

MTD Sales
1,007.31 L

Brand Share %
14.61 %

Information:

MTD : 01-08-2025 To 12-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.61 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	369.73	17.99 %
Fridge	342.01	22.11 %
Wash-Mac	234.51	16.24 %
Air-Cond	58.70	3.23 %
Oven	2.36	7.94 %
Total	1,007.31	14.61 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	149.33	14.84 %
TRICHY-01	145.19	15.60 %
SOUTH-01	142.11	13.94 %
WEST-01	129.22	21.57 %
SOUTH-03	126.91	15.50 %
WEST-02	107.29	15.48 %
CHENNAI-02	76.33	9.75 %
SOUTH ARCOT	73.15	13.72 %
NORTH ARCOT	44.64	9.78 %
KL-SOUTH	13.16	24.91 %
Total	1,007.31	14.61 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	55.63	28.70 %
LED TV	47.29	20.71 %
Wash-Mac	29.16	16.42 %
Air-Cond	16.89	4.20 %
Oven	0.35	8.45 %
Total	149.33	14.84 %

Branch *	MTD Sales L	Brand Share %
CH16	10.63	14.36 %
CH14	8.80	12.53 %
CH42	3.25	7.20 %
CH11	3.16	5.10 %
CH39	2.98	12.53 %
CH38	2.80	11.58 %
CH30	2.47	10.73 %
CZWH	1.14	14.15 %
TKM1	0.92	6.15 %
CH29	0.73	13.01 %
SKL1	0.54	2.39 %
GUD2	0.37	1.18 %
CH26	0.16	2.34 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	149.33	14.84 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	54.09	19.35 %
Fridge	54.09	24.91 %
Wash-Mac	28.28	18.29 %
Air-Cond	8.63	3.12 %
Oven	0.10	4.16 %
Total	145.19	15.60 %

Branch *	MTD Sales L	Brand Share %
TNJ1	8.00	13.39 %
KIK1	4.41	12.07 %
MDI1	3.79	10.34 %
PTK1	3.60	8.15 %
JKM1	1.31	4.31 %
TYR1	1.15	4.38 %
NCK1	1.07	8.72 %
TRY2	0.88	4.67 %
PDK1	0.60	2.66 %
PBR1	0.59	3.84 %
TVR1	0.41	1.77 %
KRN1	0.41	3.13 %
NGT1	0.28	0.90 %
NMM1	0.19	1.42 %
Total	145.19	15.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	49.78	16.95 %
Fridge	48.66	21.60 %
Wash-Mac	35.68	16.41 %
Air-Cond	7.49	2.69 %
Oven	0.52	10.68 %
Total	142.11	13.94 %

