

MTD Sales
619.32 L

Brand Share %
15.01 %

Information:

MTD : 01-09-2025 To 10-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.01 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	214.15	23.12 %
LED TV	195.36	16.36 %
Wash-Mac	163.18	19.98 %
Air-Cond	42.82	3.91 %
Oven	3.51	21.30 %
Home-The	0.31	0.39 %
Total	619.32	15.01 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	106.91	14.35 %
CHENNAI-01	87.49	14.80 %
SOUTH-03	79.82	16.45 %
TRICHY-01	68.90	13.43 %
WEST-01	66.36	20.55 %
WEST-02	56.28	15.96 %
SOUTH ARCOT	53.39	17.45 %
CHENNAI-02	46.43	10.30 %
KL-SOUTH	28.28	24.87 %
NORTH ARCOT	25.46	10.34 %
Total	619.32	15.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	40.95	24.57 %
Wash-Mac	29.42	21.44 %
LED TV	28.28	15.20 %
Air-Cond	7.27	3.08 %
Oven	0.99	30.12 %
Total	106.91	14.35 %

Branch *	MTD Sales L	Brand Share %
RPM1	6.22	8.74 %
TUT2	3.98	11.55 %
MAR1	3.57	11.59 %
KVT1	3.48	11.98 %
TVL1	3.34	10.16 %
TKS2	2.38	10.18 %
PKD1	2.23	11.77 %
ERL2	1.98	10.53 %
SVK1	1.75	7.52 %
VKM1	1.33	12.06 %
SKD1	1.05	9.65 %
SNL1	1.05	8.55 %
APK1	0.93	8.44 %
ARM1	0.87	12.34 %
KGL1	0.84	13.30 %
APK2	0.77	7.79 %
TYI1	0.73	5.35 %
PDI1	0.62	6.36 %
COL1	0.39	6.79 %
KSM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
Total	106.91	14.35 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	27.57	19.17 %
Fridge	26.30	24.65 %
Wash-Mac	23.07	19.68 %
Air-Cond	9.98	4.70 %
Oven	0.56	24.99 %
Total	87.49	14.80 %

Branch *	MTD Sales L	Brand Share %
CH14	4.89	9.17 %
CH42	4.09	12.32 %
SKL1	2.04	13.47 %
GUD1	1.60	7.26 %
CH39	1.52	14.48 %
CH11	1.47	7.71 %
CH38	1.23	12.31 %
CH30	1.06	6.48 %
TKM1	0.61	5.38 %
CH26	0.46	8.13 %
CH35	0.44	3.92 %
GUD2	0.39	2.01 %
MC10	0.14	8.60 %
CH37		0.00 %
CZWH		0.00 %
WHC3		0.00 %
Total	87.49	14.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	28.09	21.75 %
Wash-Mac	23.94	23.88 %
LED TV	23.02	16.55 %
Air-Cond	4.30	4.03 %
Oven	0.47	31.43 %
Total	79.82	16.45 %

