

MTD Sales
1,096.60 L

Brand Share %
14.70 %

Information:

MTD : 01-08-2025 To 14-08-2025

* 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	399.96	18.01 %
Fridge	371.99	21.96 %
Wash-Mac	257.45	16.40 %
Air-Cond	64.56	3.32 %
Oven	2.64	8.13 %
Total	1,096.60	14.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	161.88	14.22 %
TRICHY-01	159.79	15.73 %
CHENNAI-01	159.54	14.84 %
WEST-01	140.80	21.67 %
SOUTH-03	138.42	15.40 %
WEST-02	114.59	15.26 %
CHENNAI-02	82.26	9.92 %
SOUTH ARCOT	77.11	13.79 %
NORTH ARCOT	48.07	9.88 %
KL-SOUTH	14.15	25.22 %
Total	1,096.60	14.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	57.47	22.15 %
LED TV	55.94	17.35 %
Wash-Mac	39.51	16.47 %
Air-Cond	8.44	2.71 %
Oven	0.52	9.80 %
Total	161.88	14.22 %

Branch *	MTD Sales L	Brand Share %
TVL1	18.20	14.64 %
TUT2	6.77	14.47 %
SKD1	5.72	12.90 %
KVT1	5.59	8.45 %
NGR1	5.55	12.33 %
PKD1	4.05	10.89 %
TKS2	4.03	8.82 %
MAR1	3.87	12.33 %
VLY1	3.52	11.10 %
APK1	2.01	7.69 %
TKY1	1.73	11.32 %
SNL1	1.69	9.13 %
VKM1	0.97	8.35 %
ARM1	0.91	14.20 %
COL1	0.72	12.78 %
KYR1	0.72	5.72 %
S2SD	0.67	8.01 %
KGL1	0.64	6.27 %
KSM1	0.41	5.53 %
PDI1	0.35	2.20 %
TYI1	0.34	1.89 %
SVK1	0.31	0.85 %
WHTV		0.00 %
ERL1	-0.06	-1.22 %
Total	161.88	14.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	59.03	24.60 %
LED TV	58.98	19.37 %
Wash-Mac	31.66	18.24 %
Air-Cond	10.01	3.40 %
Oven	0.10	3.46 %
Total	159.79	15.73 %

Branch *	MTD Sales L	Brand Share %
TNJ1	8.29	12.64 %
KIK1	4.41	11.22 %
PTK1	4.17	9.03 %
MDI1	4.14	10.29 %
JKM1	1.46	4.47 %
TYR1	1.41	5.13 %
PDK1	1.22	4.59 %
TRY2	1.20	5.83 %
NCK1	1.07	8.29 %
PBR1	0.59	3.44 %
NGT1	0.48	1.38 %
TVR1	0.41	1.51 %
KRN1	0.41	3.00 %
NMM1	0.19	1.31 %
WTRZ		0.00 %
Total	159.79	15.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	58.99	28.70 %
LED TV	50.51	20.25 %
Wash-Mac	31.11	16.61 %
Air-Cond	18.44	4.31 %
Oven	0.49	11.05 %
Total	159.54	14.84 %

