

MTD Sales
1,374.53 L

Brand Share %
14.85 %

Information:

MTD : 01-08-2025 To 15-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.85 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	501.80	17.75 %
Fridge	460.15	22.33 %
Wash-Mac	332.31	17.18 %
Air-Cond	76.45	3.19 %
Oven	3.82	9.56 %
Total	1,374.53	14.85 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	213.27	15.60 %
SOUTH-01	207.19	14.37 %
TRICHY-01	204.42	15.94 %
SOUTH-03	172.31	16.11 %
WEST-01	159.29	21.82 %
WEST-02	136.40	15.15 %
CHENNAI-02	107.71	9.83 %
SOUTH ARCOT	98.03	14.29 %
NORTH ARCOT	59.87	9.63 %
KL-SOUTH	16.05	26.02 %
Total	1,374.53	14.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	74.59	28.69 %
LED TV	70.32	20.60 %
Wash-Mac	43.20	17.11 %
Air-Cond	24.52	4.83 %
Oven	0.64	10.69 %
Total	213.27	15.60 %

Branch *	MTD Sales L	Brand Share %
CH14	14.00	14.67 %
CH42	5.67	9.10 %
CH39	4.34	14.84 %
CH11	4.14	5.87 %
CH38	3.78	12.97 %
TKM1	1.74	9.26 %
CZWH	1.14	12.09 %
SKL1	0.54	1.77 %
GUD2	0.51	1.27 %
CH26	0.16	1.53 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	12.64 %
Total	213.27	15.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	73.65	23.12 %
LED TV	70.64	16.50 %
Wash-Mac	51.74	17.69 %
Air-Cond	10.27	2.59 %
Oven	0.89	12.65 %
Total	207.19	14.37 %

Branch *	MTD Sales L	Brand Share %
TVL1	22.21	13.09 %
TUT2	8.47	14.48 %
NGR1	7.20	13.15 %
KVT1	6.48	8.37 %
SKD1	6.25	12.94 %
TKS2	6.21	10.01 %
MAR1	5.12	12.48 %
PKD1	5.05	11.38 %
APK1	3.09	9.71 %
SNL1	2.17	8.57 %
KYR1	1.47	9.38 %
COL1	1.07	11.45 %
VKM1	0.97	6.77 %
KSM1	0.75	8.47 %
S2SD	0.67	8.01 %
KGL1	0.64	4.41 %
PDI1	0.35	1.84 %
TYI1	0.34	1.52 %
SVK1	0.31	0.71 %
WHTV		0.00 %
ERL1	-0.06	-1.22 %
Total	207.19	14.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	75.98	25.17 %
LED TV	73.02	18.58 %
Wash-Mac	43.19	19.60 %
Air-Cond	12.03	3.31 %
Oven	0.20	5.32 %
Total	204.42	15.94 %

Branch *	MTD Sales L	Brand Share %
TNJ1	10.49	13.25 %
MDI1	9.81	11.92 %
KIK1	5.69	12.12 %
PTK1	5.53	9.70 %
JKM1	2.00	5.25 %
TRY2	1.99	7.83 %
TYR1	1.99	6.23 %
PDK1	1.42	4.38 %
NCK1	1.32	7.53 %
PBR1	0.75	3.02 %
TVR1	0.60	1.89 %
NGT1	0.48	1.06 %
KRN1	0.41	2.69 %
NMM1	0.19	1.05 %
WTRZ		0.00 %
Total	204.42	15.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	69.51	20.97 %
Fridge	54.88	21.03 %
Wash-Mac	38.37	15.91 %
Air-Cond	9.36	4.03 %
Oven	0.19	5.52 %
Total	172.31	16.11 %

