

MTD Sales
869.54 L

Brand Share %
15.53 %

Information:

MTD : 01-09-2025 To 16-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	292.57	23.12 %
LED TV	268.87	16.69 %
Wash-Mac	237.52	20.85 %
Air-Cond	65.77	4.54 %
Oven	4.51	20.31 %
Home-The	0.31	0.27 %
Total	869.54	15.53 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	141.07	14.45 %
CHENNAI-01	131.64	15.64 %
SOUTH-03	123.12	17.88 %
TRICHY-01	93.91	14.31 %
WEST-01	87.38	20.32 %
WEST-02	77.71	15.64 %
CHENNAI-02	72.87	11.56 %
SOUTH ARCOT	68.65	17.35 %
NORTH ARCOT	39.20	11.46 %
KL-SOUTH	33.99	24.18 %
Total	869.54	15.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	51.41	23.65 %
Wash-Mac	39.00	21.17 %
LED TV	38.37	16.04 %
Air-Cond	11.06	3.59 %
Oven	1.23	29.47 %
Total	141.07	14.45 %

Branch *	MTD Sales L	Brand Share %
TUT1	18.92	15.50 %
RPM1	7.47	9.47 %
TUT2	6.21	12.89 %
TVL1	5.74	11.88 %
MAR1	4.65	11.63 %
KVT1	4.03	11.02 %
PKD1	2.82	11.77 %
TKS2	2.72	9.69 %
SVK1	2.51	8.46 %
ERL2	2.42	10.28 %
UDN1	2.04	13.20 %
VKM1	1.63	11.70 %
ASM1	1.54	14.91 %
SNL1	1.39	9.12 %
SKD1	1.27	8.82 %
APK2	1.17	9.03 %
APK1	1.12	7.34 %
KGL1	1.00	12.03 %
ARM1	0.87	10.19 %
TYI1	0.82	4.15 %
PDI1	0.62	4.33 %
COL1	0.55	7.87 %
KSM1	0.41	2.07 %
KYR1	0.30	3.01 %
S2SD		0.00 %
Total	141.07	14.45 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	43.70	26.98 %
LED TV	38.47	18.55 %
Wash-Mac	33.58	19.78 %
Air-Cond	15.33	5.36 %
Oven	0.56	19.63 %
Total	131.64	15.64 %

Branch *	MTD Sales L	Brand Share %
CH14	8.34	12.00 %
CH42	6.21	14.13 %
CH11	3.89	10.11 %
CH22	2.88	12.23 %
SKL1	2.75	13.40 %
CH30	2.60	9.74 %
CH38	2.05	11.75 %
GUD1	1.60	5.22 %
TKM1	0.77	5.36 %
CH29	0.74	14.62 %
CZWH	0.55	6.22 %
CH26	0.46	5.41 %
CH35	0.44	2.72 %
GUD2	0.39	1.71 %
MC10	0.14	5.64 %
CH37		0.00 %
WHC3		0.00 %
Total	131.64	15.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	41.84	22.86 %
LED TV	39.71	19.61 %
Wash-Mac	34.96	24.42 %
Air-Cond	6.05	4.15 %
Oven	0.56	29.83 %
Total	123.12	17.88 %

Branch *	MTD Sales L	Brand Share %
DGL1	7.22	14.73 %
MDU2	6.84	13.81 %
PVI1	5.30	14.73 %
TMM1	2.45	10.50 %
KYK1	1.80	11.79 %
KKD2	1.53	10.63 %
CBM1	1.48	11.55 %
DGL2	1.40	14.56 %
MDU5	1.38	14.70 %
BNR1	1.08	10.36 %
MDU4	0.98	6.09 %
TDI1	0.87	7.14 %
MLR1	0.84	6.13 %
PNI1	0.54	8.21 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	123.12	17.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	32.45	22.34 %
LED TV	29.10	15.14 %
Wash-Mac	25.68	24.01 %
Air-Cond	6.44	3.20 %
Oven	0.24	21.06 %
Total	93.91	14.31 %

