

MTD Sales
717.48 L

Brand Share %
14.04 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.04 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	257.43	17.11 %
Fridge	248.69	21.96 %
Wash-Mac	167.20	15.84 %
Air-Cond	42.65	3.05 %
Oven	1.51	7.33 %
Total	717.48	14.04 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	108.09	15.20 %
CHENNAI-01	102.29	14.02 %
SOUTH-01	101.00	13.53 %
WEST-01	95.88	21.46 %
SOUTH-03	86.29	14.82 %
WEST-02	76.90	14.61 %
SOUTH ARCOT	55.76	13.46 %
CHENNAI-02	50.52	8.81 %
NORTH ARCOT	33.26	9.56 %
KL-SOUTH	7.48	22.18 %
Total	717.48	14.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	42.60	26.06 %
LED TV	38.75	18.66 %
Wash-Mac	19.57	16.90 %
Air-Cond	7.07	3.18 %
Oven	0.10	5.60 %
Total	108.09	15.20 %

Branch *	MTD Sales L	Brand Share %
TNJ1	6.09	12.97 %
KIK1	3.55	11.75 %
MDI1	2.97	9.54 %
PTK1	1.82	5.64 %
TYR1	1.15	5.03 %
JKM1	0.92	3.86 %
PBR1	0.59	5.14 %
TRY2	0.48	3.85 %
PDK1	0.47	2.77 %
TVR1	0.41	2.18 %
NCK1	0.33	3.64 %
NGT1	0.28	1.26 %
NMM1	0.19	1.67 %
KRN1	0.16	1.95 %
TZSD		0.00 %
Total	108.09	15.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	36.58	27.64 %
LED TV	32.16	20.54 %
Wash-Mac	20.59	16.42 %
Air-Cond	12.76	4.08 %
Oven	0.20	8.92 %
Total	102.29	14.02 %

Branch *	MTD Sales L	Brand Share %
CH14	6.11	11.25 %
CH07	3.93	13.52 %
GUD1	3.25	11.65 %
CH42	2.30	6.62 %
CH11	2.02	3.91 %
CH38	1.87	11.98 %
CH30	1.40	7.65 %
TKM1	0.78	7.21 %
SKL1	0.54	3.05 %
GUD2	0.37	1.51 %
CH26	0.16	3.79 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	102.29	14.02 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	36.52	22.05 %
LED TV	32.73	14.99 %
Wash-Mac	26.03	15.80 %
Air-Cond	5.30	2.73 %
Oven	0.42	12.11 %
Total	101.00	13.53 %

Branch *	MTD Sales L	Brand Share %
TUT2	4.51	13.83 %
KVT1	4.01	8.52 %
NGR1	3.24	12.48 %
TKS2	2.98	9.28 %
PKD1	2.89	11.84 %
VLY1	2.32	9.55 %
SNL1	1.38	10.58 %
APK1	1.34	7.22 %
TKY1	1.31	12.51 %
VKM1	0.97	13.00 %
MAR1	0.95	4.85 %
KYR1	0.43	5.11 %
ARM1	0.32	9.08 %
SVK1	0.31	1.23 %
COL1	0.24	5.59 %
TYI1	0.19	1.83 %
KSM1	0.16	3.60 %
PDI1	0.14	1.11 %
KGL1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
ERL1	-0.06	-1.53 %
Total	101.00	13.53 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	36.59	22.88 %
Fridge	30.93	27.71 %
Wash-Mac	25.29	18.85 %
Air-Cond	2.78	7.47 %
Oven	0.29	7.32 %
Total	95.88	21.46 %

