

MTD Sales
960.65 L

Brand Share %
14.42 %

Information:

MTD : 01-08-2025 To 11-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.42 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	349.27	17.64 %
Fridge	327.45	21.85 %
Wash-Mac	225.12	16.12 %
Air-Cond	56.69	3.22 %
Oven	2.12	7.66 %
Total	960.65	14.42 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	141.09	14.48 %
TRICHY-01	140.24	15.66 %
SOUTH-01	133.53	13.59 %
WEST-01	124.09	21.42 %
SOUTH-03	120.10	15.20 %
WEST-02	103.01	15.31 %
CHENNAI-02	73.09	9.69 %
SOUTH ARCOT	70.23	13.46 %
NORTH ARCOT	43.57	9.79 %
KL-SOUTH	11.73	25.01 %
Total	960.65	14.42 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	52.66	28.11 %
LED TV	43.68	19.89 %
Wash-Mac	28.07	16.47 %
Air-Cond	16.33	4.15 %
Oven	0.35	9.06 %
Total	141.09	14.48 %

Branch *	MTD Sales L	Brand Share %
CH16	9.11	13.00 %
CH14	8.38	12.37 %
CH42	3.25	7.38 %
CH11	3.16	5.24 %
CH39	2.98	12.99 %
CH38	2.63	11.22 %
CH30	2.08	9.24 %
CZWH	1.14	14.15 %
TKM1	0.92	6.24 %
CH29	0.58	12.51 %
SKL1	0.54	2.43 %
GUD2	0.37	1.20 %
CH26	0.16	2.42 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	141.09	14.48 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	52.55	25.01 %
LED TV	51.79	19.29 %
Wash-Mac	27.16	18.43 %
Air-Cond	8.63	3.22 %
Oven	0.10	4.61 %
Total	140.24	15.66 %

Branch *	MTD Sales L	Brand Share %
TNJ1	8.00	13.85 %
KIK1	4.41	12.36 %
MDI1	3.79	10.53 %
PTK1	3.20	7.42 %
JKM1	1.31	4.35 %
TYR1	1.15	4.43 %
TRY2	1.04	5.56 %
NCK1	0.93	7.81 %
PDK1	0.60	2.78 %
PBR1	0.59	3.96 %
TVR1	0.41	1.85 %
KRN1	0.41	3.26 %
NGT1	0.28	0.96 %
NMM1	0.19	1.49 %
Total	140.24	15.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	45.88	21.16 %
LED TV	45.74	16.17 %
Wash-Mac	34.40	16.19 %
Air-Cond	7.00	2.63 %
Oven	0.52	11.32 %
Total	133.53	13.59 %

Branch *	MTD Sales L	Brand Share %
TUT2	6.05	13.91 %
KVT1	5.59	9.29 %
NGR1	4.78	13.88 %
TKS2	3.50	8.63 %
PKD1	3.24	10.28 %
VLY1	2.63	8.87 %
MAR1	2.59	9.31 %
APK1	1.70	7.12 %
SNL1	1.69	9.94 %
TKY1	1.55	11.36 %
VKM1	0.97	8.75 %
KYR1	0.43	3.83 %
KSM1	0.41	5.77 %
COL1	0.37	7.68 %
TYI1	0.34	2.10 %
SVK1	0.31	0.95 %
KGL1	0.19	2.19 %
PDI1	0.14	0.95 %
WHTV		0.00 %
ERL1	-0.06	-1.22 %
Total	133.53	13.59 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	50.09	23.93 %
Fridge	36.13	25.80 %
Wash-Mac	33.58	19.31 %
Air-Cond	3.72	7.27 %
Oven	0.56	11.50 %
Total	124.09	21.42 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.79	6.95 %
PPI1	0.95	7.37 %
KGI1	0.51	6.02 %
KMD1	0.38	2.90 %
KGM1	0.14	1.63 %
GDR1		0.00 %
Total	124.09	21.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	45.79	19.42 %
Fridge	38.68	19.87 %
Wash-Mac	28.03	15.68 %
Air-Cond	7.74	4.34 %
Oven	-0.13	-5.73 %
Total	120.10	15.20 %

