

MTD Sales
751.87 L

Brand Share %
15.26 %

Information:

MTD : 01-09-2025 To 13-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.26 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	255.19	22.95 %
LED TV	235.07	16.58 %
Wash-Mac	202.17	20.56 %
Air-Cond	54.90	4.22 %
Oven	4.23	22.01 %
Home-The	0.31	0.32 %
Total	751.87	15.26 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	121.78	14.01 %
CHENNAI-01	108.95	15.13 %
SOUTH-03	107.29	17.44 %
TRICHY-01	84.43	14.18 %
WEST-01	76.55	20.91 %
WEST-02	68.82	15.85 %
SOUTH ARCOT	60.85	17.05 %
CHENNAI-02	58.29	10.78 %
NORTH ARCOT	33.29	11.09 %
KL-SOUTH	31.61	24.44 %
Total	751.87	15.26 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	45.21	23.50 %
Wash-Mac	34.00	21.02 %
LED TV	32.91	15.17 %
Air-Cond	8.57	3.11 %
Oven	1.09	29.76 %
Total	121.78	14.01 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.78	14.58 %
RPM1	6.39	8.42 %
TUT2	5.28	12.55 %
TVL1	4.33	10.88 %
MAR1	4.15	12.03 %
KVT1	3.48	10.35 %
TKS2	2.40	8.84 %
PKD1	2.39	11.54 %
ERL2	2.20	10.63 %
UDN1	2.04	14.96 %
SVK1	1.99	7.63 %
VKM1	1.33	10.81 %
SKD1	1.27	9.88 %
SNL1	1.25	9.55 %
APK1	0.93	7.03 %
ARM1	0.87	10.36 %
KGL1	0.84	11.54 %
TYI1	0.82	4.64 %
APK2	0.77	6.48 %
PDI1	0.62	5.02 %
COL1	0.39	6.23 %
KYR1	0.14	1.51 %
KSM1		0.00 %
S2SD		0.00 %
Total	121.78	14.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	35.19	26.78 %
LED TV	30.98	17.67 %
Wash-Mac	29.03	20.11 %
Air-Cond	13.19	5.18 %
Oven	0.56	22.08 %
Total	108.95	15.13 %

Branch *	MTD Sales L	Brand Share %
CH14	5.61	9.40 %
CH42	4.91	12.44 %
CH11	2.89	9.08 %
CH22	2.57	12.56 %
SKL1	2.04	11.45 %
CH30	2.00	9.00 %
CH38	1.79	13.45 %
GUD1	1.60	6.26 %
TKM1	0.77	6.03 %
CH26	0.46	6.02 %
CH35	0.44	3.35 %
GUD2	0.39	1.83 %
MC10	0.14	8.60 %
CH37		0.00 %
CZWH		0.00 %
WHC3		0.00 %
Total	108.95	15.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	36.72	22.40 %
LED TV	34.75	19.39 %
Wash-Mac	30.15	23.95 %
Air-Cond	5.11	3.83 %
Oven	0.56	33.60 %
Total	107.29	17.44 %

Branch *	MTD Sales L	Brand Share %
DGL1	5.79	13.09 %
MDU2	5.19	11.82 %
PVI1	4.91	14.57 %
TMM1	2.31	10.81 %
KKD2	1.53	11.62 %
CBM1	1.48	12.00 %
KYK1	0.97	7.68 %
BNR1	0.93	11.55 %
MLR1	0.84	6.98 %
MDU5	0.82	9.56 %
PNI1	0.54	9.76 %
MDU4	0.37	3.02 %
TDI1	0.32	3.09 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	107.29	17.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	28.63	21.88 %
LED TV	25.99	15.02 %
Wash-Mac	23.41	24.15 %
Air-Cond	6.16	3.33 %
Oven	0.24	22.99 %
Total	84.43	14.18 %