Branch *	MTD Sales L	Brand Share %
PLI1	2.67	12.72 %
CBE4	1.45	7.87 %
GBM1	1.28	14.03 %
PPI1	0.64	5.87 %
ANR1	0.52	12.78 %
KGI1	0.51	7.47 %
KMD1	0.38	3.37 %
GDR1		0.00 %
KGM1		0.00 %
Total	95.88	21.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	31.84	19.26 %
Fridge	27.57	19.18 %
Wash-Mac	20.57	15.94 %
Air-Cond	6.43	4.52 %
Oven	-0.13	-7.79 %
Total	86.29	14.82 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.18	12.42 %
MDU2	3.21	8.72 %
CBM1	2.60	11.58 %
ATG1	2.55	11.15 %
KKD2	2.05	10.48 %
TMM1	1.89	9.97 %
SVG1	1.76	9.61 %
MDU3	0.86	3.68 %
ODM1	0.71	11.47 %
MDU4	0.68	5.46 %
BNR1	0.65	6.25 %
KPT1	0.59	10.18 %
SGP1	0.41	2.42 %
TDI1	0.36	4.51 %
PNI1	0.21	3.02 %
PKM1	0.17	2.16 %
MLR1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	86.29	14.82 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	26.15	19.46 %
LED TV	25.42	14.15 %
Wash-Mac	22.29	17.48 %
Air-Cond	2.94	3.54 %
Oven	0.10	4.88 %
Total	76.90	14.61 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.22	10.66 %
SLM2	2.17	9.09 %
TCG1	1.12	11.64 %
PMP1	0.65	9.74 %
EDP1	0.63	6.76 %
RSP1	0.26	1.48 %
SGG1	0.25	3.90 %
KMM1	0.17	2.11 %
DPR2	0.14	1.59 %
HRR1	0.14	1.94 %
APN1		0.00 %
BMD1		0.00 %
EPI1		0.00 %
OML1		0.00 %
PDR1		0.00 %
SGI1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	76.90	14.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.75	17.28 %
Fridge	18.44	19.57 %
Wash-Mac	13.14	16.19 %
Air-Cond	1.43	1.34 %
Total	55.76	13.46 %

Branch *	MTD Sales L	Brand Share %
CUD1	5.08	12.15 %
POY1	5.01	10.10 %
TRK1	3.36	13.08 %
VPM2	3.27	11.90 %
KKI2	2.47	7.91 %
POY2	2.46	13.10 %
KML1	2.01	9.42 %
TDM1	1.02	5.92 %
STP1	0.53	5.47 %
MKM1	0.48	4.48 %
TVM1	0.39	4.57 %
TVM2	0.22	2.10 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	55.76	13.46 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	18.74	11.39 %
Fridge	17.02	17.13 %
Wash-Mac	11.21	10.97 %
Air-Cond	3.12	1.53 %
Oven	0.43	13.04 %
Total	50.52	8.81 %

Branch *	MTD Sales L	Brand Share %
CH15	8.44	12.05 %
CH12	4.39	12.54 %
CH06	4.06	12.43 %
CH18	3.32	11.05 %
CH20	1.48	6.15 %
GPD1	1.41	10.10 %
CH34	1.39	5.84 %
CH24	1.22	5.98 %
MJR1	0.86	3.70 %
CH17	0.84	6.25 %
CH33	0.79	3.86 %
CH32	0.55	13.90 %
CH09	0.49	2.20 %
CH43	0.38	2.20 %
CH36	0.24	3.28 %
CH41	0.17	0.59 %
UKI1	0.14	1.47 %
CH23	0.13	1.84 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
PON1		0.00 %
Total	50.52	8.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.96	13.82 %
Fridge	11.33	13.96 %
Wash-Mac	6.40	9.35 %
Air-Cond	0.56	0.63 %
Total	33.26	9.56 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.00	13.57 %
ARC2	1.43	8.65 %
AKM1	1.34	6.27 %
VSI1	0.85	5.18 %
VEL1	0.75	4.64 %
VEL2	0.55	2.42 %
PTU1	0.47	10.34 %
SLG1	0.44	5.82 %
WJD1	0.40	4.15 %
CPT1	0.29	3.30 %
SBR1	0.29	1.48 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	33.26	9.56 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.49	28.05 %
Wash-Mac	2.10	30.35 %
Fridge	1.54	23.94 %
Air-Cond	0.26	3.38 %
Oven	0.10	26.78 %
Total	7.48	22.18 %

Branch *	MTD Sales L	Brand Share %
Total	7.48	22.18 %