

MTD Sales
1,582.93 L

Brand Share %
14.94 %

Information:

MTD : 01-08-2025 To 17-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.94 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	577.25	17.51 %
Fridge	533.32	22.58 %
Wash-Mac	386.57	17.55 %
Air-Cond	81.12	3.01 %
Oven	4.67	10.49 %
Total	1,582.93	14.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	248.15	15.03 %
CHENNAI-01	239.96	15.55 %
TRICHY-01	232.74	16.22 %
SOUTH-03	200.98	16.37 %
WEST-01	181.48	21.20 %
WEST-02	150.84	14.98 %
CHENNAI-02	123.52	10.03 %
SOUTH ARCOT	116.45	13.55 %
NORTH ARCOT	67.93	9.57 %
KL-SOUTH	20.87	27.27 %
Total	1,582.93	14.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	87.19	23.96 %
LED TV	85.82	16.73 %
Wash-Mac	62.76	18.59 %
Air-Cond	11.30	2.64 %
Oven	1.09	13.48 %
Total	248.15	15.03 %

Branch *	MTD Sales L	Brand Share %
TVL1	26.85	14.43 %
TUT2	9.14	14.43 %
NGR1	8.30	13.54 %
KVT1	8.12	9.44 %
TKS2	7.93	11.22 %
SKD1	6.25	12.43 %
PKD1	5.55	11.91 %
MAR1	5.27	11.03 %
APK1	3.35	9.47 %
SNL1	3.01	10.47 %
KYR1	1.68	9.42 %
COL1	1.07	10.10 %
VKM1	0.97	6.01 %
KSM1	0.75	7.85 %
S2SD	0.67	7.44 %
KGL1	0.64	3.94 %
SVK1	0.59	1.18 %
PDI1	0.35	1.67 %
TYI1	0.18	0.70 %
WHTV		0.00 %
ERL1	-0.06	-1.22 %
Total	248.15	15.03 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	84.73	28.55 %
LED TV	79.39	20.04 %
Wash-Mac	49.62	17.51 %
Air-Cond	25.58	4.56 %
Oven	0.64	10.37 %
Total	239.96	15.55 %

Branch *	MTD Sales L	Brand Share %
CH14	15.43	14.64 %
CH42	5.86	8.02 %
CH11	5.07	6.80 %
CH38	3.78	11.82 %
TKM1	2.08	9.54 %
CZWH	1.14	12.09 %
CH29	1.07	14.77 %
SKL1	0.54	1.55 %
GUD2	0.51	1.10 %
CH26	0.16	1.13 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	11.52 %
Total	239.96	15.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	86.25	25.32 %
LED TV	85.25	19.14 %
Wash-Mac	48.25	19.59 %
Air-Cond	12.65	3.18 %
Oven	0.35	8.11 %
Total	232.74	16.22 %

Branch *	MTD Sales L	Brand Share %
TNJ1	11.66	13.41 %
MDI1	10.58	11.85 %
KIK1	6.50	12.24 %
PTK1	5.96	9.12 %
JKM1	2.71	6.30 %
TRY2	1.99	7.26 %
TYR1	1.99	5.68 %
NCK1	1.58	8.58 %
PDK1	1.42	4.00 %
PBR1	0.87	3.34 %
TVR1	0.86	2.51 %
NGT1	0.48	0.97 %
NMM1	0.43	2.08 %
KRN1	0.41	2.37 %
WTRZ		0.00 %
Total	232.74	16.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	81.47	21.16 %
Fridge	64.47	21.49 %
Wash-Mac	45.48	16.62 %
Air-Cond	9.38	3.53 %
Oven	0.19	4.88 %
Total	200.98	16.37 %

Branch *	MTD Sales L	Brand Share %
MDU2	11.96	13.98 %
KKD2	4.12	10.87 %
SVG1	3.71	13.21 %
TMM1	3.32	9.51 %
TEN2	3.09	11.75 %
MDU3	2.14	6.39 %
MDU4	1.75	5.39 %
BNR1	1.28	5.89 %
MLR1	0.74	1.72 %
TDI1	0.63	3.91 %
SGP1	0.41	1.72 %
PNI1	0.34	2.15 %
PKM1	0.17	1.13 %
TPT1	0.14	0.46 %
WHMD		0.00 %
Total	200.98	16.37 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	69.09	22.28 %
Fridge	55.67	26.87 %
Wash-Mac	52.06	21.47 %
Air-Cond	3.72	4.12 %
Oven	0.94	15.67 %
Total	181.48	21.20 %