Branch *	MTD Sales L	Brand Share %
TUT2	6.49	14.36 %
KVT1	5.59	9.06 %
SKD1	5.37	12.63 %
PKD1	3.66	10.92 %
TKS2	3.50	8.43 %
MAR1	2.81	9.76 %
VLY1	2.74	8.93 %
APK1	1.70	7.00 %
SNL1	1.69	9.85 %
TKY1	1.55	11.15 %
VKM1	0.97	8.75 %
KYR1	0.56	4.96 %
KGL1	0.42	4.46 %
KSM1	0.41	5.57 %
COL1	0.37	7.68 %
PDI1	0.35	2.42 %
TYI1	0.34	2.03 %
SVK1	0.31	0.93 %
WHTV		0.00 %
ERL1	-0.06	-1.22 %
Total	142.11	13.94 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	52.07	24.10 %
Fridge	37.66	26.29 %
Wash-Mac	35.21	19.66 %
Air-Cond	3.72	6.67 %
Oven	0.56	11.22 %
Total	129.22	21.57 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.79	6.70 %
PPI1	1.10	8.27 %
KMD1	0.54	3.99 %
KGI1	0.51	5.93 %
KGM1	0.30	3.31 %
GDR1		0.00 %
Total	129.22	21.57 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	48.67	19.67 %
Fridge	41.05	20.39 %
Wash-Mac	28.94	15.59 %
Air-Cond	8.28	4.57 %
Oven	-0.04	-1.32 %
Total	126.91	15.50 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.40	12.07 %
CBM1	3.24	11.76 %
TEN2	2.77	14.26 %
KKD2	2.64	9.89 %
TMM1	2.20	8.40 %
SVG1	1.93	8.95 %
MDU3	1.37	5.13 %
MDU4	1.07	5.37 %
BNR1	1.04	6.81 %
ODM1	0.94	11.63 %
MLR1	0.52	1.56 %
SGP1	0.41	2.19 %
TDI1	0.36	3.27 %
PNI1	0.21	1.89 %
PKM1	0.17	1.51 %
TPT1		0.00 %
WHMD		0.00 %
Total	126.91	15.50 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	36.29	20.58 %
LED TV	35.10	14.57 %
Wash-Mac	32.07	18.48 %
Air-Cond	3.62	3.63 %
Oven	0.20	7.78 %
Total	107.29	15.48 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.21	14.44 %
SLM2	3.00	9.86 %
SLM3	2.85	10.88 %
TCG1	1.12	8.64 %
VKL1	1.07	10.55 %
OML1	0.69	3.76 %
EDP1	0.63	6.16 %
APN1	0.50	4.94 %
RSP1	0.26	1.20 %
SGG1	0.25	3.27 %
KMM1	0.17	1.76 %
DPR2	0.14	1.25 %
HRR1	0.14	1.35 %
BMD1		0.00 %
EPI1		0.00 %
PDR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	107.29	15.48 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	28.90	13.07 %
Fridge	24.21	16.95 %
Wash-Mac	17.06	11.64 %
Air-Cond	5.73	2.13 %
Oven	0.43	10.20 %
Total	76.33	9.75 %

Branch *	MTD Sales L	Brand Share %
CH15	12.33	13.28 %
CH12	7.50	14.47 %
CH06	5.28	12.56 %
CH20	2.54	7.67 %
CH34	1.85	5.68 %
CH24	1.65	6.19 %
UKI1	1.23	8.77 %
MJR1	1.17	3.31 %
CH17	1.17	6.05 %
CH33	1.07	3.77 %
CH32	0.75	12.79 %
CH09	0.60	1.89 %
CH43	0.59	2.57 %
PON1	0.27	1.34 %
CH36	0.24	1.95 %
CH41	0.17	0.50 %
CH23	0.13	1.45 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	76.33	9.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.78	17.55 %
Fridge	23.77	19.40 %
Wash-Mac	16.74	15.59 %
Air-Cond	2.86	2.15 %
Total	73.15	13.72 %

Branch *	MTD Sales L	Brand Share %
CUD1	6.63	12.49 %
POY1	6.30	9.76 %
VPM2	4.94	13.39 %
TRK1	4.74	12.82 %
KKI2	3.73	10.02 %
KML1	2.76	11.32 %
POY2	2.46	10.64 %
TDM1	1.35	5.82 %
STP1	0.81	6.82 %
MKM1	0.48	3.74 %
TVM1	0.39	3.50 %
TVM2	0.36	2.83 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	73.15	13.72 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.34	13.63 %
Fridge	16.08	14.69 %
Wash-Mac	8.31	8.99 %
Air-Cond	0.91	0.83 %
Total	44.64	9.78 %

Branch *	MTD Sales L	Brand Share %
TRR1	5.13	14.44 %
KPM2	4.77	11.96 %
AKM1	2.26	7.86 %
ABR1	2.22	13.13 %
ARC2	1.43	6.46 %
VEL1	0.99	4.55 %
VSI1	0.85	3.88 %
SBR1	0.75	2.71 %
VEL2	0.55	1.81 %
PTU1	0.47	8.72 %
SLG1	0.44	5.16 %
WJD1	0.40	3.45 %
CPT1	0.29	2.53 %
GDM1	0.21	1.41 %
VNB1	0.17	1.32 %
ANI1		0.00 %
BGR1		0.00 %
KPM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	44.64	9.78 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.70	27.76 %
Fridge	4.59	30.97 %
Wash-Mac	3.06	30.02 %
Air-Cond	0.58	5.59 %
Oven	0.24	42.05 %
Total	13.16	24.91 %

Branch *	MTD Sales L	Brand Share %
Total	13.16	24.91 %