

MTD Sales
805.00 L

Brand Share %
14.12 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.12 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	291.23	17.32 %
Fridge	275.68	21.84 %
Wash-Mac	187.63	15.88 %
Air-Cond	48.95	3.15 %
Oven	1.51	6.61 %
Total	805.00	14.12 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	119.63	15.11 %
CHENNAI-01	117.68	14.27 %
SOUTH-01	112.96	13.48 %
WEST-01	104.01	21.50 %
SOUTH-03	100.29	15.05 %
WEST-02	83.85	14.50 %
SOUTH ARCOT	60.23	13.18 %
CHENNAI-02	59.96	9.33 %
NORTH ARCOT	37.37	9.81 %
KL-SOUTH	9.02	24.07 %
Total	805.00	14.12 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	46.17	25.50 %
LED TV	43.30	18.53 %
Wash-Mac	21.68	16.70 %
Air-Cond	8.37	3.42 %
Oven	0.10	4.83 %
Total	119.63	15.11 %

Branch *	MTD Sales L	Brand Share %
TNJ1	6.53	12.61 %
KIK1	3.55	11.13 %
MDI1	2.97	8.84 %
PTK1	2.01	5.36 %
TYR1	1.15	4.60 %
JKM1	1.06	3.72 %
NCK1	0.93	9.43 %
PDK1	0.60	3.36 %
PBR1	0.59	4.62 %
TRY2	0.48	3.06 %
TVR1	0.41	1.98 %
NGT1	0.28	1.08 %
NMM1	0.19	1.67 %
KRN1	0.16	1.63 %
TZSD		0.00 %
Total	119.63	15.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	42.27	28.26 %
LED TV	37.54	20.81 %
Wash-Mac	23.10	16.13 %
Air-Cond	14.58	4.18 %
Oven	0.20	6.96 %
Total	117.68	14.27 %

Branch *	MTD Sales L	Brand Share %
CH16	7.25	13.20 %
CH14	6.30	10.85 %
CH42	2.73	6.91 %
CH11	2.50	4.47 %
CH38	2.12	11.96 %
CGL1	2.10	13.38 %
CH30	2.08	10.31 %
TKM1	0.78	6.36 %
SKL1	0.54	2.81 %
GUD2	0.37	1.38 %
CH26	0.16	3.01 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	117.68	14.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	39.96	21.83 %
LED TV	37.59	15.38 %
Wash-Mac	28.83	15.74 %
Air-Cond	6.16	2.76 %
Oven	0.42	11.05 %
Total	112.96	13.48 %