Branch *	MTD Sales L	Brand Share %
MDU2	8.92	12.84 %
CBM1	4.27	12.77 %
KKD2	3.73	10.52 %
SVG1	3.30	12.33 %
TEN2	3.09	12.40 %
TMM1	2.65	8.90 %
MDU3	1.83	5.70 %
MDU4	1.75	6.64 %
ODM1	1.59	13.66 %
BNR1	1.04	5.55 %
MLR1	0.74	1.83 %
TDI1	0.63	4.78 %
SGP1	0.41	1.87 %
PNI1	0.21	1.58 %
PKM1	0.17	1.35 %
TPT1		0.00 %
WHMD		0.00 %
Total	172.31	16.11 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	62.04	23.55 %
Fridge	48.12	27.11 %
Wash-Mac	44.62	20.97 %
Air-Cond	3.72	5.28 %
Oven	0.80	13.69 %
Total	159.29	21.82 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.86	8.55 %
KMD1	1.11	6.91 %
PPI1	0.86	5.37 %
KGI1	0.75	6.75 %
KGM1	0.30	2.93 %
GDR1	0.23	2.29 %
Total	159.29	21.82 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	47.28	15.25 %
Fridge	44.32	19.63 %
Wash-Mac	39.76	17.46 %
Air-Cond	4.69	3.52 %
Oven	0.34	9.79 %
Total	136.40	15.15 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.34	13.98 %
SLM3	3.66	9.46 %
SLM2	3.13	7.58 %
TCG1	1.33	8.42 %
OML1	1.27	4.05 %
VKL1	1.07	8.49 %
EDP1	0.97	6.36 %
APN1	0.50	3.54 %
RSP1	0.39	1.46 %
HRR1	0.28	2.16 %
SGG1	0.25	2.80 %
EPI1	0.24	1.07 %
KMM1	0.17	1.33 %
BMD1	0.15	0.77 %
DPR2	0.14	0.96 %
PDR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	136.40	15.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	38.28	12.17 %
Fridge	34.16	16.88 %
Wash-Mac	28.25	13.42 %
Air-Cond	6.60	1.82 %
Oven	0.43	7.70 %
Total	107.71	9.83 %

Branch *	MTD Sales L	Brand Share %
CH15	16.87	14.08 %
CH06	6.41	11.93 %
CH20	3.09	5.60 %
CH34	3.09	6.79 %
CH24	2.28	6.67 %
CH33	2.11	5.28 %
MJR1	1.60	2.92 %
CH17	1.43	4.76 %
UKI1	1.36	7.09 %
CH43	0.85	2.42 %
CH32	0.75	6.10 %
CH23	0.62	2.66 %
CH09	0.60	1.48 %
PON1	0.53	1.94 %
CH36	0.24	1.29 %
CH41	0.17	0.38 %
CH01	0.15	14.63 %
CH27	0.13	0.69 %
CH31		0.00 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	107.71	9.83 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	39.04	17.53 %
Fridge	29.56	19.21 %
Wash-Mac	25.96	18.16 %
Air-Cond	3.47	2.10 %
Total	98.03	14.29 %

Branch *	MTD Sales L	Brand Share %
CUD1	10.04	13.98 %
POY1	7.79	11.27 %
TRK1	7.26	14.01 %
KKI2	5.42	10.85 %
VPM2	4.92	12.12 %
VCM1	4.65	14.75 %
KML1	3.11	10.41 %
POY2	2.66	10.70 %
TDM1	2.62	8.36 %
STP1	1.05	7.43 %
MKM1	0.74	4.16 %
TVM1	0.39	2.84 %
TVM2	0.36	2.15 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	98.03	14.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.08	12.81 %
Fridge	19.37	13.60 %
Wash-Mac	13.20	10.80 %
Air-Cond	1.22	0.81 %
Total	59.87	9.63 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.94	11.03 %
TRR1	5.72	13.24 %
AKM1	3.79	10.03 %
ABR1	3.36	14.76 %
ARC2	2.38	7.01 %
VEL1	1.30	3.53 %
SBR1	0.91	2.46 %
VSI1	0.85	2.75 %
VEL2	0.55	1.41 %
PTU1	0.47	6.74 %
CPT1	0.44	2.71 %
SLG1	0.44	3.47 %
WJD1	0.40	2.46 %
WJP1	0.35	1.92 %
GDM1	0.21	1.11 %
VNB1	0.17	1.01 %
ANI1	0.13	0.84 %
UGI1	0.13	1.60 %
BGR1		0.00 %
KPM1		0.00 %
WHVL		0.00 %
Total	59.87	9.63 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.60	29.11 %
Fridge	5.52	31.96 %
Wash-Mac	4.02	33.92 %
Air-Cond	0.58	4.66 %
Oven	0.33	35.53 %
Total	16.05	26.02 %

Branch *	MTD Sales L	Brand Share %
Total	16.05	26.02 %