

MTD Sales
288.49 L

Brand Share %
16.77 %

Information:

MTD : 01-09-2025 To 06-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.77 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	95.70	22.73 %
LED TV	92.12	18.31 %
Wash-Mac	76.23	23.15 %
Air-Cond	22.69	4.94 %
Oven	1.75	21.95 %
Total	288.49	16.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	52.24	17.27 %
SOUTH-03	43.66	16.98 %
TRICHY-01	35.61	14.17 %
WEST-01	32.68	23.66 %
SOUTH ARCOT	27.06	23.37 %
CHENNAI-01	26.96	12.73 %
WEST-02	23.27	18.54 %
KL-SOUTH	20.88	25.85 %
CHENNAI-02	16.87	11.15 %
NORTH ARCOT	9.25	10.72 %
Total	288.49	16.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	17.76	22.77 %
LED TV	15.21	21.75 %
Wash-Mac	14.37	24.83 %
Air-Cond	4.19	4.42 %
Oven	0.71	38.20 %
Total	52.24	17.27 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.57	10.19 %
RND1	1.46	13.93 %
PKD1	1.33	12.54 %
MAR1	1.26	9.40 %
TUT2	1.15	9.59 %
SVK1	1.00	11.68 %
TKS2	0.97	13.63 %
SNL1	0.71	10.97 %
SKD1	0.69	10.20 %
PDI1	0.62	11.81 %
APK2	0.60	9.62 %
UDN1	0.50	13.09 %
TYI1	0.28	4.85 %
ARM1	0.26	8.59 %
APK1	0.25	5.73 %
RPM1	0.24	3.10 %
KGL1	0.21	13.87 %
COL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
Total	52.24	17.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	15.85	23.31 %
Wash-Mac	13.26	27.10 %
LED TV	11.34	15.21 %
Air-Cond	2.75	4.27 %
Oven	0.47	39.69 %
Total	43.66	16.98 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.05	9.75 %
MDU2	1.97	12.68 %
MNM1	1.62	15.48 %
ATG1	0.86	16.05 %
KKD2	0.66	11.10 %
BNR1	0.42	12.79 %
KYK1	0.32	6.04 %
CBM1	0.26	5.97 %
MDU5	0.18	3.88 %
TDI1	0.14	3.72 %
KRR1	0.14	3.86 %
MDU4		0.00 %
MLR1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	43.66	16.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	12.55	23.39 %
LED TV	11.06	14.90 %
Wash-Mac	7.20	22.86 %
Air-Cond	4.79	5.25 %
Total	35.61	14.17 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.15	9.99 %
TNJ1	1.82	15.66 %
TNJ2	1.70	15.97 %
PTK1	1.28	11.10 %
MDI1	1.20	12.98 %
NGT1	0.52	6.11 %
TYR1	0.43	4.74 %
TVR1	0.37	12.35 %
TRY2	0.31	4.29 %
NCK1	0.14	3.89 %
JKM1		0.00 %
KRN1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	35.61	14.17 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	11.21	30.42 %
LED TV	10.05	22.80 %
Wash-Mac	9.40	25.27 %
Air-Cond	1.79	9.59 %
Oven	0.23	17.05 %
Total	32.68	23.66 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.88	15.18 %
PLI1	0.87	11.95 %
UAM1	0.46	10.17 %
GDR1	0.32	9.30 %
GBM1	0.31	10.77 %
CNR1	0.25	13.56 %
KGI1	0.17	5.71 %
PPI1	0.15	4.48 %
KMD1	0.14	3.33 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	32.68	23.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.61	26.84 %
Fridge	7.80	25.87 %
Wash-Mac	6.66	31.23 %
Air-Cond	1.89	7.72 %
Oven	0.10	36.32 %
Total	27.06	23.37 %

Branch *	MTD Sales L	Brand Share %
POY2	1.36	13.89 %
POY1	1.14	11.65 %
SJI1	0.77	15.89 %
CDM1	0.75	12.81 %
TDM1	0.61	14.15 %
VCM1	0.14	13.31 %
TVM2	0.14	10.58 %
STP1		0.00 %
TVM1		0.00 %
Total	27.06	23.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.42	18.93 %
LED TV	7.57	16.58 %
Fridge	6.96	16.92 %
Air-Cond	4.00	5.02 %
Total	26.96	12.73 %

Branch *	MTD Sales L	Brand Share %
CH16	2.30	12.48 %
CH14	2.00	13.28 %
CH08	1.61	16.26 %
CH42	0.98	11.78 %
AVD1	0.76	14.10 %
CH11	0.50	7.52 %
CH38	0.35	6.46 %
CH30	0.35	5.50 %
CH29	0.33	14.71 %
CH22	0.17	2.46 %
CH39	0.14	4.79 %
CH26	0.14	7.92 %
GUD2	0.14	1.51 %
MC10	0.14	16.71 %
CH37		0.00 %
CZWH		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
GUD1	-0.05	-0.90 %
CH35	-0.14	-4.20 %
Total	26.96	12.73 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	8.88	24.34 %
Wash-Mac	7.01	22.08 %
LED TV	7.00	16.38 %
Air-Cond	0.28	2.01 %
Oven	0.10	19.81 %
Total	23.27	18.54 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.94	11.58 %
ATU1	0.72	15.59 %
KRI1	0.52	14.36 %
SLM2	0.43	12.36 %
SLM3	0.32	8.97 %
APN1	0.25	14.45 %
KMM1	0.18	9.37 %
OML1	0.17	4.04 %
MTR1	0.17	5.35 %
HRR1	0.16	9.21 %
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	23.27	18.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	9.27	24.98 %
Fridge	6.77	28.74 %
Wash-Mac	4.51	37.88 %
Air-Cond	0.33	4.03 %
Total	20.88	25.85 %

Branch *	MTD Sales L	Brand Share %
Total	20.88	25.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	6.97	15.04 %
Fridge	5.79	19.28 %
Wash-Mac	3.43	11.56 %
Air-Cond	0.53	1.18 %
Oven	0.14	26.70 %
Total	16.87	11.15 %

Branch *	MTD Sales L	Brand Share %
CH21	1.84	14.96 %
CH18	1.18	9.45 %
CH12	0.93	9.24 %
CH06	0.89	12.08 %
CH43	0.66	11.35 %
CH34	0.58	7.58 %
CH09	0.30	4.72 %
CH20	0.28	4.60 %
GPD1	0.25	9.65 %
CH31	0.21	7.24 %
CH33	0.21	3.64 %
CH41	0.21	3.45 %
CH32	0.16	13.61 %
MJR1	0.14	2.81 %
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	16.87	11.15 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.02	10.52 %
Air-Cond	2.14	11.28 %
Fridge	2.12	9.17 %
Wash-Mac	1.97	13.50 %
Total	9.25	10.72 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.97	15.64 %
SBR1	0.78	9.17 %
KPM2	0.72	7.49 %
TRT1	0.27	15.39 %
AKM1	0.24	11.81 %
VSI1	0.21	6.64 %
WJD1	0.16	3.83 %
VNB1	0.13	7.49 %
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	9.25	10.72 %