SOUTH ARCOT	25.43	23.27 %
CHENNAI-01	25.03	13.50 %
WEST-02	22.53	19.10 %
KL-SOUTH	19.43	26.78 %
CHENNAI-02	14.51	10.34 %
NORTH ARCOT	8.91	11.31 %
Total	260.44	16.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	16.29	22.89 %
LED TV	14.34	22.15 %
Wash-Mac	12.62	24.13 %
Air-Cond	3.33	3.82 %
Oven	0.62	37.31 %
Total	47.20	17.03 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.57	11.09 %
ERL2	1.32	16.65 %
TUT2	1.04	9.67 %
SVK1	1.00	12.10 %
RND1	0.98	10.20 %
MAR1	0.93	7.58 %
TCN1	0.85	14.62 %
TKS2	0.80	11.95 %
PKD1	0.72	7.63 %
SNL1	0.71	11.39 %
SKD1	0.69	11.13 %
PDI1	0.62	13.39 %
APK2	0.35	6.11 %
TYI1	0.28	5.39 %
UDN1	0.27	8.17 %
ARM1	0.26	8.89 %
APK1	0.25	6.47 %
KGL1	0.21	15.19 %
RPM1	0.15	1.99 %
COL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
Total	47.20	17.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	12.84	23.13 %
Wash-Mac	10.45	26.31 %
LED TV	8.39	14.90 %
Air-Cond	1.84	3.39 %
Oven	0.37	33.98 %
Total	33.89	16.38 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.95	9.78 %
MDU6	1.37	12.41 %
MDU2	1.32	10.23 %
MNM1	0.90	9.75 %
PNV1	0.83	15.86 %
ATG1	0.62	13.16 %
KKD2	0.52	9.89 %
BNR1	0.42	15.23 %
KYK1	0.32	6.72 %
CBM1	0.26	7.73 %
MDU5	0.18	4.52 %
TDI1	0.14	3.98 %
KRR1	0.14	4.00 %
MDU4		0.00 %
MLR1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	33.89	16.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	12.30	24.53 %
LED TV	10.21	14.88 %
Wash-Mac	6.88	23.34 %
Air-Cond	3.85	4.33 %
Total	33.24	13.98 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.15	10.00 %
MVM1	2.10	16.19 %
TNJ2	1.70	15.69 %
TNJ1	1.60	15.24 %
PTK1	1.28	11.10 %
MDI1	1.20	12.98 %
NGT1	0.52	6.20 %
TYR1	0.43	4.82 %
TVR1	0.37	12.35 %
TRY2	0.31	4.63 %
NCK1	0.14	3.89 %
JKM1		0.00 %
KRN1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	33.24	13.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	10.82	31.02 %
LED TV	9.48	23.44 %
Wash-Mac	8.19	25.22 %
Air-Cond	1.54	9.35 %
Oven	0.23	19.06 %
Total	30.27	24.12 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.88	15.50 %
PLI1	0.87	12.11 %
UAM1	0.46	11.76 %
GDR1	0.32	9.68 %
GBM1	0.31	10.77 %
CNR1	0.25	13.56 %
KGI1	0.17	5.71 %
PPI1	0.15	4.77 %
KMD1	0.14	3.51 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	30.27	24.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.38	27.35 %
Fridge	6.97	25.75 %
Wash-Mac	6.09	30.83 %
Air-Cond	1.89	7.81 %
Oven	0.10	36.32 %
Total	25.43	23.27 %

Branch *	MTD Sales L	Brand Share %
POY2	1.36	14.82 %
POY1	1.14	12.65 %
TRK1	1.00	15.59 %
CDM1	0.75	15.17 %
TDM1	0.61	14.15 %
VCM1	0.14	13.31 %
TVM2	0.14	12.73 %
STP1		0.00 %
TVM1		0.00 %
Total	25.43	23.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	7.98	20.17 %
LED TV	7.14	18.22 %
Fridge	6.65	18.25 %
Air-Cond	3.25	4.68 %
Total	25.03	13.50 %

Branch *	MTD Sales L	Brand Share %
CH14	2.00	14.02 %
CH16	1.94	11.79 %
CH42	0.98	13.07 %
AVD1	0.62	12.18 %
CH11	0.36	6.24 %
CH38	0.35	6.88 %
CH30	0.35	6.45 %
CH22	0.17	3.18 %
CH39	0.14	4.79 %
GUD2	0.14	1.59 %
MC10	0.14	16.71 %
CH26		0.00 %
CH37		0.00 %
CZWH		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
GUD1	-0.05	-0.92 %
CH35	-0.14	-4.81 %
Total	25.03	13.50 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	8.54	25.30 %
LED TV	7.00	16.97 %
Wash-Mac	6.60	22.70 %
Air-Cond	0.28	2.12 %
Oven	0.10	19.81 %
Total	22.53	19.10 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.72	15.75 %
NKL2	0.71	9.13 %
KRI1	0.52	15.27 %
SLM2	0.43	12.80 %
SLM3	0.32	8.97 %
APN1	0.25	14.45 %
KMM1	0.18	15.57 %
OML1	0.17	4.04 %
MTR1	0.17	5.81 %
HRR1	0.16	10.30 %
EDP1	0.16	11.08 %
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 %
WZWH		0.00 %
Total	22.53	19.10 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	8.58	25.79 %
Fridge	6.41	30.16 %
Wash-Mac	4.12	40.53 %
Air-Cond	0.33	4.17 %
Total	19.43	26.78 %

Branch *	MTD Sales L	Brand Share %
Total	19.43	26.78 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	6.12	14.10 %
Fridge	4.49	16.81 %
Wash-Mac	3.22	11.51 %
Air-Cond	0.53	1.27 %
Oven	0.14	26.70 %
Total	14.51	10.34 %

Branch *	MTD Sales L	Brand Share %
CH21	1.84	15.91 %
CH18	1.18	9.66 %
CH12	0.93	10.08 %
CH06	0.89	12.79 %
CH44	0.81	14.43 %
CH34	0.58	7.77 %
CH43	0.51	9.55 %
CH17	0.32	14.42 %
GPD1	0.25	10.95 %
CH31	0.21	7.63 %
CH33	0.21	3.64 %
CH41	0.21	4.05 %
CH09	0.16	2.92 %
CH32	0.16	13.61 %
MJR1	0.14	2.97 %
CH20	0.13	2.23 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	14.51	10.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.02	10.88 %
Fridge	2.12	10.70 %
Wash-Mac	1.97	14.86 %
Air-Cond	1.79	10.47 %
Total	8.91	11.31 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.78	10.35 %
KPM2	0.72	8.05 %
TRR1	0.63	11.86 %
TRT1	0.27	15.39 %
AKM1	0.24	11.81 %
VSI1	0.21	6.76 %
WJD1	0.16	3.87 %
VNB1	0.13	8.55 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
WJP1		0.00 %
Total	8.91	11.31 %