

MTD Sales
1,488.54 L

Brand Share %
14.95 %

Information:

MTD : 01-08-2025 To 16-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.95 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	541.12	17.67 %
Fridge	501.41	22.61 %
Wash-Mac	362.40	17.40 %
Air-Cond	79.19	3.11 %
Oven	4.43	10.46 %
Total	1,488.54	14.95 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	232.20	14.89 %
CHENNAI-01	226.11	15.63 %
TRICHY-01	220.45	16.19 %
SOUTH-03	186.83	16.32 %
WEST-01	168.42	21.49 %
WEST-02	142.29	14.99 %
CHENNAI-02	115.67	9.96 %
SOUTH ARCOT	113.98	13.83 %
NORTH ARCOT	64.10	9.79 %
KL-SOUTH	18.49	27.23 %
Total	1,488.54	14.95 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	80.82	23.59 %
LED TV	79.81	16.70 %
Wash-Mac	60.22	18.88 %
Air-Cond	10.27	2.49 %
Oven	1.09	14.14 %
Total	232.20	14.89 %

Branch *	MTD Sales L	Brand Share %
TVL1	24.05	13.65 %
TUT2	9.00	14.62 %
NGR1	7.66	13.08 %
TKS2	7.18	11.01 %
KVT1	7.05	8.74 %
SKD1	6.25	12.60 %
PKD1	5.36	11.64 %
MAR1	5.12	11.39 %
APK1	3.09	9.21 %
SNL1	2.66	10.06 %
KYR1	1.47	9.15 %
ARM1	1.20	13.70 %
COL1	1.07	10.68 %
VKM1	0.97	6.18 %
KSM1	0.75	8.47 %
S2SD	0.67	7.44 %
KGL1	0.64	4.10 %
SVK1	0.43	0.95 %
PDI1	0.35	1.82 %
TYI1	0.18	0.74 %
WHTV		0.00 %
ERL1	-0.06	-1.22 %
Total	232.20	14.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	80.13	29.00 %
LED TV	73.52	20.21 %
Wash-Mac	46.24	17.11 %
Air-Cond	25.58	4.83 %
Oven	0.64	10.37 %
Total	226.11	15.63 %

Branch *	MTD Sales L	Brand Share %
CH14	15.18	14.84 %
CH42	5.67	8.58 %
CH11	4.53	6.23 %
CH38	3.78	12.48 %
TKM1	1.89	9.65 %
CZWH	1.14	12.09 %
SKL1	0.54	1.74 %
GUD2	0.51	1.19 %
CH26	0.16	1.39 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	12.64 %
Total	226.11	15.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	82.35	25.52 %
LED TV	80.28	19.06 %
Wash-Mac	45.43	19.49 %
Air-Cond	12.03	3.16 %
Oven	0.35	8.59 %
Total	220.45	16.19 %

Branch *	MTD Sales L	Brand Share %
TNJ1	10.65	12.97 %
MDI1	9.96	11.67 %
KIK1	6.04	12.06 %
PTK1	5.84	9.48 %
JKM1	2.71	6.47 %
TRY2	1.99	7.53 %
TYR1	1.99	6.01 %
PDK1	1.42	4.25 %
NCK1	1.32	7.48 %
PBR1	0.87	3.40 %
TVR1	0.86	2.60 %
NGT1	0.48	1.01 %
KRN1	0.41	2.53 %
NMM1	0.19	0.98 %
WTRZ		0.00 %
Total	220.45	16.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	76.55	21.55 %
Fridge	59.86	21.25 %
Wash-Mac	40.85	15.82 %
Air-Cond	9.38	3.81 %
Oven	0.19	5.34 %
Total	186.83	16.32 %

Branch *	MTD Sales L	Brand Share %
MDU2	9.53	12.63 %
KKD2	4.12	11.28 %
SVG1	3.54	12.89 %
TEN2	3.09	12.02 %
TMM1	2.65	8.32 %
MDU3	2.14	6.51 %
MDU4	1.75	6.06 %
ODM1	1.59	13.38 %
BNR1	1.04	5.22 %
MLR1	0.74	1.80 %
TDI1	0.63	4.15 %
SGP1	0.41	1.77 %
PNI1	0.21	1.50 %
PKM1	0.17	1.22 %
TPT1	0.14	0.48 %
WHMD		0.00 %
Total	186.83	16.32 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	64.30	22.56 %
Fridge	51.16	26.99 %
Wash-Mac	48.31	21.33 %
Air-Cond	3.72	4.85 %
Oven	0.94	15.67 %
Total	168.42	21.49 %

