

MTD Sales
896.95 L

Brand Share %
14.08 %

Information:

MTD : 01-08-2025 To 10-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.08 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	331.39	17.53 %
Fridge	301.01	21.19 %
Wash-Mac	209.01	15.68 %
Air-Cond	53.56	3.15 %
Oven	1.98	7.58 %
Total	896.95	14.08 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	130.97	15.32 %
CHENNAI-01	130.64	14.00 %
SOUTH-01	124.96	13.43 %
WEST-01	116.63	21.10 %
SOUTH-03	109.49	14.57 %
WEST-02	96.80	14.97 %
CHENNAI-02	69.42	9.57 %
SOUTH ARCOT	65.61	13.00 %
NORTH ARCOT	41.45	9.69 %
KL-SOUTH	10.98	25.17 %
Total	896.95	14.08 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	50.01	25.03 %
LED TV	48.27	19.00 %
Wash-Mac	24.22	17.20 %
Air-Cond	8.37	3.24 %
Oven	0.10	4.83 %
Total	130.97	15.32 %

Branch *	MTD Sales L	Brand Share %
TNJ1	7.52	13.40 %
KIK1	3.79	11.27 %
MDI1	3.61	10.16 %
PTK1	2.80	6.85 %
TYR1	1.15	4.47 %
JKM1	1.06	3.53 %
TRY2	1.04	5.67 %
NCK1	0.93	8.11 %
PDK1	0.60	2.96 %
PBR1	0.59	4.30 %
TVR1	0.41	1.88 %
KRN1	0.41	3.61 %
NGT1	0.28	1.01 %
NMM1	0.19	1.59 %
TZSD		0.00 %
Total	130.97	15.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	46.37	26.82 %
LED TV	41.85	19.96 %
Wash-Mac	26.26	16.11 %
Air-Cond	15.97	4.15 %
Oven	0.20	6.14 %
Total	130.64	14.00 %

Branch *	MTD Sales L	Brand Share %
CH16	8.16	12.20 %
CH14	7.32	11.25 %
CH07	5.69	13.73 %
CH42	2.86	6.70 %
CH39	2.84	13.20 %
CH11	2.66	4.52 %
CH38	2.47	11.37 %
CH30	2.08	9.49 %
TKM1	0.92	6.94 %
CH29	0.58	12.51 %
SKL1	0.54	2.63 %
GUD2	0.37	1.25 %
CH26	0.16	2.63 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	130.64	14.00 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	43.00	20.87 %
LED TV	42.95	15.89 %
Wash-Mac	31.79	15.67 %
Air-Cond	6.70	2.72 %
Oven	0.52	11.98 %
Total	124.96	13.43 %

