

MTD Sales
917.26 L

Brand Share %
15.33 %

Information:

MTD : 01-09-2025 To 18-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.33 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	310.02	22.80 %
LED TV	284.61	16.41 %
Wash-Mac	248.75	20.35 %
Air-Cond	69.08	4.55 %
Oven	4.51	19.37 %
Home-The	0.31	0.24 %
Total	917.26	15.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	149.69	14.43 %
CHENNAI-01	136.18	15.25 %
SOUTH-03	128.47	17.50 %
TRICHY-01	103.74	14.32 %
WEST-01	92.82	19.70 %
WEST-02	81.78	15.21 %
CHENNAI-02	76.31	11.45 %
SOUTH ARCOT	70.61	17.21 %
NORTH ARCOT	41.63	11.52 %
KL-SOUTH	36.05	24.66 %
Total	917.26	15.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	55.13	23.76 %
Wash-Mac	41.23	20.88 %
LED TV	39.97	15.54 %
Air-Cond	12.13	3.78 %
Oven	1.23	28.63 %
Total	149.69	14.43 %

Branch *	MTD Sales L	Brand Share %
RPM1	7.88	9.68 %
TUT2	6.45	12.48 %
TVL1	6.03	11.90 %
MAR1	5.21	12.45 %
KVT1	4.37	11.27 %
PKD1	3.54	13.63 %
TKS2	3.13	10.43 %
ERL2	2.85	11.75 %
SVK1	2.65	8.69 %
UDN1	2.04	12.30 %
VKM1	1.63	11.42 %
SKD1	1.41	9.62 %
SNL1	1.39	8.78 %
APK2	1.34	9.68 %
APK1	1.34	8.48 %
KGL1	1.22	14.42 %
ARM1	0.87	9.99 %
TYI1	0.82	3.99 %
PDI1	0.62	4.01 %
COL1	0.55	7.87 %
KYR1	0.51	4.91 %
KSM1	0.41	2.03 %
S2SD		0.00 %
Total	149.69	14.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	45.27	24.97 %
LED TV	40.05	18.30 %
Wash-Mac	34.40	18.92 %
Air-Cond	15.89	5.44 %
Oven	0.56	18.29 %
Total	136.18	15.25 %

Branch *	MTD Sales L	Brand Share %
CH14	8.47	11.85 %
CH42	6.27	13.79 %
CH11	3.89	8.73 %
CH30	3.01	10.94 %
CH22	2.88	11.91 %
SKL1	2.60	11.88 %
CH38	2.28	12.74 %
GUD1	1.60	5.19 %
TKM1	0.77	4.98 %
CH29	0.74	14.62 %
CZWH	0.55	9.86 %
CH26	0.46	5.41 %
CH35	0.44	2.69 %
GUD2	0.39	1.71 %
MC10	0.14	4.52 %
CH37		0.00 %
WHC3		0.00 %
Total	136.18	15.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	43.65	22.76 %
LED TV	41.44	18.68 %
Wash-Mac	36.40	23.63 %
Air-Cond	6.41	4.25 %
Oven	0.56	25.19 %
Total	128.47	17.50 %

