

MTD Sales
486.82 L

Brand Share %
15.74 %

Information:

MTD : 01-08-2025 To 07-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	176.35	25.44 %
LED TV	161.45	17.62 %
Wash-Mac	119.21	17.64 %
Air-Cond	28.55	3.59 %
Oven	1.26	9.83 %
Total	486.82	15.74 %

Sales Zone	MTD Sales L	Brand Share %
WEST-01	72.67	22.96 %
CHENNAI-01	71.46	14.87 %
TRICHY-01	69.85	18.80 %
SOUTH-01	68.40	14.86 %
SOUTH-03	67.25	16.75 %
WEST-02	51.12	16.23 %
CHENNAI-02	31.63	9.29 %
SOUTH ARCOT	31.36	16.10 %
NORTH ARCOT	17.90	9.36 %
KL-SOUTH	5.18	25.31 %
Total	486.82	15.74 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	26.36	23.35 %
Fridge	22.97	29.58 %
Wash-Mac	21.53	20.89 %
Air-Cond	1.52	7.57 %
Oven	0.29	10.10 %
Total	72.67	22.96 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.88	12.81 %
CBE4	1.27	11.41 %
KGI1	0.30	6.56 %
PPI1	0.27	3.52 %
KMD1	0.14	2.04 %
GDR1		0.00 %
KGM1		0.00 %
Total	72.67	22.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	25.34	28.69 %
LED TV	21.31	22.18 %
Wash-Mac	14.70	17.71 %
Air-Cond	9.91	4.68 %
Oven	0.20	13.37 %
Total	71.46	14.87 %

Branch *	MTD Sales L	Brand Share %
CH16	4.41	13.75 %
CH14	3.20	10.86 %
CH07	2.97	15.19 %
CH42	2.03	8.57 %
GUD1	1.80	14.22 %
CH38	1.51	15.12 %
CH30	1.24	9.12 %
CH35	1.13	14.78 %
CH11	0.75	1.84 %
TKM1	0.60	8.37 %
GUD2	0.37	2.69 %
CH26		0.00 %
CH37		0.00 %
MC10		0.00 %
SKL1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	71.46	14.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	30.38	35.03 %
LED TV	21.72	19.43 %
Wash-Mac	12.56	20.41 %
Air-Cond	5.08	4.60 %
Oven	0.10	9.17 %
Total	69.85	18.80 %

Branch *	MTD Sales L	Brand Share %
TNJ2	3.96	14.76 %
TNJ1	2.70	8.75 %
MDI1	2.05	14.09 %
KIK1	1.69	10.35 %
TYR1	1.15	8.72 %
JKM1	0.92	8.36 %
PTK1	0.72	5.23 %
PBR1	0.59	7.72 %
TVR1	0.41	4.30 %
NCK1	0.33	8.52 %
NGT1	0.28	2.74 %
KRN1	0.16	3.50 %
TRY2	0.14	2.09 %
NMM1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	69.85	18.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	26.36	24.52 %
LED TV	20.49	14.65 %
Wash-Mac	17.62	16.62 %
Air-Cond	3.52	3.36 %
Oven	0.42	18.95 %
Total	68.40	14.86 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.66	14.08 %
NGR1	3.00	12.78 %
KVT1	2.92	8.32 %
TUT2	2.66	14.55 %
TKS1	2.07	12.81 %
PKD1	2.06	14.04 %
APK1	1.34	10.84 %
VLY1	1.25	9.26 %
TKS2	1.17	7.03 %
MAR1	0.95	8.77 %
VKM1	0.73	14.30 %
TKY1	0.69	10.89 %
SVK1	0.31	1.94 %
KYR1	0.29	6.58 %
COL1	0.24	11.59 %
TYI1	0.19	2.74 %
KSM1	0.16	7.27 %
PDI1	0.14	1.60 %
KGL1		0.00 %
S2SD		0.00 %
ERL1	-0.06	-1.97 %
Total	68.40	14.86 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	24.16	20.41 %
Fridge	20.59	22.56 %
Wash-Mac	17.73	19.01 %
Air-Cond	4.91	5.03 %
Oven	-0.13	-12.07 %
Total	67.25	16.75 %