Branch *	MTD Sales L	Brand Share %
CH14	9.82	12.68 %
CH28	6.85	14.49 %
CH42	4.80	9.31 %
CH39	3.42	13.77 %
CH11	3.16	4.96 %
CH38	3.16	11.47 %
CH30	2.47	10.40 %
TKM1	1.74	10.89 %
CZWH	1.14	12.09 %
CH29	0.73	13.01 %
SKL1	0.54	2.31 %
GUD2	0.37	1.15 %
CH26	0.16	2.03 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	12.64 %
Total	159.54	14.84 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	55.97	23.87 %
Fridge	41.11	25.87 %
Wash-Mac	39.31	20.54 %
Air-Cond	3.72	6.27 %
Oven	0.70	12.38 %
Total	140.80	21.67 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.51	8.79 %
GBM1	2.01	14.14 %
KMD1	1.11	7.25 %
PPI1	1.10	7.86 %
KGI1	0.75	8.18 %
KGM1	0.30	3.16 %
GDR1	0.13	1.39 %
Total	140.80	21.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	53.42	19.90 %
Fridge	45.01	20.13 %
Wash-Mac	31.04	15.14 %
Air-Cond	8.99	4.52 %
Oven	-0.04	-1.32 %
Total	138.42	15.40 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.49	13.92 %
MDU2	7.00	12.49 %
CBM1	3.55	12.27 %
KKD2	3.33	11.59 %
TEN2	3.09	14.33 %
TMM1	2.20	7.96 %
SVG1	2.07	8.73 %
MDU3	1.37	4.82 %
MDU4	1.07	4.67 %
BNR1	1.04	6.38 %
ODM1	0.94	10.00 %
MLR1	0.74	2.09 %
TDI1	0.49	3.99 %
SGP1	0.41	2.02 %
PNI1	0.21	1.76 %
PKM1	0.17	1.47 %
TPT1		0.00 %
WHMD		0.00 %
Total	138.42	15.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	38.39	19.93 %
LED TV	37.04	14.41 %
Wash-Mac	34.97	18.25 %
Air-Cond	3.99	3.73 %
Oven	0.20	7.30 %
Total	114.59	15.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.43	14.15 %
SLM2	3.00	9.08 %
SLM3	2.85	10.51 %
PMP1	1.18	14.59 %
TCG1	1.12	8.07 %
VKL1	1.07	10.10 %
OML1	0.93	4.53 %
EDP1	0.63	5.89 %
APN1	0.50	4.19 %
RSP1	0.26	1.08 %
SGG1	0.25	3.16 %
KMM1	0.17	1.66 %
BMD1	0.15	0.92 %
DPR2	0.14	1.10 %
HRR1	0.14	1.17 %
EPI1		0.00 %
PDR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	114.59	15.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	30.46	12.97 %
Fridge	25.92	17.02 %
Wash-Mac	19.14	12.15 %
Air-Cond	6.31	2.25 %
Oven	0.43	9.18 %
Total	82.26	9.92 %

Branch *	MTD Sales L	Brand Share %
CH15	12.56	13.19 %
CH06	5.28	11.99 %
CH20	2.67	7.48 %
CH34	2.31	6.19 %
CH24	1.46	5.36 %
CH33	1.32	4.41 %
UKI1	1.23	7.88 %
MJR1	1.17	3.17 %
CH17	1.17	5.56 %
CH32	0.75	11.87 %
CH09	0.60	1.74 %
CH43	0.59	2.16 %
PON1	0.53	2.43 %
CH36	0.24	1.90 %
CH41	0.17	0.47 %
CH23	0.13	1.42 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	82.26	9.92 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.41	17.65 %
Fridge	24.41	18.88 %
Wash-Mac	18.12	16.00 %
Air-Cond	3.16	2.30 %
Total	77.11	13.79 %

Branch *	MTD Sales L	Brand Share %
POY1	7.13	10.77 %
CUD1	6.55	11.98 %
TRK1	5.13	12.73 %
VPM2	4.94	13.14 %
KKI2	3.87	9.63 %
KML1	2.76	11.03 %
POY2	2.46	10.12 %
TDM1	1.35	5.36 %
STP1	0.81	6.67 %
MKM1	0.48	3.54 %
TVM1	0.39	3.30 %
TVM2	0.36	2.66 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	77.11	13.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.34	13.89 %
Fridge	16.61	14.26 %
Wash-Mac	9.22	9.34 %
Air-Cond	0.91	0.79 %
Total	48.07	9.88 %

Branch *	MTD Sales L	Brand Share %
TRR1	5.32	13.98 %
KPM2	4.77	11.60 %
AKM1	2.63	8.61 %
ABR1	2.50	14.16 %
ARC2	1.43	6.26 %
VEL1	0.99	4.05 %
VSI1	0.85	3.75 %
SBR1	0.75	2.52 %
VEL2	0.55	1.79 %
PTU1	0.47	8.53 %
SLG1	0.44	4.90 %
WJD1	0.40	3.02 %
CPT1	0.29	2.38 %
GDM1	0.21	1.36 %
WJP1	0.19	1.24 %
VNB1	0.17	1.25 %
ANI1		0.00 %
BGR1		0.00 %
KPM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	48.07	9.88 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.07	31.95 %
LED TV	4.89	27.43 %
Wash-Mac	3.37	30.61 %
Air-Cond	0.58	5.45 %
Oven	0.24	29.95 %
Total	14.15	25.22 %

Branch *	MTD Sales L	Brand Share %
Total	14.15	25.22 %