

MTD Sales
583.53 L

Brand Share %
15.30 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **15.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	202.25	23.11 %
LED TV	182.99	16.25 %
Wash-Mac	155.43	20.09 %
Air-Cond	39.83	3.89 %
Oven	3.04	19.71 %
Total	583.53	15.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	97.36	14.53 %
CHENNAI-01	81.55	15.11 %
SOUTH-03	76.16	16.62 %
TRICHY-01	66.40	13.70 %
WEST-01	61.70	20.81 %
WEST-02	54.45	16.60 %
SOUTH ARCOT	51.29	17.81 %
CHENNAI-02	42.66	10.34 %
KL-SOUTH	27.98	25.59 %
NORTH ARCOT	23.99	10.56 %
Total	583.53	15.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	37.47	24.34 %
Wash-Mac	27.74	22.06 %
LED TV	26.08	15.22 %
Air-Cond	5.07	2.35 %
Oven	0.99	30.99 %
Total	97.36	14.53 %

Branch *	MTD Sales L	Brand Share %
TUT1	11.47	14.75 %
RPM1	5.93	8.81 %
KVT1	3.20	11.67 %
TVL1	3.20	10.67 %
TUT2	3.15	10.27 %
MAR1	3.07	10.66 %
TKS2	2.17	9.78 %
ERL2	1.98	11.34 %
PKD1	1.98	10.86 %
SVK1	1.75	8.03 %
VKM1	1.33	12.43 %
SKD1	1.05	10.44 %
SNL1	1.05	9.19 %
APK1	0.93	9.52 %
ARM1	0.87	13.46 %
APK2	0.77	8.22 %
PDI1	0.62	7.20 %
TYI1	0.43	3.48 %
COL1	0.39	7.48 %
KGL1	0.34	6.43 %
KSM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
Total	97.36	14.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	25.82	19.22 %
Fridge	23.73	24.10 %
Wash-Mac	21.99	19.96 %
Air-Cond	9.69	4.98 %
Oven	0.32	15.96 %
Total	81.55	15.11 %

Branch *	MTD Sales L	Brand Share %
CH14	4.10	8.36 %
CH42	3.56	12.17 %
SKL1	1.89	14.59 %
CH11	1.47	8.27 %
GUD1	1.46	7.06 %
CH39	1.38	14.43 %
CH30	1.06	7.28 %
CH38	0.87	9.44 %
TKM1	0.61	6.36 %
CH26	0.46	8.46 %
CH35	0.44	4.28 %
GUD2	0.39	2.31 %
MC10	0.14	8.60 %
CH37		0.00 %
CZWH		0.00 %
WHC3		0.00 %
Total	81.55	15.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	26.82	21.57 %
Wash-Mac	22.77	23.95 %
LED TV	21.80	16.25 %
Air-Cond	4.30	4.17 %
Oven	0.47	31.43 %
Total	76.16	16.62 %

Branch *	MTD Sales L	Brand Share %
PVI1	4.45	15.26 %
MDU2	4.26	11.88 %
MDU6	3.68	14.35 %
DGL1	3.13	10.65 %
TMM1	2.27	13.76 %
KRR1	1.20	13.26 %
CBM1	1.19	12.23 %
ATG1	1.03	11.95 %
KKD2	1.03	10.12 %
KYK1	0.75	7.43 %
BNR1	0.61	11.99 %
MLR1	0.40	4.09 %
TDI1	0.32	3.98 %
MDU5	0.18	2.82 %
MDU4	0.13	1.46 %
PNI1	0.10	2.36 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	76.16	16.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	24.57	22.96 %
LED TV	18.43	13.17 %
Wash-Mac	17.04	21.63 %
Air-Cond	6.21	3.93 %
Oven	0.15	18.10 %
Total	66.40	13.70 %