Branch *	MTD Sales L	Brand Share %
KVT1	5.30	9.28 %
TKS2	3.50	8.86 %
PKD1	3.09	10.58 %
VLV1	2.47	8.77 %
MAR1	2.00	7.47 %
APK1	1.70	7.68 %
TKY1	1.55	11.76 %
SNL1	1.38	8.67 %
VKM1	0.97	9.00 %
ARM1	0.51	11.34 %
KYR1	0.43	3.97 %
KSM1	0.41	6.00 %
COL1	0.37	7.68 %
TYI1	0.34	2.34 %
SVK1	0.31	1.03 %
KGL1	0.19	2.33 %
PDI1	0.14	0.99 %
S2SD		0.00 %
WHTV		0.00 %
ERL1	-0.06	-1.22 %
Total	124.96	13.43 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	47.14	23.76 %
Fridge	34.57	25.73 %
Wash-Mac	31.27	18.75 %
Air-Cond	3.09	6.34 %
Oven	0.56	12.25 %
Total	116.63	21.10 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.79	7.15 %
GBM1	1.28	11.03 %
PPI1	0.75	6.23 %
KGI1	0.51	6.47 %
KMD1	0.38	2.98 %
GDR1		0.00 %
KGM1		0.00 %
Total	116.63	21.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	42.40	18.87 %
Fridge	34.27	18.74 %
Wash-Mac	26.15	15.44 %
Air-Cond	6.81	3.96 %
Oven	-0.13	-5.73 %
Total	109.49	14.57 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.27	12.83 %
MDU2	5.31	10.65 %
CBM1	3.10	11.65 %
KKD2	2.19	9.20 %
SVG1	1.93	9.84 %
TMM1	1.89	8.50 %
MDU3	1.37	5.31 %
MDU4	1.07	6.29 %
ODM1	0.94	12.03 %
BNR1	0.84	5.99 %
SGP1	0.41	2.25 %
MLR1	0.39	1.22 %
TDI1	0.36	3.59 %
PNI1	0.21	2.04 %
PKM1	0.17	1.63 %
SZSD		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	109.49	14.57 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	33.34	14.82 %
Fridge	31.99	19.44 %
Wash-Mac	27.98	17.53 %
Air-Cond	3.30	3.46 %
Oven	0.20	8.45 %
Total	96.80	14.97 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.85	11.34 %
SLM2	2.76	9.47 %
TCG1	1.12	9.10 %
VKL1	1.07	11.35 %
PMP1	0.97	13.01 %
EDP1	0.63	6.30 %
OML1	0.43	2.43 %
APN1	0.36	3.66 %
RSP1	0.26	1.25 %
SGG1	0.25	3.41 %
KMM1	0.17	1.76 %
DPR2	0.14	1.34 %
HRR1	0.14	1.68 %
BMD1		0.00 %
EPI1		0.00 %
PDR1		0.00 %
SGI1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	96.80	14.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	26.22	13.03 %
Fridge	22.69	17.00 %
Wash-Mac	15.10	11.21 %
Air-Cond	4.98	1.97 %
Oven	0.43	10.48 %
Total	69.42	9.57 %

Branch *	MTD Sales L	Brand Share %
CH15	10.96	12.79 %
CH06	4.91	12.93 %
GPD1	2.52	14.04 %
CH20	2.36	7.95 %
CH24	1.65	6.47 %
CH34	1.39	4.59 %
UKI1	1.23	9.09 %
MJR1	1.17	3.41 %
CH17	1.17	6.81 %
CH33	1.07	4.08 %
CH32	0.75	12.79 %
CH09	0.60	2.09 %
CH43	0.59	2.68 %
CH36	0.24	2.36 %
CH41	0.17	0.53 %
CH23	0.13	1.49 %
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	69.42	9.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.34	16.48 %
Fridge	21.36	18.66 %
Wash-Mac	15.05	14.94 %
Air-Cond	2.86	2.22 %
Total	65.61	13.00 %

Branch *	MTD Sales L	Brand Share %
POY1	6.09	9.91 %
CUD1	5.79	11.66 %
TRK1	4.61	13.09 %
VPM2	3.77	10.59 %
KKI2	3.25	9.12 %
POY2	2.46	11.28 %
KML1	2.01	8.62 %
TDM1	1.02	4.89 %
STP1	0.53	4.74 %
MKM1	0.48	3.88 %
TVM1	0.39	3.68 %
TVM2	0.22	1.81 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	65.61	13.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.18	13.73 %
Fridge	14.22	14.04 %
Wash-Mac	8.14	9.42 %
Air-Cond	0.91	0.86 %
Total	41.45	9.69 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.47	12.80 %
AKM1	2.26	8.66 %
ARC2	1.43	6.61 %
VEL1	0.99	4.68 %
VSI1	0.85	4.12 %
VEL2	0.55	1.90 %
PTU1	0.47	8.94 %
SBR1	0.44	1.74 %
SLG1	0.44	5.29 %
WJD1	0.40	3.53 %
CPT1	0.29	2.86 %
VNB1	0.17	1.42 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	41.45	9.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.70	31.49 %
Wash-Mac	3.06	34.00 %
Fridge	2.54	24.11 %
Air-Cond	0.58	6.63 %
Oven	0.10	23.60 %
Total	10.98	25.17 %

Branch *	MTD Sales L	Brand Share %
Total	10.98	25.17 %