

MTD Sales
807.69 L

Brand Share %
15.50 %

Information:

MTD : 01-09-2025 To 14-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.50 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	273.54	23.25 %
LED TV	252.29	16.75 %
Wash-Mac	218.17	20.73 %
Air-Cond	59.00	4.36 %
Oven	4.37	21.39 %
Home-The	0.31	0.29 %
Total	807.69	15.50 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	128.38	14.07 %
CHENNAI-01	122.99	15.77 %
SOUTH-03	113.63	17.59 %
TRICHY-01	88.26	14.34 %
WEST-01	81.92	20.73 %
WEST-02	73.32	15.98 %
CHENNAI-02	66.42	11.44 %
SOUTH ARCOT	64.15	17.35 %
NORTH ARCOT	35.96	11.29 %
KL-SOUTH	32.65	24.25 %
Total	807.69	15.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	47.79	23.50 %
LED TV	35.50	15.57 %
Wash-Mac	35.05	20.71 %
Air-Cond	8.95	3.11 %
Oven	1.09	27.50 %
Total	128.38	14.07 %

Branch *	MTD Sales L	Brand Share %
TUT1	16.18	14.15 %
RPM1	6.64	8.64 %
TUT2	6.21	13.41 %
TVL1	5.03	11.81 %
MAR1	4.15	11.42 %
KVT1	3.48	9.90 %
PKD1	2.55	11.32 %
TKS2	2.55	9.27 %
SVK1	2.24	8.13 %
ERL2	2.20	10.23 %
UDN1	2.04	14.07 %
VKM1	1.47	11.53 %
SNL1	1.39	9.64 %
SKD1	1.27	9.88 %
APK2	1.01	8.19 %
KGL1	1.00	12.62 %
APK1	0.93	6.66 %
ARM1	0.87	10.36 %
TYI1	0.82	4.52 %
PDI1	0.62	4.91 %
COL1	0.39	6.23 %
KYR1	0.30	3.12 %
KSM1		0.00 %
S2SD		0.00 %
Total	128.38	14.07 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	40.75	28.46 %
LED TV	35.41	18.30 %
Wash-Mac	32.17	20.20 %
Air-Cond	14.10	5.26 %
Oven	0.56	20.35 %
Total	122.99	15.77 %

Branch *	MTD Sales L	Brand Share %
CH14	6.87	10.67 %
CH42	5.78	13.97 %
CH11	3.35	9.70 %
CH22	2.88	12.94 %
SKL1	2.36	12.12 %
CH38	2.05	12.96 %
CH30	2.00	7.79 %
GUD1	1.60	5.71 %
TKM1	0.77	5.66 %
CH26	0.46	5.76 %
CH35	0.44	3.08 %
GUD2	0.39	1.78 %
MC10	0.14	7.36 %
CH37		0.00 %
CZWH		0.00 %
WHC3		0.00 %
Total	122.99	15.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	39.16	22.84 %
LED TV	36.23	19.12 %
Wash-Mac	31.90	23.93 %
Air-Cond	5.78	4.18 %
Oven	0.56	31.45 %
Total	113.63	17.59 %

Branch *	MTD Sales L	Brand Share %
DGL1	6.52	14.25 %
MDU2	5.94	12.74 %
PVI1	5.05	14.39 %
TMM1	2.31	10.31 %
KKD2	1.53	11.12 %
CBM1	1.48	12.00 %
KYK1	1.32	9.30 %
MDU5	0.97	10.97 %
BNR1	0.93	10.25 %
MLR1	0.84	6.62 %
TDI1	0.73	6.51 %
PNI1	0.54	9.40 %
MDU4	0.51	3.83 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	113.63	17.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	29.86	21.82 %
LED TV	27.31	15.18 %
Wash-Mac	24.68	24.56 %
Air-Cond	6.16	3.28 %
Oven	0.24	22.99 %
Total	88.26	14.34 %