Branch *	MTD Sales L	Brand Share %
DGL1	7.68	14.81 %
MDU2	6.84	13.40 %
PVI1	5.44	14.55 %
TMM1	2.45	9.92 %
KYK1	2.42	13.83 %
KRR1	1.95	14.97 %
CBM1	1.64	11.49 %
KKD2	1.53	10.46 %
DGL2	1.40	13.86 %
MDU5	1.38	14.70 %
BNR1	1.08	9.20 %
MDU4	0.98	5.92 %
TDI1	0.87	6.72 %
MLR1	0.84	5.77 %
PNI1	0.76	11.22 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
Total	128.47	17.50 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	36.65	22.81 %
LED TV	32.75	15.40 %
Wash-Mac	27.34	23.04 %
Air-Cond	6.75	3.07 %
Oven	0.24	21.06 %
Total	103.74	14.32 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.19	10.99 %
TNJ1	6.03	13.53 %
PTK1	3.67	9.47 %
MDI1	3.27	12.47 %
AYR1	2.25	15.03 %
NGT1	1.92	6.84 %
JKM1	1.07	7.45 %
TVR1	0.93	7.02 %
NCK1	0.72	6.32 %
TRY2	0.65	4.38 %
TYR1	0.59	2.79 %
PBR1	0.50	4.88 %
KRN1	0.44	4.68 %
NMM1	0.25	1.97 %
PDK1		0.00 %
TZSD		0.00 %
Total	103.74	14.32 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	32.01	27.69 %
LED TV	29.23	17.95 %
Wash-Mac	25.96	22.25 %
Air-Cond	5.19	8.78 %
Oven	0.42	12.60 %
Total	92.82	19.70 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.57	11.59 %
PLI1	1.90	8.89 %
CBE5	1.34	8.36 %
GDR1	0.94	10.38 %
KMD1	0.79	5.82 %
PPI1	0.52	6.21 %
KGI1	0.37	3.99 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	92.82	19.70 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	28.22	19.41 %
LED TV	26.37	15.36 %
Fridge	24.18	17.60 %
Air-Cond	2.62	4.03 %
Oven	0.38	16.46 %
Total	81.78	15.21 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.86	11.01 %
SLM3	1.99	8.35 %
SLM2	1.60	7.72 %
OML1	1.40	9.24 %
KRI1	1.24	9.82 %
SGI1	0.83	5.18 %
MTR1	0.79	5.67 %
APN1	0.53	5.61 %
VKL1	0.41	3.78 %
KMM1	0.34	4.85 %
HRR1	0.33	5.60 %
SGG1	0.27	10.14 %
EDP1	0.16	1.91 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
TCG1		0.00 %
WZWH		0.00 %
Total	81.78	15.21 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	24.89	21.59 %
LED TV	23.63	12.16 %
Wash-Mac	18.59	14.19 %
Air-Cond	8.27	3.87 %
Oven	0.63	22.22 %
Home-The	0.31	3.31 %
Total	76.31	11.45 %

Branch *	MTD Sales L	Brand Share %
CH18	4.25	9.47 %
CH20	3.34	10.75 %
CH06	3.24	10.37 %
CH24	2.67	7.94 %
CH34	1.61	6.16 %
CH43	1.01	3.97 %
CH31	0.93	8.72 %
PON1	0.71	6.15 %
CH09	0.71	2.86 %
CH17	0.61	3.33 %
CH41	0.43	1.89 %
MJR1	0.39	1.34 %
CH33	0.21	0.95 %
CH23	0.16	1.47 %
CH32	0.16	2.22 %
CH01		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	76.31	11.45 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.29	20.81 %
Fridge	21.43	22.38 %
Wash-Mac	17.91	23.27 %
Air-Cond	4.79	4.70 %
Oven	0.19	22.19 %
Total	70.61	17.21 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.74	14.71 %
POY1	3.97	8.72 %
TRK1	3.57	14.34 %
POY2	2.81	8.91 %
KKI2	2.32	11.38 %
VCM1	1.40	10.44 %
STP1	0.67	10.38 %
TVM1	0.37	3.87 %
WHNV		0.00 %
Total	70.61	17.21 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.51	15.80 %
LED TV	11.61	10.36 %
Wash-Mac	10.03	13.45 %
Air-Cond	6.38	8.31 %
Oven	0.10	4.31 %
Total	41.63	11.52 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.96	9.92 %
AKM1	1.13	7.73 %
BGR1	0.75	9.67 %
VNB1	0.45	3.82 %
WJD1	0.33	2.76 %
SLG1	0.29	5.14 %
UGI1	0.17	3.79 %
VEL1	0.15	0.89 %
KPM1	0.14	1.02 %
WJP1	0.14	1.23 %
ANI1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PTU1		0.00 %
VEL2		0.00 %
VSI1		0.00 %
Total	41.63	11.52 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	13.29	29.94 %
LED TV	13.28	23.41 %
Wash-Mac	8.66	33.94 %
Air-Cond	0.63	3.77 %
Oven	0.19	21.05 %
Total	36.05	24.66 %

Branch *	MTD Sales L	Brand Share %
Total	36.05	24.66 %