

MTD Sales
502.22 L

Brand Share %
15.28 %

Information:

MTD : 01-09-2025 To 07-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.28 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	171.60	22.35 %
LED TV	160.08	16.38 %
Wash-Mac	133.72	19.97 %
Air-Cond	34.30	3.99 %
Oven	2.52	19.82 %
Total	502.22	15.28 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	81.59	14.65 %
CHENNAI-01	67.07	14.79 %
SOUTH-03	65.03	16.26 %
TRICHY-01	58.66	13.49 %
WEST-01	53.35	21.13 %
WEST-02	49.40	17.06 %
SOUTH ARCOT	47.15	18.42 %
CHENNAI-02	35.77	10.19 %
KL-SOUTH	24.06	25.34 %
NORTH ARCOT	20.13	10.17 %
Total	502.22	15.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	30.28	22.69 %
Wash-Mac	23.00	20.71 %
LED TV	22.67	16.56 %
Air-Cond	4.78	2.77 %
Oven	0.86	31.32 %
Total	81.59	14.65 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.51	14.74 %
RPM1	4.35	9.26 %
TVL1	2.71	10.77 %
MAR1	2.69	11.38 %
KVT1	2.66	11.21 %
TUT2	2.36	10.13 %
ERL2	1.98	13.49 %
PKD1	1.58	9.83 %
SVK1	1.46	7.90 %
TKS2	1.43	7.67 %
VKM1	1.19	13.04 %
SKD1	0.91	9.72 %
SNL1	0.84	8.19 %
UDN1	0.72	8.71 %
APK1	0.71	8.21 %
PDI1	0.62	8.69 %
APK2	0.60	7.34 %
COL1	0.39	8.67 %
KGL1	0.34	8.24 %
TYI1	0.28	2.78 %
KSM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
Total	81.59	14.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	20.57	24.01 %
LED TV	20.16	17.90 %
Wash-Mac	18.72	20.64 %
Air-Cond	7.38	4.53 %
Oven	0.23	15.85 %
Total	67.07	14.79 %

Branch *	MTD Sales L	Brand Share %
CH16	4.44	13.23 %
CH14	3.78	8.95 %
CH42	2.62	10.59 %
SKL1	1.60	13.70 %
CH11	1.47	9.57 %
GUD1	1.25	7.30 %
CH39	1.10	13.27 %
CH30	1.06	8.50 %
CH38	0.69	7.55 %
CH26	0.46	10.28 %
CH35	0.44	5.26 %
TKM1	0.43	5.97 %
GUD2	0.14	0.89 %
MC10	0.14	8.60 %
CH37		0.00 %
CZWH		0.00 %
WHC3		0.00 %
Total	67.07	14.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	21.84	19.79 %
Wash-Mac	19.97	24.05 %
LED TV	18.99	16.20 %
Air-Cond	3.76	4.28 %
Oven	0.47	31.43 %
Total	65.03	16.26 %

Branch *	MTD Sales L	Brand Share %
MDU2	3.71	11.60 %
DGL1	2.73	10.41 %
CBM1	1.01	11.85 %
ATG1	0.86	11.95 %
KKD2	0.84	9.02 %
KYK1	0.75	8.15 %
KRR1	0.70	9.95 %
ODM1	0.69	13.96 %
BNR1	0.42	9.70 %
MLR1	0.40	4.66 %
MDU5	0.18	2.94 %
TDI1	0.14	2.35 %
MDU4	0.13	1.64 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	65.03	16.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	21.07	22.13 %
LED TV	16.24	12.75 %
Wash-Mac	15.14	22.19 %
Air-Cond	6.21	4.33 %
Total	58.66	13.49 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.44	9.09 %
TNJ1	3.00	12.32 %
MDI1	2.53	15.00 %
NGT1	1.34	7.02 %
PTK1	1.28	6.47 %
TTP1	1.09	14.39 %
JKM1	0.52	7.11 %
NCK1	0.47	7.89 %
TYR1	0.43	3.01 %
TVR1	0.37	4.90 %
PBR1	0.34	5.41 %
TRY2	0.31	3.59 %
NMM1	0.25	3.14 %
KRN1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	58.66	13.49 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	18.94	28.41 %
LED TV	17.25	19.51 %
Wash-Mac	14.30	21.01 %
Air-Cond	2.45	9.00 %
Oven	0.42	19.36 %
Total	53.35	21.13 %