Branch *	MTD Sales L	Brand Share %
KVT1	4.57	8.85 %
SKD1	4.46	13.79 %
NGR1	3.47	12.41 %
TKS2	3.13	9.16 %
PKD1	3.09	11.67 %
VLY1	2.47	9.52 %
MAR1	2.00	7.84 %
APK1	1.70	8.33 %
SNL1	1.38	9.53 %
TKY1	1.31	11.49 %
VKM1	0.97	11.36 %
ARM1	0.51	12.45 %
KYR1	0.43	4.53 %
KSM1	0.41	7.52 %
COL1	0.37	8.22 %
SVK1	0.31	1.17 %
KGL1	0.19	2.40 %
TYI1	0.19	1.66 %
PDI1	0.14	1.03 %
S2SD		0.00 %
WHTV		0.00 %
ERL1	-0.06	-1.32 %
Total	112.96	13.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	41.05	23.39 %
Fridge	31.90	26.79 %
Wash-Mac	28.00	19.18 %
Air-Cond	2.78	7.10 %
Oven	0.29	7.13 %
Total	104.01	21.50 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.45	7.04 %
GBM1	1.28	12.43 %
PPI1	0.64	5.54 %
KGI1	0.51	7.14 %
KMD1	0.38	3.15 %
GDR1		0.00 %
KGM1		0.00 %
Total	104.01	21.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	39.19	19.81 %
Fridge	31.52	19.53 %
Wash-Mac	23.28	15.93 %
Air-Cond	6.43	4.04 %
Oven	-0.13	-7.79 %
Total	100.29	15.05 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.02	13.25 %
MDU2	4.11	9.41 %
CBM1	2.73	11.68 %
KKD2	2.19	9.86 %
TMM1	1.89	9.51 %
SVG1	1.76	9.28 %
MDU4	1.07	7.58 %
MDU3	1.07	4.41 %
ODM1	0.94	13.48 %
BNR1	0.65	5.25 %
KPT1	0.59	10.03 %
SGP1	0.41	2.32 %
TDI1	0.36	4.15 %
PNI1	0.21	2.70 %
PKM1	0.17	1.77 %
MLR1	0.17	0.63 %
SZSD		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	100.29	15.05 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	28.94	19.34 %
LED TV	27.00	13.68 %
Wash-Mac	24.87	17.75 %
Air-Cond	2.94	3.30 %
Oven	0.10	4.47 %
Total	83.85	14.50 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.82	14.06 %
SLM3	2.61	10.77 %
SLM2	2.17	8.51 %
TCG1	1.12	9.81 %
VKL1	1.07	14.11 %
PMP1	0.65	9.74 %
EDP1	0.63	6.69 %
APN1	0.36	4.49 %
OML1	0.27	1.66 %
RSP1	0.26	1.38 %
SGG1	0.25	3.90 %
KMM1	0.17	2.03 %
DPR2	0.14	1.44 %
HRR1	0.14	1.90 %
BMD1		0.00 %
EPI1		0.00 %
PDR1		0.00 %
SGI1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	83.85	14.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	23.96	16.48 %
Fridge	19.83	19.05 %
Wash-Mac	14.14	15.68 %
Air-Cond	2.31	1.98 %
Total	60.23	13.18 %

Branch *	MTD Sales L	Brand Share %
CUD1	5.46	12.50 %
POY1	5.01	9.01 %
TRK1	4.18	13.08 %
VPM2	3.55	11.29 %
KKI2	2.64	7.88 %
POY2	2.46	12.39 %
KML1	2.01	8.95 %
TDM1	1.02	5.64 %
STP1	0.53	5.02 %
MKM1	0.48	4.19 %
TVM1	0.39	3.92 %
TVM2	0.22	2.03 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	60.23	13.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	21.94	12.34 %
Fridge	19.77	16.92 %
Wash-Mac	13.94	11.70 %
Air-Cond	3.89	1.72 %
Oven	0.43	12.14 %
Total	59.96	9.33 %

Branch *	MTD Sales L	Brand Share %
CH15	9.94	13.02 %
CH12	5.23	13.01 %
CH18	4.60	12.94 %
CH06	4.49	12.36 %
GPD1	1.82	12.05 %
CH24	1.65	7.43 %
CH20	1.48	5.66 %
CH34	1.39	5.28 %
UK11	1.23	10.03 %
MJR1	1.17	4.08 %
CH17	1.17	7.51 %
CH33	0.96	4.11 %
CH09	0.60	2.25 %
CH43	0.38	2.15 %
CH36	0.24	3.01 %
CH41	0.17	0.54 %
CH23	0.13	1.55 %
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	59.96	9.33 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.93	13.75 %
Fridge	13.18	14.74 %
Wash-Mac	7.35	9.62 %
Air-Cond	0.91	0.93 %
Total	37.37	9.81 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.47	13.39 %
TRR1	4.38	14.10 %
AKM1	1.53	6.83 %
ARC2	1.43	7.90 %
VSI1	0.85	4.89 %
VEL1	0.75	4.11 %
VEL2	0.55	2.18 %
PTU1	0.47	9.59 %
SLG1	0.44	5.60 %
WJD1	0.40	3.88 %
CPT1	0.29	3.11 %
SBR1	0.29	1.29 %
VNB1	0.17	1.58 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	37.37	9.81 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.73	28.20 %
Wash-Mac	2.46	32.31 %
Fridge	2.15	26.82 %
Air-Cond	0.58	7.07 %
Oven	0.10	23.60 %
Total	9.02	24.07 %

Branch *	MTD Sales L	Brand Share %
Total	9.02	24.07 %