

MTD Sales
552.57 L

Brand Share %
15.40 %

Information:

MTD : 01-09-2025 To 08-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	189.45	22.71 %
LED TV	175.22	16.46 %
Wash-Mac	147.53	20.14 %
Air-Cond	37.61	3.99 %
Oven	2.76	19.64 %
Total	552.57	15.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	89.89	14.48 %
CHENNAI-01	76.16	15.12 %
SOUTH-03	71.50	16.62 %
TRICHY-01	63.09	13.77 %
WEST-01	58.29	20.78 %
WEST-02	52.26	16.80 %
SOUTH ARCOT	49.50	17.97 %
CHENNAI-02	41.06	10.64 %
KL-SOUTH	27.88	26.59 %
NORTH ARCOT	22.94	10.59 %
Total	552.57	15.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	34.74	23.76 %
Wash-Mac	24.78	20.80 %
LED TV	24.73	15.58 %
Air-Cond	4.78	2.46 %
Oven	0.86	30.03 %
Total	89.89	14.48 %

Branch *	MTD Sales L	Brand Share %
RPM1	5.53	8.72 %
TVL1	2.87	10.45 %
KVT1	2.82	10.60 %
MAR1	2.69	10.21 %
TUT2	2.56	9.17 %
TKS2	2.17	10.64 %
ERL2	1.98	11.86 %
PKD1	1.58	9.75 %
SVK1	1.46	7.18 %
VKM1	1.33	12.51 %
SKD1	0.91	9.13 %
SNL1	0.84	7.64 %
APK2	0.77	8.68 %
APK1	0.71	7.93 %
PDI1	0.62	7.88 %
COL1	0.39	7.57 %
KGL1	0.34	7.84 %
TYI1	0.28	2.58 %
KSM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
Total	89.89	14.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	24.16	19.06 %
Fridge	21.58	23.24 %
Wash-Mac	20.97	20.43 %
Air-Cond	9.14	5.09 %
Oven	0.32	16.90 %
Total	76.16	15.12 %

Branch *	MTD Sales L	Brand Share %
CH14	3.88	8.17 %
CH42	3.37	12.06 %
CH11	1.47	9.13 %
GUD1	1.25	6.69 %
CH39	1.25	14.28 %
CH30	1.06	7.43 %
CH38	0.69	7.57 %
TKM1	0.61	7.21 %
CH26	0.46	9.92 %
CH35	0.44	4.68 %
GUD2	0.39	2.34 %
MC10	0.14	8.60 %
CH37		0.00 %
CZWH		0.00 %
WHC3		0.00 %
Total	76.16	15.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	24.34	20.54 %
Wash-Mac	22.08	24.27 %
LED TV	20.58	16.38 %
Air-Cond	4.05	4.32 %
Oven	0.47	31.43 %
Total	71.50	16.62 %

Branch *	MTD Sales L	Brand Share %
MDU2	4.26	12.61 %
DGL1	2.90	10.25 %
TMM1	2.27	14.69 %
CBM1	1.19	12.92 %
KKD2	1.03	10.48 %
ATG1	0.86	11.15 %
KYK1	0.75	7.93 %
KRR1	0.70	9.28 %
BNR1	0.61	11.99 %
MLR1	0.40	4.21 %
MDU5	0.18	2.82 %
TDI1	0.14	2.27 %
MDU4	0.13	1.52 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	71.50	16.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	22.79	22.57 %
LED TV	17.86	13.24 %
Wash-Mac	16.08	22.13 %
Air-Cond	6.21	4.18 %
Oven	0.15	18.10 %
Total	63.09	13.77 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.78	9.83 %
TNJ1	3.58	13.54 %
MDI1	2.53	14.27 %
NGT1	1.34	6.80 %
PTK1	1.28	6.35 %
TYR1	0.59	3.98 %
JKM1	0.52	6.32 %
TVR1	0.51	6.62 %
NCK1	0.47	7.40 %
PBR1	0.34	5.19 %
TRY2	0.31	3.47 %
NMM1	0.25	3.03 %
KRN1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	63.09	13.77 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	20.30	28.56 %
LED TV	18.77	19.39 %
Wash-Mac	16.35	22.04 %
Air-Cond	2.45	6.77 %
Oven	0.42	18.86 %
Total	58.29	20.78 %

Branch *	MTD Sales L	Brand Share %
UAM1	1.89	14.32 %
CBE5	1.18	9.09 %
PLI1	1.11	8.50 %
GBM1	0.67	11.65 %
GDR1	0.66	9.64 %
PPI1	0.31	6.06 %
KGI1	0.17	2.89 %
KMD1	0.14	1.90 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	58.29	20.78 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.21	17.33 %
Fridge	16.53	20.16 %
Wash-Mac	15.66	17.98 %
Air-Cond	1.76	4.90 %
Oven	0.10	12.03 %
Total	52.26	16.80 %

Branch *	MTD Sales L	Brand Share %
VPD1	1.61	13.61 %
SLM3	1.32	7.67 %
NKL2	1.25	8.94 %
SLM2	1.09	10.60 %
KRI1	1.08	12.94 %
OML1	0.98	9.79 %
SGI1	0.83	7.78 %
APN1	0.39	7.25 %
KMM1	0.34	8.31 %
HRR1	0.33	7.74 %
VKL1	0.19	2.61 %
MTR1	0.17	2.36 %
EDP1	0.16	2.78 %
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	52.26	16.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.45	22.50 %
Fridge	15.60	23.03 %
Wash-Mac	12.07	23.37 %
Air-Cond	2.20	3.18 %
Oven	0.19	29.65 %
Total	49.50	17.97 %

Branch *	MTD Sales L	Brand Share %
POY1	2.11	8.28 %
TRK1	2.01	12.02 %
POY2	1.76	7.81 %
KKI2	1.73	14.12 %
VCM1	0.62	7.15 %
STP1	0.53	10.34 %
TVM1		0.00 %
Total	49.50	17.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	16.03	23.19 %
LED TV	14.08	12.19 %
Wash-Mac	7.01	9.71 %
Air-Cond	3.70	2.91 %
Oven	0.24	12.62 %
Total	41.06	10.64 %

Branch *	MTD Sales L	Brand Share %
CH12	3.86	13.60 %
CH18	1.94	7.22 %
CH34	1.36	8.73 %
CH20	1.04	6.02 %
CH43	0.66	4.58 %
CH17	0.61	5.86 %
PON1	0.56	7.07 %
CH09	0.50	3.90 %
CH36	0.45	11.80 %
CH41	0.43	2.79 %
MJR1	0.39	2.30 %
CH31	0.21	3.38 %
CH33	0.21	1.27 %
CH32	0.16	2.89 %
CH24	0.14	1.20 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	41.06	10.64 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.28	25.41 %
Fridge	9.92	29.68 %
Wash-Mac	6.35	38.40 %
Air-Cond	0.33	3.13 %
Total	27.88	26.59 %

Branch *	MTD Sales L	Brand Share %
Total	27.88	26.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.63	14.52 %
Wash-Mac	6.20	13.61 %
LED TV	6.10	8.66 %
Air-Cond	3.00	6.41 %
Total	22.94	10.59 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.73	15.30 %
KPM2	2.64	12.49 %
TRL1	2.23	12.55 %
AKM1	1.00	10.83 %
BGR1	0.59	13.23 %
VNB1	0.31	5.64 %
UGI1	0.17	7.81 %
WJD1	0.16	2.34 %
ANI1		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	22.94	10.59 %