Branch *	MTD Sales L	Brand Share %
TRY1	14.82	11.08 %
TNJ1	4.96	14.45 %
MDI1	3.35	13.92 %
PTK1	2.94	9.45 %
AYR1	1.55	14.78 %
NGT1	1.48	6.14 %
JKM1	0.91	7.83 %
TRY2	0.65	6.12 %
TYR1	0.59	3.07 %
TVR1	0.51	4.66 %
NCK1	0.47	5.65 %
PBR1	0.34	3.79 %
NMM1	0.25	2.37 %
KRN1	0.23	2.88 %
PDK1		0.00 %
TZSD		0.00 %
Total	84.43	14.18 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	27.63	29.88 %
LED TV	23.56	19.54 %
Wash-Mac	20.74	22.01 %
Air-Cond	4.20	9.30 %
Oven	0.42	15.07 %
Total	76.55	20.91 %

Branch *	MTD Sales L	Brand Share %
UAM1	2.85	15.10 %
CBE4	2.25	13.13 %
PLI1	1.72	9.93 %
CBE5	1.34	9.25 %
GDR1	0.80	10.43 %
PPI1	0.52	7.57 %
KMD1	0.47	4.49 %
KGI1	0.37	5.19 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	76.55	20.91 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	23.08	16.30 %
Wash-Mac	22.01	19.15 %
Fridge	20.72	18.32 %
Air-Cond	2.62	5.17 %
Oven	0.38	20.72 %
Total	68.82	15.85 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.24	10.66 %
SLM3	1.48	7.32 %
SLM2	1.46	9.31 %
OML1	1.40	11.14 %
KRI1	1.24	11.23 %
SGI1	0.83	5.88 %
MTR1	0.53	5.13 %
APN1	0.53	6.39 %
VKL1	0.41	4.16 %
KMM1	0.34	5.67 %
HRR1	0.33	6.57 %
EDP1	0.16	2.09 %
SGG1	0.13	7.35 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
TCG1		0.00 %
WZWH		0.00 %
Total	68.82	15.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.82	20.59 %
Fridge	19.18	22.87 %
Wash-Mac	15.22	23.17 %
Air-Cond	3.44	3.84 %
Oven	0.19	22.19 %
Total	60.85	17.05 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.20	14.90 %
POY1	3.34	8.67 %
TRK1	2.58	11.97 %
POY2	2.52	8.97 %
KKI2	1.95	11.04 %
TDM1	1.85	15.15 %
STP1	0.67	11.07 %
VCM1	0.62	5.49 %
TVM1	0.37	4.41 %
Total	60.85	17.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	20.90	22.28 %
LED TV	19.27	12.45 %
Wash-Mac	12.15	12.40 %
Air-Cond	5.18	2.79 %
Oven	0.49	20.59 %
Home-The	0.31	4.82 %
Total	58.29	10.78 %

Branch *	MTD Sales L	Brand Share %
CH12	4.78	13.39 %
CH18	3.21	9.55 %
CH06	3.03	11.39 %
CH24	1.82	8.94 %
CH34	1.71	6.71 %
CH20	1.58	6.07 %
CH43	0.82	4.17 %
CH31	0.72	9.35 %
CH09	0.71	3.80 %
CH17	0.61	4.11 %
PON1	0.56	5.90 %
CH36	0.45	7.37 %
CH41	0.43	2.11 %
MJR1	0.39	1.51 %
CH33	0.21	0.94 %
CH32	0.16	2.52 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	58.29	10.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.91	14.03 %
LED TV	9.36	10.04 %
Wash-Mac	8.12	13.50 %
Air-Cond	5.82	8.73 %
Oven	0.10	5.16 %
Total	33.29	11.09 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.14	13.87 %
ARC2	1.80	13.47 %
AKM1	1.00	7.69 %
BGR1	0.75	12.43 %
VNB1	0.45	5.84 %
UGI1	0.17	5.89 %
WJD1	0.16	1.66 %
SLG1	0.13	2.61 %
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	33.29	11.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	12.35	23.76 %
Fridge	11.10	28.24 %
Wash-Mac	7.34	33.83 %
Air-Cond	0.63	4.46 %
Oven	0.19	36.80 %
Total	31.61	24.44 %

Branch *	MTD Sales L	Brand Share %
Total	31.61	24.44 %