

MTD Sales
701.13 L

Brand Share %
15.21 %

Information:

MTD : 01-09-2025 To 12-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.21 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	239.24	23.06 %
LED TV	219.83	16.58 %
Wash-Mac	187.78	20.50 %
Air-Cond	50.32	4.11 %
Oven	3.66	20.27 %
Home-The	0.31	0.34 %
Total	701.13	15.21 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	116.23	14.19 %
CHENNAI-01	100.38	14.84 %
SOUTH-03	91.52	17.09 %
TRICHY-01	81.71	14.41 %
WEST-01	73.75	21.08 %
WEST-02	66.38	16.09 %
SOUTH ARCOT	59.21	17.38 %
CHENNAI-02	52.52	10.39 %
KL-SOUTH	29.90	24.17 %
NORTH ARCOT	29.52	10.58 %
Total	701.13	15.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	43.37	24.10 %
Wash-Mac	32.34	21.17 %
LED TV	31.30	15.29 %
Air-Cond	8.23	3.16 %
Oven	0.99	26.71 %
Total	116.23	14.19 %

Branch *	MTD Sales L	Brand Share %
TUT1	14.84	14.85 %
RPM1	6.08	8.16 %
TUT2	4.76	12.12 %
MAR1	4.15	12.72 %
TVL1	4.03	10.98 %
KVT1	3.48	11.24 %
TKS2	2.40	9.67 %
PKD1	2.39	11.83 %
ERL2	2.20	10.95 %
SVK1	1.99	8.00 %
UDN1	1.90	14.94 %
VKM1	1.33	11.44 %
SKD1	1.27	10.11 %
SNL1	1.05	8.14 %
APK1	0.93	7.52 %
ARM1	0.87	10.79 %
KGL1	0.84	11.54 %
APK2	0.77	6.88 %
TYI1	0.73	4.51 %
PDI1	0.62	5.97 %
COL1	0.39	6.23 %
KSM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
Total	116.23	14.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	31.50	26.07 %
LED TV	29.59	17.81 %
Wash-Mac	25.82	19.48 %
Air-Cond	12.91	5.31 %
Oven	0.56	22.08 %
Total	100.38	14.84 %

Branch *	MTD Sales L	Brand Share %
CH14	5.61	9.66 %
CH42	4.35	11.81 %
CH22	2.57	14.31 %
CH11	2.45	8.24 %
SKL1	2.04	12.26 %
GUD1	1.60	6.53 %
CH38	1.58	14.09 %
CH30	1.06	5.29 %
TKM1	0.77	6.39 %
CH26	0.46	7.49 %
CH35	0.44	3.54 %
GUD2	0.39	1.90 %
MC10	0.14	8.60 %
CH37		0.00 %
CZWH		0.00 %
WHC3		0.00 %
Total	100.38	14.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	31.48	21.80 %
LED TV	28.38	18.61 %
Wash-Mac	26.80	24.10 %
Air-Cond	4.39	3.77 %
Oven	0.47	31.43 %
Total	91.52	17.09 %

Branch *	MTD Sales L	Brand Share %
MDU2	5.05	12.23 %
PVI1	4.91	15.17 %
MDU6	4.46	14.86 %
DGL1	4.40	12.27 %
TMM1	2.31	12.58 %
CBM1	1.48	13.36 %
KKD2	1.16	10.32 %
KYK1	0.97	8.06 %
MDU5	0.82	9.67 %
BNR1	0.77	11.79 %
MLR1	0.40	3.77 %
MDU4	0.37	3.63 %
TDI1	0.32	3.32 %
PNI1	0.10	2.05 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	91.52	17.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	28.19	22.56 %
LED TV	24.23	14.79 %
Wash-Mac	22.90	24.69 %
Air-Cond	6.16	3.50 %
Oven	0.24	22.99 %
Total	81.71	14.41 %

