

MTD Sales
1,050.31 L

Brand Share %
14.70 %

Information:

MTD : 01-08-2025 To 13-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.70 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	384.25	18.08 %
Fridge	356.07	22.04 %
Wash-Mac	246.30	16.37 %
Air-Cond	61.34	3.28 %
Oven	2.36	7.57 %
Total	1,050.31	14.70 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	155.44	14.94 %
TRICHY-01	152.27	15.78 %
SOUTH-01	152.15	14.04 %
WEST-01	135.15	21.65 %
SOUTH-03	131.08	15.39 %
WEST-02	110.46	15.49 %
CHENNAI-02	78.19	9.78 %
SOUTH ARCOT	75.36	13.83 %
NORTH ARCOT	46.62	9.95 %
KL-SOUTH	13.60	25.01 %
Total	1,050.31	14.70 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	57.68	28.86 %
LED TV	48.25	20.50 %
Wash-Mac	30.72	16.96 %
Air-Cond	18.44	4.39 %
Oven	0.35	8.14 %
Total	155.44	14.94 %

Branch *	MTD Sales L	Brand Share %
CH16	11.08	14.51 %
CH14	8.64	12.05 %
CH42	4.60	9.41 %
CH39	3.42	14.27 %
CH11	3.16	5.04 %
CH38	3.16	11.49 %
CH30	2.47	10.63 %
TKM1	1.74	10.99 %
CZWH	1.14	12.43 %
CH29	0.73	13.01 %
SKL1	0.54	2.36 %
GUD2	0.37	1.17 %
CH26	0.16	2.34 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	13.57 %
Total	155.44	14.94 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	56.55	19.60 %
Fridge	56.35	24.84 %
Wash-Mac	29.82	18.25 %
Air-Cond	9.45	3.33 %
Oven	0.10	3.82 %
Total	152.27	15.78 %

Branch *	MTD Sales L	Brand Share %
TNJ1	8.00	13.03 %
KIK1	4.41	11.76 %
MDI1	3.94	10.30 %
PTK1	3.60	8.02 %
TYR1	1.41	5.27 %
JKM1	1.31	4.25 %
TRY2	1.20	5.97 %
NCK1	1.07	8.54 %
PDK1	0.77	3.18 %
PBR1	0.59	3.53 %
TVR1	0.41	1.71 %
KRN1	0.41	3.05 %
NGT1	0.28	0.86 %
NMM1	0.19	1.42 %
WTRZ		0.00 %
Total	152.27	15.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	53.29	21.65 %
LED TV	52.65	17.15 %
Wash-Mac	37.94	16.39 %
Air-Cond	7.76	2.64 %
Oven	0.52	10.57 %
Total	152.15	14.04 %