Branch *	MTD Sales L	Brand Share %
MDU2	5.67	11.13 %
CBM1	3.10	11.55 %
KKD2	2.32	9.26 %
TMM1	2.20	8.93 %
SVG1	1.93	9.28 %
MDU3	1.37	5.17 %
MDU4	1.07	5.67 %
BNR1	1.04	6.88 %
ODM1	0.94	12.03 %
SGP1	0.41	2.16 %
MLR1	0.39	1.18 %
TDI1	0.36	3.47 %
PNI1	0.21	1.99 %
PKM1	0.17	1.55 %
TPT1		0.00 %
WHMD		0.00 %
Total	120.10	15.20 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	35.51	20.56 %
LED TV	34.24	14.69 %
Wash-Mac	29.76	17.81 %
Air-Cond	3.30	3.38 %
Oven	0.20	8.45 %
Total	103.01	15.31 %

Branch *	MTD Sales L	Brand Share %
SLM2	3.00	9.96 %
SLM3	2.85	11.11 %
TCG1	1.12	9.01 %
VKL1	1.07	10.55 %
PMP1	0.97	13.01 %
OML1	0.69	3.79 %
EDP1	0.63	6.16 %
APN1	0.36	3.61 %
RSP1	0.26	1.21 %
SGG1	0.25	3.41 %
KMM1	0.17	1.76 %
DPR2	0.14	1.33 %
HRR1	0.14	1.52 %
BMD1		0.00 %
EPI1		0.00 %
PDR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	103.01	15.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	27.50	13.01 %
Fridge	23.51	17.03 %
Wash-Mac	16.01	11.31 %
Air-Cond	5.63	2.18 %
Oven	0.43	10.20 %
Total	73.09	9.69 %

Branch *	MTD Sales L	Brand Share %
CH15	11.22	12.62 %
CH06	4.91	12.36 %
CH20	2.36	7.70 %
CH24	1.65	6.44 %
CH34	1.39	4.49 %
UKI1	1.23	9.09 %
MJR1	1.17	3.38 %
CH17	1.17	6.42 %
CH33	1.07	3.87 %
CH32	0.75	12.79 %
CH09	0.60	1.99 %
CH43	0.59	2.57 %
PON1	0.27	1.37 %
CH36	0.24	1.97 %
CH41	0.17	0.51 %
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 %
Total	73.09	9.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.02	16.35 %
Fridge	23.61	19.70 %
Wash-Mac	16.74	15.99 %
Air-Cond	2.86	2.18 %
Total	70.23	13.46 %

Branch *	MTD Sales L	Brand Share %
CUD1	6.47	12.41 %
POY1	6.30	9.90 %
TRK1	4.74	13.02 %
VPM2	3.79	10.65 %
KKI2	3.73	10.10 %
KML1	2.76	11.49 %
POY2	2.46	10.90 %
TDM1	1.35	6.05 %
STP1	0.81	6.93 %
MKM1	0.48	3.83 %
TVM1	0.39	3.58 %
TVM2	0.22	1.74 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	70.23	13.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.72	13.56 %
Fridge	15.63	14.69 %
Wash-Mac	8.31	9.18 %
Air-Cond	0.91	0.84 %
Total	43.57	9.79 %

Branch *	MTD Sales L	Brand Share %
TRR1	4.97	14.17 %
KPM2	4.77	12.51 %
AKM1	2.26	8.08 %
ABR1	2.04	12.57 %
ARC2	1.43	6.56 %
VEL1	0.99	4.56 %
VSI1	0.85	3.91 %
SBR1	0.75	2.86 %
VEL2	0.55	1.85 %
PTU1	0.47	8.94 %
SLG1	0.44	5.29 %
WJD1	0.40	3.45 %
CPT1	0.29	2.69 %
GDM1	0.21	1.48 %
VNB1	0.17	1.37 %
ANI1		0.00 %
BGR1		0.00 %
KPM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	43.57	9.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.70	30.21 %
Fridge	3.30	26.22 %
Wash-Mac	3.06	31.75 %
Air-Cond	0.58	6.63 %
Oven	0.10	23.60 %
Total	11.73	25.01 %

Branch *	MTD Sales L	Brand Share %
Total	11.73	25.01 %