Branch *	MTD Sales L	Brand Share %
TRY1	14.82	11.46 %
TNJ1	4.82	14.97 %
MDI1	3.35	15.02 %
PTK1	2.56	8.77 %
NGT1	1.48	6.25 %
JKM1	0.66	6.00 %
TRY2	0.65	6.26 %
TYR1	0.59	3.16 %
TVR1	0.51	4.84 %
NCK1	0.47	5.84 %
PBR1	0.34	4.02 %
NMM1	0.25	2.67 %
KRN1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	81.71	14.41 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	25.91	29.36 %
LED TV	22.92	19.78 %
Wash-Mac	20.30	22.57 %
Air-Cond	4.20	9.84 %
Oven	0.42	15.75 %
Total	73.75	21.08 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.25	14.04 %
UAM1	2.24	12.68 %
PLI1	1.72	10.43 %
CBE5	1.34	9.40 %
GDR1	0.80	10.43 %
PPI1	0.52	8.21 %
KMD1	0.47	4.66 %
KGI1	0.37	5.19 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	73.75	21.08 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.46	16.68 %
Wash-Mac	20.76	19.13 %
Fridge	20.40	18.83 %
Air-Cond	2.37	4.89 %
Oven	0.38	23.80 %
Total	66.38	16.09 %

Branch *	MTD Sales L	Brand Share %
VPD1	2.08	13.55 %
SLM3	1.48	7.63 %
SLM2	1.46	10.07 %
NKL2	1.40	7.41 %
OML1	1.40	11.59 %
KRI1	1.08	10.40 %
SGI1	0.83	5.97 %
MTR1	0.53	5.24 %
APN1	0.53	6.39 %
VKL1	0.41	4.30 %
KMM1	0.34	5.89 %
HRR1	0.33	7.15 %
EDP1	0.16	2.22 %
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	66.38	16.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.26	21.22 %
Fridge	18.81	23.24 %
Wash-Mac	14.50	23.40 %
Air-Cond	3.44	3.99 %
Oven	0.19	22.19 %
Total	59.21	17.38 %

Branch *	MTD Sales L	Brand Share %
POY1	2.93	8.01 %
POY2	2.27	8.53 %
TRK1	2.21	10.76 %
KKI2	1.95	13.10 %
STP1	0.67	11.31 %
VCM1	0.62	5.62 %
TVM1	0.37	4.77 %
Total	59.21	17.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	19.29	22.06 %
LED TV	18.45	12.68 %
Wash-Mac	9.76	10.74 %
Air-Cond	4.34	2.50 %
Oven	0.39	17.88 %
Home-The	0.31	4.91 %
Total	52.52	10.39 %

Branch *	MTD Sales L	Brand Share %
CH12	4.44	12.65 %
CH06	3.03	12.53 %
CH18	2.24	7.03 %
CH24	1.82	9.63 %
CH34	1.71	7.75 %
CH20	1.58	6.50 %
CH43	0.82	4.35 %
CH17	0.61	4.22 %
PON1	0.56	5.93 %
CH09	0.50	3.00 %
CH36	0.45	8.36 %
CH41	0.43	2.18 %
CH31	0.42	6.15 %
MJR1	0.39	1.65 %
CH33	0.21	1.01 %
CH32	0.16	2.52 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	52.52	10.39 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.57	23.47 %
Fridge	10.83	28.36 %
Wash-Mac	7.17	34.55 %
Air-Cond	0.33	2.37 %
Total	29.90	24.17 %

Branch *	MTD Sales L	Brand Share %
Total	29.90	24.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.46	14.71 %
LED TV	8.68	9.77 %
Wash-Mac	7.42	13.59 %
Air-Cond	3.96	6.37 %
Total	29.52	10.58 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.62	14.63 %
SBR1	2.88	12.09 %
ARC2	1.80	13.93 %
AKM1	1.00	8.39 %
BGR1	0.75	12.96 %
VNB1	0.45	6.13 %
UGI1	0.17	6.19 %
WJD1	0.16	1.69 %
SLG1	0.13	2.76 %
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	29.52	10.58 %