Branch *	MTD Sales L	Brand Share %
UAM1	1.89	14.99 %
PLI1	1.11	8.75 %
GBM1	0.67	12.50 %
GDR1	0.66	9.99 %
PPI1	0.31	6.36 %
KGI1	0.17	2.89 %
KMD1	0.14	2.13 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	53.35	21.13 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	17.36	17.38 %
Fridge	15.92	21.20 %
Wash-Mac	14.63	18.17 %
Air-Cond	1.39	4.18 %
Oven	0.10	14.07 %
Total	49.40	17.06 %

Branch *	MTD Sales L	Brand Share %
VPD1	1.61	14.00 %
SLM3	1.32	7.80 %
KRI1	1.08	13.09 %
NKL2	1.07	7.91 %
OML1	0.98	10.37 %
SLM2	0.95	9.75 %
SGI1	0.83	7.95 %
APN1	0.39	7.86 %
KMM1	0.34	8.65 %
VKL1	0.19	2.71 %
MTR1	0.17	2.43 %
HRR1	0.16	4.43 %
EDP1	0.16	3.12 %
SGG1	0.13	9.00 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
TCG1		0.00 %
WZWH		0.00 %
Total	49.40	17.06 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.66	22.93 %
Fridge	14.81	23.55 %
Wash-Mac	11.58	23.99 %
Air-Cond	1.90	3.04 %
Oven	0.19	29.65 %
Total	47.15	18.42 %

Branch *	MTD Sales L	Brand Share %
TRK1	2.01	12.67 %
POY2	1.76	8.50 %
POY1	1.65	7.07 %
VCM1	0.62	7.82 %
STP1	0.39	8.26 %
TVM1		0.00 %
Total	47.15	18.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	13.29	21.75 %
LED TV	12.94	12.08 %
Wash-Mac	5.92	9.09 %
Air-Cond	3.37	2.91 %
Oven	0.24	14.33 %
Total	35.77	10.19 %

Branch *	MTD Sales L	Brand Share %
CH15	5.30	15.05 %
CH21	3.72	14.11 %
CH12	3.38	12.85 %
CH18	1.77	6.93 %
CH34	1.05	7.31 %
CH20	0.89	5.55 %
CH43	0.66	4.89 %
CH17	0.61	6.20 %
CH09	0.50	4.57 %
CH36	0.45	11.80 %
CH41	0.43	3.18 %
MJR1	0.39	2.57 %
CH31	0.21	3.53 %
CH33	0.21	1.35 %
CH32	0.16	8.47 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH46		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	35.77	10.19 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	10.11	24.64 %
Fridge	8.38	27.65 %
Wash-Mac	5.25	37.70 %
Air-Cond	0.33	3.38 %
Total	24.06	25.34 %

Branch *	MTD Sales L	Brand Share %
Total	24.06	25.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.48	13.81 %
LED TV	5.70	8.71 %
Wash-Mac	5.23	12.79 %
Air-Cond	2.72	6.24 %
Total	20.13	10.17 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.39	11.95 %
TRL1	2.23	13.37 %
SBR1	1.63	11.44 %
TRR1	1.49	14.21 %
AKM1	0.86	10.62 %
VNB1	0.31	6.57 %
UGI1	0.17	8.69 %
WJD1	0.16	2.48 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
WJP1		0.00 %
VSI1		0.00 %
Total	20.13	10.17 %