Branch *	MTD Sales L	Brand Share %
TRY1	15.40	11.28 %
TNJ1	4.96	13.69 %
MDI1	3.35	13.66 %
PTK1	3.13	9.90 %
AYR1	1.55	12.81 %
NGT1	1.48	6.10 %
JKM1	1.07	8.89 %
TVR1	0.79	6.71 %
TRY2	0.65	5.90 %
TYR1	0.59	2.96 %
NCK1	0.47	5.59 %
PBR1	0.34	3.79 %
NMM1	0.25	2.30 %
KRN1	0.23	2.86 %
PDK1		0.00 %
TZSD		0.00 %
Total	88.26	14.34 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	29.06	29.54 %
LED TV	25.86	19.46 %
Wash-Mac	22.09	21.83 %
Air-Cond	4.48	9.33 %
Oven	0.42	14.49 %
Total	81.92	20.73 %

Branch *	MTD Sales L	Brand Share %
UAM1	3.15	14.72 %
CBE4	2.25	12.08 %
PLI1	1.72	8.89 %
CBE5	1.34	8.93 %
GDR1	0.80	10.13 %
PPI1	0.52	6.66 %
KMD1	0.47	4.49 %
KGI1	0.37	4.64 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	81.92	20.73 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	24.63	19.88 %
LED TV	23.90	16.05 %
Fridge	21.80	18.41 %
Air-Cond	2.62	4.96 %
Oven	0.38	20.08 %
Total	73.32	15.98 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.24	10.36 %
SLM3	1.48	7.19 %
SLM2	1.46	8.88 %
OML1	1.40	10.57 %
KRI1	1.24	10.90 %
SGI1	0.83	5.37 %
MTR1	0.53	4.56 %
APN1	0.53	6.29 %
VKL1	0.41	4.06 %
KMM1	0.34	5.31 %
HRR1	0.33	6.40 %
SGG1	0.27	11.51 %
EDP1	0.16	2.06 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
TCG1		0.00 %
WZWH		0.00 %
Total	73.32	15.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	22.47	22.11 %
LED TV	20.60	12.46 %
Wash-Mac	15.95	14.41 %
Air-Cond	6.47	3.34 %
Oven	0.63	25.06 %
Home-The	0.31	4.27 %
Total	66.42	11.44 %

Branch *	MTD Sales L	Brand Share %
CH18	3.89	10.67 %
CH06	3.03	11.09 %
CH20	2.26	8.54 %
CH24	1.82	7.84 %
CH34	1.36	5.60 %
CH43	1.01	4.85 %
CH31	0.72	8.75 %
PON1	0.71	6.77 %
CH09	0.71	3.44 %
CH17	0.61	3.78 %
CH36	0.58	8.63 %
CH41	0.43	2.02 %
MJR1	0.39	1.44 %
CH33	0.21	0.91 %
CH32	0.16	2.42 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	66.42	11.44 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.78	21.54 %
Fridge	19.89	22.87 %
Wash-Mac	15.85	23.06 %
Air-Cond	3.44	3.76 %
Oven	0.19	22.19 %
Total	64.15	17.35 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.20	14.74 %
POY1	3.64	9.02 %
TRK1	2.97	13.15 %
POY2	2.52	8.92 %
KKI2	1.95	10.75 %
TDM1	1.85	14.73 %
VCM1	0.89	7.60 %
STP1	0.67	10.80 %
TVM1	0.37	4.32 %
Total	64.15	17.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.30	15.12 %
LED TV	9.86	9.82 %
Wash-Mac	8.31	13.14 %
Air-Cond	6.38	9.17 %
Oven	0.10	4.87 %
Total	35.96	11.29 %

Branch *	MTD Sales L	Brand Share %
TRL1	4.57	15.30 %
TRR1	2.14	12.46 %
ARC2	1.97	14.08 %
AKM1	1.13	8.32 %
BGR1	0.75	10.82 %
VNB1	0.45	5.41 %
UGI1	0.17	5.28 %
WJD1	0.16	1.57 %
WJP1	0.14	1.42 %
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 %
VSI1		0.00 %
Total	35.96	11.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	12.84	24.15 %
Fridge	11.47	27.74 %
Wash-Mac	7.53	33.67 %
Air-Cond	0.63	4.15 %
Oven	0.19	28.09 %
Total	32.65	24.25 %

Branch *	MTD Sales L	Brand Share %
Total	32.65	24.25 %