

MTD Sales
1,628.74 L

Brand Share %
14.97 %

Information:

MTD : 01-08-2025 To 18-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.97 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	593.96	17.50 %
Fridge	548.46	22.58 %
Wash-Mac	400.50	17.65 %
Air-Cond	81.16	2.96 %
Oven	4.67	10.23 %
Total	1,628.74	14.97 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	254.98	14.98 %
CHENNAI-01	246.56	15.59 %
TRICHY-01	239.17	16.22 %
SOUTH-03	208.08	16.49 %
WEST-01	187.58	21.21 %
WEST-02	154.66	14.96 %
CHENNAI-02	127.73	10.12 %
SOUTH ARCOT	119.19	13.62 %
NORTH ARCOT	69.93	9.62 %
KL-SOUTH	20.87	26.03 %
Total	1,628.74	14.97 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	89.90	23.97 %
LED TV	87.23	16.51 %
Wash-Mac	65.70	18.84 %
Air-Cond	11.05	2.50 %
Oven	1.09	13.33 %
Total	254.98	14.98 %

Branch *	MTD Sales L	Brand Share %
TVL1	27.76	14.50 %
TUT2	9.46	14.33 %
NGR1	8.59	12.87 %
KVT1	8.12	9.15 %
TKS2	8.10	11.15 %
SKD1	6.38	12.52 %
PKD1	5.79	12.29 %
MAR1	5.49	11.31 %
APK1	3.35	9.13 %
SNL1	3.01	10.25 %
KYR1	1.68	8.94 %
ARM1	1.50	14.96 %
COL1	1.07	10.10 %
KSM1	1.01	10.23 %
VKM1	0.97	5.83 %
KGL1	0.80	4.95 %
S2SD	0.67	7.44 %
SVK1	0.59	1.14 %
PDI1	0.35	1.59 %
TYI1	0.32	1.24 %
ERL1	-0.06	-1.22 %
Total	254.98	14.98 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	86.79	28.51 %
LED TV	82.56	20.22 %
Wash-Mac	50.99	17.41 %
Air-Cond	25.58	4.49 %
Oven	0.64	10.37 %
Total	246.56	15.59 %

Branch *	MTD Sales L	Brand Share %
CH11	6.11	8.00 %
CH42	6.10	8.15 %
CH38	3.94	12.26 %
TKM1	2.08	9.42 %
CZWH	1.14	9.27 %
CH29	1.07	14.29 %
SKL1	0.54	1.53 %
GUD2	0.51	1.08 %
CH26	0.16	1.11 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	10.16 %
Total	246.56	15.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	88.85	19.29 %
Fridge	87.57	24.99 %
Wash-Mac	49.48	19.66 %
Air-Cond	12.93	3.17 %
Oven	0.35	7.99 %
Total	239.17	16.22 %

Branch *	MTD Sales L	Brand Share %
TNJ1	12.06	13.58 %
MDI1	10.58	11.69 %
KIK1	7.19	13.23 %
PTK1	6.70	9.87 %
JKM1	2.71	6.22 %
TRY2	2.14	7.64 %
TYR1	1.99	5.37 %
PDK1	1.68	4.56 %
NCK1	1.58	8.47 %
PBR1	0.87	3.20 %
TVR1	0.86	2.43 %
KRN1	0.74	4.18 %
NGT1	0.48	0.96 %
NMM1	0.43	1.99 %
WTRZ		0.00 %
Total	239.17	16.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	83.69	21.07 %
Fridge	67.47	21.89 %
Wash-Mac	47.36	16.71 %
Air-Cond	9.38	3.49 %
Oven	0.19	4.69 %
Total	208.08	16.49 %