Branch *	MTD Sales L	Brand Share %
MDU2	4.26	11.38 %
DGL1	4.17	12.75 %
MDU6	3.68	13.54 %
TMM1	2.27	13.05 %
KRR1	1.33	14.13 %
ATG1	1.24	14.70 %
CBM1	1.19	11.69 %
KKD2	1.03	10.62 %
KYK1	0.75	6.77 %
BNR1	0.61	10.93 %
MLR1	0.40	3.91 %
TDI1	0.32	3.76 %
MDU5	0.18	2.82 %
MDU4	0.13	1.40 %
PNI1	0.10	2.25 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	79.82	16.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	24.95	22.67 %
LED TV	19.91	13.47 %
Wash-Mac	18.40	22.45 %
Air-Cond	5.40	3.28 %
Oven	0.24	24.26 %
Total	68.90	13.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	11.84	9.73 %
TNJ1	4.44	14.97 %
MDI1	2.53	12.43 %
AYR1	1.55	14.74 %
PTK1	1.43	6.17 %
NGT1	1.34	6.00 %
JKM1	0.66	6.49 %
TYR1	0.59	3.55 %
TVR1	0.51	5.30 %
NCK1	0.47	6.49 %
PBR1	0.34	4.80 %
TRY2	0.31	3.13 %
NMM1	0.25	2.91 %
KRN1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	68.90	13.43 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	23.20	29.00 %
LED TV	21.25	19.60 %
Wash-Mac	18.09	21.99 %
Air-Cond	3.40	8.41 %
Oven	0.42	16.10 %
Total	66.36	20.55 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.25	14.39 %
UAM1	2.10	13.43 %
PLI1	1.72	10.63 %
CBE5	1.18	8.61 %
GDR1	0.80	10.43 %
PPI1	0.45	7.86 %
KMD1	0.31	3.52 %
KGI1	0.17	2.79 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	66.36	20.55 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	19.21	16.54 %
Fridge	17.78	19.75 %
Wash-Mac	16.53	17.49 %
Air-Cond	2.37	5.76 %
Oven	0.38	26.42 %
Total	56.28	15.96 %

Branch *	MTD Sales L	Brand Share %
VPD1	1.78	13.42 %
SLM3	1.48	8.38 %
NKL2	1.40	8.97 %
SLM2	1.32	9.72 %
OML1	1.26	10.97 %
KRI1	1.08	11.58 %
SGI1	0.83	6.99 %
APN1	0.39	5.36 %
KMM1	0.34	6.98 %
HRR1	0.33	7.59 %
VKL1	0.19	2.46 %
MTR1	0.17	1.97 %
EDP1	0.16	2.35 %
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	56.28	15.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.35	21.76 %
Fridge	17.37	23.38 %
Wash-Mac	12.99	22.96 %
Air-Cond	2.48	3.26 %
Oven	0.19	25.12 %
Total	53.39	17.45 %

Branch *	MTD Sales L	Brand Share %
POY1	2.29	7.91 %
POY2	2.11	8.55 %
TRK1	2.01	10.73 %
KKI2	1.95	14.30 %
STP1	0.67	11.84 %
VCM1	0.62	5.96 %
TVM1		0.00 %
Total	53.39	17.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	17.60	22.74 %
LED TV	16.83	12.60 %
Wash-Mac	7.44	9.39 %
Air-Cond	4.01	2.63 %
Home-The	0.31	5.26 %
Oven	0.24	12.26 %
Total	46.43	10.30 %

Branch *	MTD Sales L	Brand Share %
CH12	4.44	13.59 %
CH06	2.51	12.08 %
CH18	2.24	7.41 %
CH34	1.36	7.35 %
CH24	1.20	7.30 %
CH20	1.17	5.48 %
CH43	0.66	3.90 %
CH17	0.61	5.01 %
PON1	0.56	6.84 %
CH09	0.50	3.27 %
CH36	0.45	10.36 %
CH41	0.43	2.60 %
CH31	0.42	6.15 %
MJR1	0.39	2.05 %
CH33	0.21	1.10 %
CH32	0.16	2.89 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	46.43	10.30 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.28	24.06 %
Fridge	10.05	28.23 %
Wash-Mac	6.63	36.24 %
Air-Cond	0.33	2.82 %
Total	28.28	24.87 %

Branch *	MTD Sales L	Brand Share %
Total	28.28	24.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.84	13.90 %
LED TV	7.65	9.68 %
Wash-Mac	6.68	13.59 %
Air-Cond	3.29	6.08 %
Total	25.46	10.34 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.47	14.42 %
TRL1	2.84	13.66 %
SBR1	2.73	13.45 %
TRR1	1.74	14.69 %
AKM1	1.00	9.68 %
BGR1	0.59	12.54 %
VNB1	0.31	4.81 %
UGI1	0.17	6.80 %
WJD1	0.16	2.05 %
SLG1	0.13	3.13 %
ANI1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
WJP1		0.00 %
VSI1		0.00 %
Total	25.46	10.34 %