Branch *	MTD Sales L	Brand Share %
PLI1	6.37	14.84 %
CBE4	2.86	7.62 %
CBE3	1.90	14.93 %
KMD1	1.61	9.21 %
PPI1	0.97	5.70 %
KGI1	0.75	6.75 %
KGM1	0.30	2.78 %
GDR1	0.23	2.21 %
Total	168.42	21.49 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	50.00	15.30 %
Fridge	45.91	19.35 %
Wash-Mac	41.34	17.06 %
Air-Cond	4.69	3.38 %
Oven	0.34	9.08 %
Total	142.29	14.99 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.85	14.05 %
SLM3	4.05	9.78 %
SLM2	3.13	7.34 %
TCG1	1.46	8.11 %
OML1	1.26	3.86 %
VKL1	1.21	9.13 %
EDP1	0.97	5.69 %
APN1	0.50	3.22 %
RSP1	0.39	1.37 %
HRR1	0.28	2.03 %
SGG1	0.25	2.71 %
EPI1	0.24	1.00 %
KMM1	0.17	1.16 %
BMD1	0.15	0.75 %
DPR2	0.14	0.91 %
PDR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	142.29	14.99 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	40.78	12.18 %
Fridge	36.30	16.77 %
Wash-Mac	30.84	13.84 %
Air-Cond	7.33	1.92 %
Oven	0.43	6.98 %
Total	115.67	9.96 %

Branch *	MTD Sales L	Brand Share %
CH15	18.07	14.25 %
CH06	6.60	11.88 %
CH20	3.61	6.07 %
CH34	3.43	7.26 %
CH24	2.28	6.34 %
CH33	2.26	5.44 %
MJR1	1.60	2.81 %
CH17	1.43	4.39 %
UKI1	1.36	6.66 %
CH32	1.06	7.54 %
CH43	1.01	2.57 %
CH23	0.82	3.05 %
CH09	0.72	1.63 %
PON1	0.53	1.85 %
CH36	0.24	1.15 %
CH41	0.17	0.36 %
CH01	0.15	13.64 %
CH27	0.13	0.65 %
CH31		0.00 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	115.67	9.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	42.08	16.11 %
Fridge	36.79	20.38 %
Wash-Mac	30.71	18.35 %
Air-Cond	4.40	2.06 %
Total	113.98	13.83 %

Branch *	MTD Sales L	Brand Share %
POY2	10.92	11.73 %
CUD1	10.35	13.90 %
POY1	9.77	9.36 %
TRK1	7.60	13.67 %
KKI2	6.02	11.05 %
VPM2	5.50	12.85 %
VCM1	4.65	14.04 %
KML1	3.11	10.19 %
TDM1	2.81	8.57 %
STP1	1.05	7.03 %
MKM1	0.86	4.41 %
TVM1	0.39	2.66 %
TVM2	0.36	2.09 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	113.98	13.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.10	12.58 %
Fridge	21.99	14.49 %
Wash-Mac	13.79	10.68 %
Air-Cond	1.22	0.78 %
Total	64.10	9.79 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.25	11.21 %
TRR1	6.06	13.37 %
AKM1	3.99	9.96 %
ARC2	2.63	7.68 %
VEL1	1.30	3.50 %
VNB1	1.01	5.74 %
SBR1	0.91	2.32 %
VSI1	0.85	2.56 %
VEL2	0.70	1.72 %
PTU1	0.47	6.62 %
CPT1	0.44	2.58 %
SLG1	0.44	3.41 %
WJD1	0.40	2.27 %
WJP1	0.35	1.84 %
UGI1	0.25	3.08 %
GDM1	0.21	1.01 %
ANI1	0.13	0.78 %
BGR1		0.00 %
KPM1		0.00 %
WHVL		0.00 %
Total	64.10	9.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.72	31.94 %
Fridge	6.08	33.31 %
Wash-Mac	4.65	33.04 %
Air-Cond	0.58	4.29 %
Oven	0.46	43.27 %
Total	18.49	27.23 %

Branch *	MTD Sales L	Brand Share %
Total	18.49	27.23 %