Branch *	MTD Sales L	Brand Share %
MDU2	12.27	13.87 %
KKD2	4.38	11.33 %
SVG1	4.02	13.20 %
TMM1	3.64	10.13 %
TEN2	3.26	11.97 %
MDU3	2.14	6.39 %
MDU4	1.75	5.18 %
BNR1	1.63	7.32 %
MLR1	0.74	1.70 %
TDI1	0.63	3.90 %
SGP1	0.56	2.31 %
PNI1	0.34	2.13 %
PKM1	0.17	1.13 %
TPT1	0.14	0.44 %
WHMD		0.00 %
Total	208.08	16.49 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	72.38	22.40 %
Fridge	56.57	26.51 %
Wash-Mac	53.97	21.68 %
Air-Cond	3.72	4.01 %
Oven	0.94	15.40 %
Total	187.58	21.21 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.86	6.28 %
KMD1	1.82	9.25 %
PPI1	1.42	7.72 %
ANR1	1.18	14.16 %
KGI1	0.75	5.99 %
KGM1	0.30	2.56 %
GDR1	0.23	2.01 %
Total	187.58	21.21 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	53.50	14.76 %
Fridge	49.62	19.42 %
Wash-Mac	46.21	17.49 %
Air-Cond	4.98	3.37 %
Oven	0.34	8.73 %
Total	154.66	14.96 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.73	14.01 %
SLM3	5.13	10.60 %
SLM2	3.26	7.08 %
OML1	2.07	5.81 %
TCG1	1.46	7.07 %
VKL1	1.21	8.03 %
EDP1	1.13	6.20 %
RSP1	0.67	2.24 %
APN1	0.50	3.03 %
SGG1	0.44	4.66 %
KMM1	0.31	1.95 %
HRR1	0.28	1.88 %
EPI1	0.24	0.90 %
PDR1	0.16	1.04 %
BMD1	0.15	0.72 %
DPR2	0.14	0.80 %
SGI1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	154.66	14.96 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	44.36	12.03 %
Fridge	41.48	17.32 %
Wash-Mac	34.13	14.17 %
Air-Cond	7.33	1.80 %
Oven	0.43	6.13 %
Total	127.73	10.12 %

Branch *	MTD Sales L	Brand Share %
CH15	18.84	14.02 %
CH06	6.94	11.94 %
CH34	3.75	7.39 %
CH20	3.61	5.47 %
CH24	2.48	6.32 %
CH33	2.40	5.27 %
MJR1	1.82	3.05 %
CH17	1.43	4.01 %
UKI1	1.36	5.92 %
CH43	1.15	2.62 %
CH32	1.06	7.49 %
CH09	1.00	2.03 %
CH23	0.97	3.31 %
PON1	0.53	1.69 %
CH36	0.37	1.63 %
CH27	0.27	1.22 %
CH41	0.17	0.33 %
CH01	0.15	13.64 %
CH31	0.14	0.78 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	127.73	10.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.45	15.55 %
Fridge	38.34	19.98 %
Wash-Mac	33.01	18.41 %
Air-Cond	4.40	1.97 %
Total	119.19	13.62 %

Branch *	MTD Sales L	Brand Share %
CUD1	10.97	13.99 %
POY2	10.92	10.97 %
POY1	9.99	8.91 %
TRK1	8.22	13.78 %
KKI2	6.19	11.11 %
VPM2	5.50	12.54 %
VCM1	4.88	14.41 %
KML1	3.46	10.37 %
TDM1	2.81	8.21 %
TVM2	1.27	6.91 %
STP1	1.05	7.04 %
MKM1	0.86	4.17 %
TVM1	0.39	2.42 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	119.19	13.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.04	12.49 %
Fridge	23.98	14.19 %
Wash-Mac	14.59	10.25 %
Air-Cond	1.22	0.71 %
Oven	0.09	2.92 %
Total	69.93	9.62 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.94	10.98 %
TRR1	6.57	13.27 %
AKM1	4.11	9.34 %
ARC2	3.01	7.87 %
SBR1	1.44	3.35 %
VEL1	1.30	3.13 %
VNB1	1.19	5.84 %
VSI1	0.95	2.72 %
VEL2	0.70	1.54 %
SLG1	0.65	4.28 %
PTU1	0.47	6.44 %
CPT1	0.44	2.35 %
WJD1	0.40	2.17 %
WJP1	0.35	1.55 %
UGI1	0.25	1.97 %
GDM1	0.21	0.92 %
ANI1	0.13	0.70 %
BGR1		0.00 %
KPM1		0.00 %
WHVL		0.00 %
Total	69.93	9.62 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	7.90	31.04 %
Fridge	6.74	31.82 %
Wash-Mac	5.05	29.89 %
Oven	0.61	50.22 %
Air-Cond	0.58	3.74 %
Total	20.87	26.03 %

Branch *	MTD Sales L	Brand Share %
Total	20.87	26.03 %