

MTD Sales
657.71 L

Brand Share %
15.04 %

Information:

MTD : 01-09-2025 To 11-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.04 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	227.13	23.04 %
LED TV	207.61	16.41 %
Wash-Mac	173.80	20.08 %
Air-Cond	45.36	3.92 %
Oven	3.51	20.38 %
Home-The	0.31	0.36 %
Total	657.71	15.04 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	111.38	14.19 %
CHENNAI-01	94.64	14.80 %
SOUTH-03	84.89	16.54 %
TRICHY-01	74.77	13.82 %
WEST-01	69.79	20.69 %
WEST-02	60.40	15.94 %
SOUTH ARCOT	55.79	17.43 %
CHENNAI-02	50.11	10.46 %
KL-SOUTH	29.30	24.93 %
NORTH ARCOT	26.65	10.18 %
Total	657.71	15.04 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	41.98	24.24 %
Wash-Mac	30.61	21.15 %
LED TV	29.91	15.21 %
Air-Cond	7.89	3.15 %
Oven	0.99	27.59 %
Total	111.38	14.19 %

Branch *	MTD Sales L	Brand Share %
RPM1	5.90	8.13 %
TUT2	4.76	12.42 %
MAR1	3.90	12.11 %
KVT1	3.48	11.78 %
TVL1	3.34	9.63 %
TKS2	2.23	9.32 %
PKD1	2.23	11.77 %
ERL2	1.98	10.18 %
SVK1	1.75	7.40 %
VKM1	1.33	11.79 %
SKD1	1.05	9.07 %
SNL1	1.05	8.46 %
APK1	0.93	7.71 %
ARM1	0.87	10.79 %
KGL1	0.84	12.47 %
APK2	0.77	7.33 %
TYI1	0.73	4.72 %
PDI1	0.62	6.07 %
COL1	0.39	6.48 %
KSM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
Total	111.38	14.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	29.32	25.65 %
LED TV	28.88	18.17 %
Wash-Mac	24.77	19.79 %
Air-Cond	11.10	4.86 %
Oven	0.56	24.99 %
Total	94.64	14.80 %

Branch *	MTD Sales L	Brand Share %
CH14	5.42	9.69 %
CH42	4.25	12.33 %
CH22	2.57	14.88 %
SKL1	2.04	12.77 %
CH11	1.64	5.80 %
GUD1	1.60	6.71 %
CH38	1.58	14.57 %
CH30	1.06	6.37 %
TKM1	0.77	6.59 %
CH26	0.46	8.13 %
CH35	0.44	3.78 %
GUD2	0.39	2.02 %
MC10	0.14	8.60 %
CH37		0.00 %
CZWH		0.00 %
WHC3		0.00 %
Total	94.64	14.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	30.47	21.83 %
Wash-Mac	25.18	23.54 %
LED TV	24.73	16.89 %
Air-Cond	4.04	3.69 %
Oven	0.47	31.43 %
Total	84.89	16.54 %