Branch *	MTD Sales L	Brand Share %
PLI1	6.63	14.90 %
CBE4	2.86	6.40 %
GBM1	2.80	14.89 %
CBE3	1.90	14.03 %
KMD1	1.61	8.63 %
PPI1	1.30	7.21 %
ANR1	1.18	14.52 %
KGI1	0.75	6.13 %
KGM1	0.30	2.60 %
GDR1	0.23	2.08 %
Total	181.48	21.20 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	53.38	15.17 %
Fridge	47.68	19.19 %
Wash-Mac	44.46	17.26 %
Air-Cond	4.98	3.43 %
Oven	0.34	8.73 %
Total	150.84	14.98 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.37	13.94 %
SLM3	4.95	10.40 %
SLM2	3.26	7.31 %
OML1	1.90	5.42 %
TCG1	1.46	7.17 %
VKL1	1.21	8.39 %
EDP1	1.13	6.24 %
RSP1	0.57	1.92 %
APN1	0.50	3.06 %
SGG1	0.44	4.74 %
HRR1	0.28	1.97 %
EPI1	0.24	0.91 %
KMM1	0.17	1.07 %
PDR1	0.16	1.05 %
BMD1	0.15	0.73 %
DPR2	0.14	0.85 %
SGI1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	150.84	14.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	43.20	11.97 %
Fridge	40.14	17.18 %
Wash-Mac	32.43	13.93 %
Air-Cond	7.33	1.84 %
Oven	0.43	6.46 %
Total	123.52	10.03 %

Branch *	MTD Sales L	Brand Share %
CH15	18.50	13.96 %
CH06	6.94	12.16 %
GPD1	4.01	14.57 %
CH34	3.75	7.58 %
CH20	3.61	5.66 %
CH24	2.48	6.43 %
CH33	2.40	5.42 %
MJR1	1.82	3.09 %
CH17	1.43	4.10 %
UKI1	1.36	6.25 %
CH32	1.06	8.03 %
CH43	1.01	2.37 %
CH23	0.82	2.87 %
CH09	0.72	1.52 %
PON1	0.53	1.72 %
CH36	0.37	1.66 %
CH27	0.27	1.27 %
CH41	0.17	0.34 %
CH01	0.15	13.64 %
CH31		0.00 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	123.52	10.03 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	42.56	15.52 %
Fridge	37.74	20.04 %
Wash-Mac	31.75	18.14 %
Air-Cond	4.40	2.00 %
Total	116.45	13.55 %

Branch *	MTD Sales L	Brand Share %
POY2	10.92	11.19 %
CUD1	10.35	13.55 %
POY1	9.77	8.83 %
TRK1	8.07	13.81 %
KKI2	6.19	11.18 %
VPM2	5.50	12.54 %
VCM1	4.88	14.41 %
KML1	3.46	10.64 %
TDM1	2.81	8.32 %
STP1	1.05	7.04 %
MKM1	0.86	4.20 %
TVM1	0.39	2.44 %
TVM2	0.36	2.07 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	116.45	13.55 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.19	12.35 %
Fridge	22.72	13.99 %
Wash-Mac	14.71	10.64 %
Air-Cond	1.22	0.72 %
Oven	0.09	3.28 %
Total	67.93	9.57 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.81	11.16 %
TRR1	6.57	13.39 %
AKM1	4.11	9.34 %
ABR1	3.76	13.92 %
ARC2	2.87	7.79 %
VEL1	1.30	3.23 %
SBR1	1.30	3.08 %
VNB1	1.19	5.98 %
VSI1	0.95	2.74 %
VEL2	0.70	1.60 %
SLG1	0.65	4.36 %
PTU1	0.47	6.44 %
CPT1	0.44	2.46 %
WJD1	0.40	2.24 %
WJP1	0.35	1.62 %
UGI1	0.25	1.99 %
GDM1	0.21	0.94 %
ANI1	0.13	0.73 %
BGR1		0.00 %
KPM1		0.00 %
WHVL		0.00 %
Total	67.93	9.57 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	7.90	32.88 %
Fridge	6.74	33.36 %
Wash-Mac	5.05	32.27 %
Oven	0.61	50.22 %
Air-Cond	0.58	3.74 %
Total	20.87	27.27 %

Branch *	MTD Sales L	Brand Share %
Total	20.87	27.27 %