Branch *	MTD Sales L	Brand Share %
TRY1	11.51	9.97 %
TNJ1	4.04	14.47 %
MDI1	2.53	13.20 %
NGT1	1.34	6.39 %
PTK1	1.28	5.96 %
JKM1	0.66	6.97 %
TYR1	0.59	3.85 %
TVR1	0.51	5.84 %
NCK1	0.47	7.13 %
PBR1	0.34	5.19 %
TRY2	0.31	3.17 %
NMM1	0.25	2.99 %
KRN1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	66.40	13.70 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	22.00	29.15 %
LED TV	19.54	18.99 %
Wash-Mac	17.00	21.80 %
Air-Cond	2.73	7.23 %
Oven	0.42	17.82 %
Total	61.70	20.81 %

Branch *	MTD Sales L	Brand Share %
UAM1	2.10	14.09 %
PLI1	1.72	11.71 %
CBE5	1.18	8.90 %
GDR1	0.80	10.86 %
GBM1	0.67	11.36 %
PPI1	0.45	8.20 %
KMD1	0.31	3.92 %
KGI1	0.17	2.83 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	61.70	20.81 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.35	16.59 %
Fridge	17.34	20.44 %
Wash-Mac	16.42	18.06 %
Air-Cond	2.08	5.15 %
Oven	0.24	19.55 %
Total	54.45	16.60 %

Branch *	MTD Sales L	Brand Share %
VPD1	1.78	13.92 %
SLM3	1.48	8.49 %
SLM2	1.32	10.53 %
NKL2	1.25	8.39 %
KRI1	1.08	12.94 %
OML1	0.98	9.79 %
SGI1	0.83	7.78 %
APN1	0.39	6.97 %
KMM1	0.34	8.31 %
HRR1	0.33	7.74 %
VKL1	0.19	2.52 %
MTR1	0.17	2.08 %
EDP1	0.16	2.54 %
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	54.45	16.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.81	22.30 %
Fridge	16.38	23.30 %
Wash-Mac	12.43	22.46 %
Air-Cond	2.48	3.41 %
Oven	0.19	25.12 %
Total	51.29	17.81 %

Branch *	MTD Sales L	Brand Share %
POY1	2.29	8.64 %
TRK1	2.01	11.91 %
KKI2	1.95	15.22 %
POY2	1.76	7.38 %
VCM1	0.62	6.17 %
STP1	0.53	10.09 %
TVM1		0.00 %
Total	51.29	17.81 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	16.38	22.62 %
LED TV	15.11	12.16 %
Wash-Mac	7.28	9.68 %
Air-Cond	3.65	2.63 %
Oven	0.24	12.62 %
Total	42.66	10.34 %

Branch *	MTD Sales L	Brand Share %
CH12	3.86	13.22 %
CH06	2.51	13.44 %
CH18	1.94	7.10 %
CH34	1.36	7.93 %
CH20	1.04	5.40 %
CH43	0.66	4.34 %
CH17	0.61	5.26 %
PON1	0.56	7.44 %
CH09	0.50	3.44 %
CH36	0.45	11.08 %
CH41	0.43	2.67 %
CH31	0.42	6.33 %
MJR1	0.39	2.30 %
CH24	0.38	2.97 %
CH33	0.21	1.19 %
CH32	0.16	2.89 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	42.66	10.34 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.28	24.79 %
Fridge	9.92	28.45 %
Wash-Mac	6.46	36.94 %
Air-Cond	0.33	2.89 %
Total	27.98	25.59 %

Branch *	MTD Sales L	Brand Share %
Total	27.98	25.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.63	14.27 %
LED TV	6.77	9.14 %
Wash-Mac	6.30	13.41 %
Air-Cond	3.29	6.39 %
Total	23.99	10.56 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.03	13.08 %
SBR1	2.73	15.02 %
TRL1	2.67	14.02 %
AKM1	1.00	10.99 %
BGR1	0.59	12.69 %
VNB1	0.31	5.45 %
UGI1	0.17	6.97 %
WJD1	0.16	2.25 %
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	23.99	10.56 %