Branch *	MTD Sales L	Brand Share %
MDU2	4.90	12.39 %
DGL1	4.40	12.58 %
TMM1	2.01	11.03 %
SVG1	1.64	14.64 %
CBM1	1.19	11.30 %
KKD2	1.03	9.94 %
BNR1	0.77	12.15 %
KYK1	0.75	6.43 %
MLR1	0.40	3.81 %
MDU4	0.37	3.72 %
TDI1	0.32	3.67 %
MDU5	0.18	2.45 %
PKM1	0.16	3.03 %
PNI1	0.10	2.14 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	84.89	16.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	26.19	22.17 %
LED TV	22.23	14.25 %
Wash-Mac	20.42	23.42 %
Air-Cond	5.68	3.33 %
Oven	0.24	22.99 %
Total	74.77	13.82 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.80	10.97 %
TNJ1	4.44	14.70 %
MDI1	2.70	12.76 %
PTK1	1.67	6.43 %
AYR1	1.55	14.74 %
NGT1	1.48	6.28 %
JKM1	0.66	6.40 %
TRY2	0.65	6.26 %
TYR1	0.59	3.26 %
TVR1	0.51	4.84 %
NCK1	0.47	6.35 %
PBR1	0.34	4.47 %
NMM1	0.25	2.91 %
KRN1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	74.77	13.82 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	24.67	28.98 %
LED TV	21.97	19.58 %
Wash-Mac	19.33	22.36 %
Air-Cond	3.40	8.30 %
Oven	0.42	16.10 %
Total	69.79	20.69 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.25	14.04 %
UAM1	2.10	12.99 %
PLI1	1.72	10.63 %
CBE5	1.18	8.54 %
GDR1	0.80	10.43 %
PPI1	0.63	10.02 %
KGI1	0.37	5.48 %
KMD1	0.31	3.26 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	69.79	20.69 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	21.21	16.97 %
Fridge	19.03	18.97 %
Wash-Mac	17.40	17.56 %
Air-Cond	2.37	5.52 %
Oven	0.38	23.80 %
Total	60.40	15.94 %

Branch *	MTD Sales L	Brand Share %
VPD1	1.92	14.09 %
SLM3	1.48	8.07 %
SLM2	1.46	10.07 %
NKL2	1.40	8.36 %
OML1	1.26	10.67 %
KRI1	1.08	10.20 %
SGI1	0.83	6.58 %
APN1	0.53	6.82 %
VKL1	0.41	4.50 %
MTR1	0.39	4.35 %
KMM1	0.34	6.67 %
HRR1	0.33	7.15 %
EDP1	0.16	2.17 %
SGG1	0.13	8.24 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
TCG1		0.00 %
WZWH		0.00 %
Total	60.40	15.94 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.39	21.61 %
Fridge	17.96	23.45 %
Wash-Mac	13.37	23.20 %
Air-Cond	2.86	3.55 %
Oven	0.19	25.12 %
Total	55.79	17.43 %

Branch *	MTD Sales L	Brand Share %
POY1	2.47	8.41 %
POY2	2.27	9.03 %
TRK1	2.21	10.98 %
KKI2	1.95	13.16 %
STP1	0.67	11.56 %
VCM1	0.62	5.81 %
TVM1	0.37	4.94 %
Total	55.79	17.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	18.65	22.47 %
LED TV	17.57	12.67 %
Wash-Mac	9.00	10.37 %
Air-Cond	4.34	2.67 %
Home-The	0.31	5.21 %
Oven	0.24	11.91 %
Total	50.11	10.46 %

Branch *	MTD Sales L	Brand Share %
CH12	4.44	12.72 %
CH06	2.65	11.66 %
CH18	2.24	7.19 %
CH34	1.71	8.00 %
CH20	1.44	6.37 %
CH24	1.38	7.84 %
CH43	0.66	3.75 %
CH17	0.61	4.68 %
PON1	0.56	6.23 %
CH09	0.50	3.24 %
CH36	0.45	9.42 %
CH41	0.43	2.46 %
CH31	0.42	6.15 %
MJR1	0.39	2.03 %
CH33	0.21	1.02 %
CH32	0.16	2.72 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	50.11	10.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.28	23.62 %
Fridge	10.83	29.89 %
Wash-Mac	6.86	35.58 %
Air-Cond	0.33	2.57 %
Total	29.30	24.93 %

Branch *	MTD Sales L	Brand Share %
Total	29.30	24.93 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.44	10.00 %
Fridge	8.00	13.56 %
Wash-Mac	6.86	13.13 %
Air-Cond	3.35	5.79 %
Total	26.65	10.18 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.63	14.61 %
TRL1	3.38	14.37 %
SBR1	2.73	12.63 %
AKM1	1.00	9.00 %
BGR1	0.59	10.72 %
VNB1	0.31	4.44 %
UGI1	0.17	7.59 %
WJD1	0.16	1.94 %
SLG1	0.13	3.04 %
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	26.65	10.18 %