Branch *	MTD Sales L	Brand Share %
MDU1	9.13	14.22 %
MDU2	2.69	9.92 %
CBM1	2.16	14.00 %
KRR1	1.78	14.66 %
KKD2	1.44	11.46 %
SVG1	1.43	12.85 %
ATG1	1.09	8.93 %
TMM1	0.87	6.98 %
DGL2	0.81	10.83 %
MDU3	0.72	5.91 %
KPT1	0.59	12.73 %
MDU4	0.43	6.45 %
SGP1	0.41	2.94 %
BNR1	0.34	5.23 %
ODM1	0.28	7.33 %
TDI1	0.22	5.52 %
PNI1	0.21	5.59 %
PKM1	0.17	3.33 %
MLR1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	67.25	16.75 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	18.24	21.96 %
Wash-Mac	15.98	20.14 %
LED TV	15.60	13.64 %
Air-Cond	1.18	3.20 %
Oven	0.10	8.74 %
Total	51.12	16.23 %

Branch *	MTD Sales L	Brand Share %
KRI1	2.02	14.79 %
SLM3	1.00	7.58 %
TCG1	0.88	14.64 %
SLM2	0.51	7.41 %
PMP1	0.50	12.15 %
EDP1	0.47	11.71 %
RSP1	0.26	2.21 %
KMM1	0.17	3.03 %
HRR1	0.14	2.75 %
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	51.12	16.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	12.60	20.74 %
LED TV	12.56	12.50 %
Wash-Mac	5.15	8.30 %
Air-Cond	1.03	0.89 %
Oven	0.28	15.11 %
Total	31.63	9.29 %

Branch *	MTD Sales L	Brand Share %
CH15	5.45	12.26 %
CH21	3.60	14.40 %
CH06	3.19	12.59 %
CH18	2.27	11.40 %
CH20	0.92	6.41 %
CH34	0.82	5.62 %
CH17	0.64	7.89 %
CH24	0.40	4.17 %
CH33	0.30	3.23 %
MJR1	0.27	2.58 %
CH32	0.19	8.35 %
CH43	0.19	1.90 %
CH09	0.14	1.06 %
UKI1	0.14	2.23 %
CH23	0.13	3.50 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH41		0.00 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	31.63	9.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.34	27.33 %
LED TV	10.77	17.97 %
Wash-Mac	7.38	18.21 %
Air-Cond	0.86	1.77 %
Total	31.36	16.10 %

Branch *	MTD Sales L	Brand Share %
POY1	3.66	13.20 %
CUD1	3.06	13.58 %
POY2	1.41	14.37 %
KML1	1.30	15.20 %
KKI2	0.97	5.92 %
TDM1	0.27	4.68 %
TVM2	0.22	3.62 %
TVM1	0.14	2.97 %
MKM1		0.00 %
STP1		0.00 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	31.36	16.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.73	13.67 %
LED TV	5.79	10.50 %
Wash-Mac	5.10	12.16 %
Air-Cond	0.28	0.64 %
Total	17.90	9.36 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.62	13.63 %
TRR1	2.58	15.06 %
TRL1	1.60	12.26 %
AKM1	1.18	8.01 %
ARC2	0.92	13.02 %
VEL2	0.41	2.80 %
SBR1	0.31	3.63 %
VEL1	0.31	3.27 %
VSI1	0.23	3.94 %
CPT1	0.16	3.54 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	17.90	9.36 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.68	36.79 %
Wash-Mac	1.46	30.38 %
Fridge	0.79	22.98 %
Air-Cond	0.26	5.41 %
Total	5.18	25.31 %

Branch *	MTD Sales L	Brand Share %
Total	5.18	25.31 %