Branch *	MTD Sales L	Brand Share %
SKD1	5.72	13.01 %
KVT1	5.59	8.80 %
NGR1	5.55	14.69 %
PKD1	4.19	11.97 %
TKS2	3.78	8.70 %
ERL2	3.36	14.24 %
MAR1	2.95	9.93 %
VLY1	2.74	8.93 %
APK1	1.86	7.47 %
TKY1	1.73	11.81 %
SNL1	1.69	9.55 %
VKM1	0.97	8.75 %
S2SD	0.67	8.01 %
COL1	0.58	10.83 %
KYR1	0.56	4.79 %
KGL1	0.42	4.28 %
KSM1	0.41	5.57 %
PDI1	0.35	2.30 %
TYI1	0.34	1.98 %
SVK1	0.31	0.89 %
WHTV		0.00 %
ERL1	-0.06	-1.22 %
Total	152.15	14.04 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	54.72	24.25 %
Fridge	39.48	26.20 %
Wash-Mac	36.67	19.81 %
Air-Cond	3.72	6.50 %
Oven	0.56	10.14 %
Total	135.15	21.65 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.19	8.01 %
PPI1	1.10	8.12 %
KMD1	0.54	3.85 %
KGI1	0.51	5.66 %
KGM1	0.30	3.31 %
GDR1		0.00 %
Total	135.15	21.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	50.55	19.62 %
Fridge	42.36	20.07 %
Wash-Mac	29.92	15.36 %
Air-Cond	8.28	4.47 %
Oven	-0.04	-1.32 %
Total	131.08	15.39 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.94	14.64 %
MDU2	6.80	12.45 %
CBM1	3.39	11.99 %
KKD2	2.80	10.39 %
TEN2	2.77	13.88 %
TMM1	2.20	8.20 %
SVG1	1.93	8.52 %
MDU3	1.37	4.95 %
MDU4	1.07	5.11 %
BNR1	1.04	6.63 %
ODM1	0.94	11.63 %
MLR1	0.52	1.53 %
SGP1	0.41	2.15 %
TDI1	0.36	3.21 %
PNI1	0.21	1.84 %
PKM1	0.17	1.51 %
TPT1		0.00 %
WHMD		0.00 %
Total	131.08	15.39 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	36.62	20.00 %
LED TV	36.31	14.76 %
Wash-Mac	33.72	18.57 %
Air-Cond	3.62	3.62 %
Oven	0.20	7.43 %
Total	110.46	15.49 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.21	14.19 %
SLM2	3.00	9.57 %
SLM3	2.85	10.73 %
TCG1	1.12	8.40 %
VKL1	1.07	10.34 %
OML1	0.93	4.78 %
EDP1	0.63	6.08 %
APN1	0.50	4.69 %
RSP1	0.26	1.18 %
SGG1	0.25	3.27 %
KMM1	0.17	1.73 %
DPR2	0.14	1.22 %
HRR1	0.14	1.24 %
BMD1		0.00 %
EPI1		0.00 %
PDR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	110.46	15.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	29.31	12.90 %
Fridge	24.66	16.98 %
Wash-Mac	18.06	12.00 %
Air-Cond	5.73	2.11 %
Oven	0.43	9.18 %
Total	78.19	9.78 %

Branch *	MTD Sales L	Brand Share %
CH15	12.33	13.32 %
CH12	7.61	14.39 %
CH06	5.28	12.35 %
CH20	2.54	7.54 %
CH34	2.04	6.18 %
CH24	1.46	5.40 %
CH33	1.32	4.42 %
UKI1	1.23	8.55 %
MJR1	1.17	3.22 %
CH17	1.17	5.63 %
CH32	0.75	12.79 %
CH09	0.60	1.84 %
CH43	0.59	2.50 %
PON1	0.53	2.54 %
CH36	0.24	2.02 %
CH41	0.17	0.48 %
CH23	0.13	1.47 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	78.19	9.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.72	17.69 %
Fridge	24.26	19.31 %
Wash-Mac	17.52	15.75 %
Air-Cond	2.86	2.15 %
Total	75.36	13.83 %

Branch *	MTD Sales L	Brand Share %
POY1	6.75	10.29 %
CUD1	6.63	12.40 %
VPM2	4.94	13.24 %
TRK1	4.87	12.75 %
KKI2	3.87	10.14 %
KML1	2.76	11.17 %
POY2	2.46	10.40 %
TDM1	1.35	5.60 %
STP1	0.81	6.74 %
MKM1	0.48	3.63 %
TVM1	0.39	3.45 %
TVM2	0.36	2.71 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	75.36	13.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.30	13.82 %
Fridge	16.55	14.79 %
Wash-Mac	8.86	9.36 %
Air-Cond	0.91	0.81 %
Total	46.62	9.95 %

Branch *	MTD Sales L	Brand Share %
TRR1	5.13	14.14 %
KPM2	4.77	11.64 %
AKM1	2.63	9.07 %
ABR1	2.50	14.57 %
ARC2	1.43	6.46 %
VEL1	0.99	4.42 %
VSI1	0.85	3.83 %
SBR1	0.75	2.57 %
VEL2	0.55	1.80 %
PTU1	0.47	8.72 %
SLG1	0.44	5.01 %
WJD1	0.40	3.33 %
CPT1	0.29	2.46 %
GDM1	0.21	1.37 %
VNB1	0.17	1.30 %
ANI1		0.00 %
BGR1		0.00 %
KPM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	46.62	9.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.89	28.18 %
Fridge	4.83	31.44 %
Wash-Mac	3.06	29.21 %
Air-Cond	0.58	5.45 %
Oven	0.24	42.05 %
Total	13.60	25.01 %

Branch *	MTD Sales L	Brand Share %
Total	13.60	25.01 %