Branch *	MTD Sales L	Brand Share %
TRY1	16.43	11.48 %
TNJ1	5.43	13.76 %
TNJ2	4.43	15.09 %
MDI1	3.35	12.36 %
PTK1	3.13	9.30 %
NGT1	1.76	6.85 %
JKM1	1.07	8.36 %
TVR1	0.79	6.45 %
TRY2	0.65	4.89 %
TYR1	0.59	2.88 %
PBR1	0.50	4.96 %
NCK1	0.47	5.29 %
NMM1	0.25	2.21 %
KRN1	0.23	2.86 %
PDK1		0.00 %
TZSD		0.00 %
Total	93.91	14.31 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	30.81	29.13 %
LED TV	26.80	18.61 %
Wash-Mac	24.87	22.50 %
Air-Cond	4.48	8.29 %
Oven	0.42	13.56 %
Total	87.38	20.32 %

Branch *	MTD Sales L	Brand Share %
UAM1	3.79	14.59 %
CBE4	2.57	12.46 %
PLI1	1.90	9.29 %
CBE5	1.34	8.55 %
GDR1	0.80	10.13 %
KMD1	0.63	5.31 %
PPI1	0.52	6.21 %
KGI1	0.37	4.30 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	87.38	20.32 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	26.97	19.84 %
LED TV	24.53	15.38 %
Fridge	23.21	18.30 %
Air-Cond	2.62	4.47 %
Oven	0.38	16.46 %
Total	77.71	15.64 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.86	11.94 %
SLM3	1.61	7.37 %
SLM2	1.46	7.82 %
OML1	1.40	9.79 %
KRI1	1.24	10.33 %
SGI1	0.83	5.46 %
MTR1	0.79	6.06 %
APN1	0.53	6.29 %
VKL1	0.41	4.02 %
KMM1	0.34	5.04 %
HRR1	0.33	5.78 %
SGG1	0.27	12.62 %
EDP1	0.16	2.05 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
TCG1		0.00 %
WZWH		0.00 %
Total	77.71	15.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	23.24	21.18 %
LED TV	23.09	12.60 %
Wash-Mac	17.63	14.50 %
Air-Cond	7.98	3.90 %
Oven	0.63	23.16 %
Home-The	0.31	3.67 %
Total	72.87	11.56 %

Branch *	MTD Sales L	Brand Share %
CH18	4.08	10.09 %
CH06	3.06	10.76 %
CH20	2.80	9.51 %
CH24	2.50	8.18 %
CH34	1.61	6.40 %
CH43	1.01	4.39 %
CH31	0.72	7.66 %
PON1	0.71	6.48 %
CH09	0.71	2.93 %
CH17	0.61	3.75 %
CH41	0.43	1.86 %
MJR1	0.39	1.39 %
CH33	0.21	0.98 %
CH32	0.16	2.29 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	72.87	11.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.50	20.99 %
Fridge	20.80	22.64 %
Wash-Mac	17.37	23.36 %
Air-Cond	4.79	4.79 %
Oven	0.19	22.19 %
Total	68.65	17.35 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.52	14.74 %
POY1	3.64	8.38 %
TRK1	3.57	14.62 %
POY2	2.52	8.38 %
KKI2	2.32	12.23 %
VCM1	1.26	9.98 %
STP1	0.67	10.38 %
TVM1	0.37	4.20 %
WHNV		0.00 %
Total	68.65	17.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.00	16.17 %
LED TV	10.14	9.49 %
Wash-Mac	9.59	13.83 %
Air-Cond	6.38	8.62 %
Oven	0.10	4.16 %
Total	39.20	11.46 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.74	9.41 %
AKM1	1.13	7.89 %
BGR1	0.75	10.41 %
VNB1	0.45	4.44 %
WJD1	0.33	3.06 %
UGI1	0.17	3.96 %
VEL1	0.15	0.93 %
WJP1	0.14	1.32 %
SLG1	0.13	2.61 %
ANI1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
VEL2		0.00 %
VSI1		0.00 %
Total	39.20	11.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	13.16	24.08 %
Fridge	12.13	28.01 %
Wash-Mac	7.88	33.59 %
Air-Cond	0.63	3.83 %
Oven	0.19	24.24 %
Total	33.99	24.18 %

Branch *	MTD Sales L	Brand Share %
Total	33.99	24.18 %