

MTD Sales
1,662.55 L

Brand Share %
14.97 %

Information:

MTD : 01-08-2025 To 19-08-2025

* 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	603.98	17.45 %
Fridge	558.26	22.59 %
Wash-Mac	411.06	17.69 %
Air-Cond	84.34	3.01 %
Oven	4.91	10.53 %
Total	1,662.55	14.97 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	263.46	15.05 %
CHENNAI-01	255.30	15.80 %
TRICHY-01	241.77	16.16 %
SOUTH-03	212.56	16.49 %
WEST-01	191.99	21.19 %
WEST-02	155.77	14.90 %
CHENNAI-02	128.51	9.98 %
SOUTH ARCOT	120.13	13.52 %
NORTH ARCOT	71.68	9.69 %
KL-SOUTH	21.38	25.75 %
Total	1,662.55	14.97 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	93.32	24.27 %
LED TV	88.79	16.39 %
Wash-Mac	68.70	19.07 %
Air-Cond	11.44	2.51 %
Oven	1.22	14.76 %
Total	263.46	15.05 %

Branch *	MTD Sales L	Brand Share %
TVL1	28.13	14.43 %
NGR1	11.11	14.07 %
TUT2	9.46	14.12 %
KVT1	8.12	9.01 %
TKS2	8.10	11.05 %
SKD1	6.38	12.28 %
PKD1	6.10	12.53 %
MAR1	5.49	10.89 %
APK1	3.35	8.96 %
SNL1	3.01	9.84 %
KYR1	1.68	8.34 %
ARM1	1.50	14.60 %
VKM1	1.19	7.07 %
KSM1	1.17	11.53 %
COL1	1.07	10.10 %
KGL1	0.80	4.87 %
S2SD	0.67	7.31 %
SVK1	0.59	1.10 %
PDI1	0.35	1.55 %
TYI1	0.32	1.24 %
ERL1	-0.06	-1.22 %
Total	263.46	15.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	89.18	28.72 %
LED TV	84.32	20.25 %
Wash-Mac	54.59	17.88 %
Air-Cond	26.57	4.60 %
Oven	0.64	10.37 %
Total	255.30	15.80 %

Branch *	MTD Sales L	Brand Share %
CH42	6.42	8.37 %
CH11	6.01	7.73 %
CH38	4.10	12.69 %
TKM1	2.08	9.08 %
CZWH	1.14	9.27 %
CH29	1.07	14.29 %
CH26	0.67	4.48 %
SKL1	0.54	1.51 %
GUD2	0.51	1.03 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	10.16 %
Total	255.30	15.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	89.65	19.10 %
Fridge	88.57	25.01 %
Wash-Mac	49.90	19.50 %
Air-Cond	13.29	3.22 %
Oven	0.35	7.52 %
Total	241.77	16.16 %

Branch *	MTD Sales L	Brand Share %
TNJ1	12.06	13.35 %
MDI1	10.58	11.61 %
KIK1	7.40	13.51 %
PTK1	6.92	9.95 %
JKM1	2.87	6.51 %
TRY2	2.14	7.57 %
TYR1	1.99	5.28 %
PDK1	1.68	4.56 %
NCK1	1.58	8.25 %
PBR1	0.87	3.09 %
TVR1	0.86	2.43 %
KRN1	0.74	4.06 %
NGT1	0.48	0.93 %
NMM1	0.43	1.99 %
WTRZ		0.00 %
Total	241.77	16.16 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	85.66	20.99 %
Fridge	68.59	21.78 %
Wash-Mac	48.74	16.90 %
Air-Cond	9.38	3.43 %
Oven	0.19	4.69 %
Total	212.56	16.49 %

Branch *	MTD Sales L	Brand Share %
MDU2	12.80	13.92 %
KKD2	5.00	12.18 %
SVG1	4.02	12.81 %
TMM1	3.78	10.23 %
TEN2	3.43	12.23 %
MDU3	2.14	6.36 %
MDU4	1.75	4.91 %
BNR1	1.63	7.32 %
MLR1	0.74	1.67 %
TDI1	0.63	3.65 %
SGP1	0.56	2.28 %
PNI1	0.34	2.06 %
PKM1	0.17	1.05 %
TPT1	0.14	0.44 %
WHMD		0.00 %
Total	212.56	16.49 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	74.85	22.63 %
Fridge	57.70	26.38 %
Wash-Mac	54.79	21.58 %
Air-Cond	3.72	3.86 %
Oven	0.94	15.02 %
Total	191.99	21.19 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.86	6.20 %
KMD1	1.82	8.97 %
PPI1	1.42	7.55 %
ANR1	1.18	13.84 %
KGI1	0.75	5.89 %
KGM1	0.30	2.56 %
GDR1	0.23	1.95 %
Total	191.99	21.19 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	54.20	14.76 %
Fridge	49.44	19.19 %
Wash-Mac	45.91	17.28 %
Air-Cond	5.79	3.84 %
Oven	0.45	10.87 %
Total	155.77	14.90 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.94	14.11 %
SLM3	5.49	11.26 %
SLM2	3.26	7.04 %
OML1	2.07	5.89 %
TCG1	1.60	7.58 %
VKL1	1.21	8.17 %
EDP1	1.13	6.12 %
APN1	0.71	4.23 %
RSP1	0.67	2.23 %
SGG1	0.44	4.05 %
KMM1	0.31	1.95 %
HRR1	0.28	1.88 %
EPI1	0.24	0.89 %
PDR1	0.16	1.06 %
BMD1	0.15	0.71 %
DPR2	0.14	0.78 %
SGI1		0.00 %
WHKP		0.00 %
Total	155.77	14.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	44.91	11.98 %
Fridge	41.13	17.05 %
Wash-Mac	34.71	13.95 %
Air-Cond	7.33	1.76 %
Oven	0.43	6.03 %
Total	128.51	9.98 %

Branch *	MTD Sales L	Brand Share %
CH15	19.11	13.72 %
CH06	6.94	11.62 %
CH34	3.94	7.52 %
CH20	3.74	5.62 %
CH24	2.48	6.28 %
CH33	2.40	5.17 %
MJR1	1.82	3.01 %
CH17	1.62	4.47 %
UKI1	1.36	5.66 %
CH43	1.15	2.57 %
CH32	1.06	7.31 %
CH09	1.00	2.01 %
CH23	0.97	3.23 %
PON1	0.53	1.67 %
CH36	0.37	1.63 %
CH27	0.27	1.20 %
CH41	0.17	0.32 %
CH01	0.15	13.64 %
CH31	0.14	0.77 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	128.51	9.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.66	15.43 %
Fridge	38.55	19.77 %
Wash-Mac	33.52	18.33 %
Air-Cond	4.40	1.95 %
Total	120.13	13.52 %

Branch *	MTD Sales L	Brand Share %
CUD1	10.97	13.37 %
POY2	10.92	10.83 %
POY1	9.99	8.79 %
TRK1	8.22	13.60 %
KKI2	6.19	10.84 %
VPM2	5.50	12.53 %
VCM1	4.88	14.41 %
KML1	3.83	11.49 %
TDM1	2.81	8.21 %
TVM2	1.27	6.81 %
STP1	1.05	7.04 %
MKM1	0.86	4.17 %
TVM1	0.39	2.40 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	120.13	13.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.04	12.31 %
Fridge	24.84	14.46 %
Wash-Mac	14.85	10.24 %
Air-Cond	1.85	1.05 %
Oven	0.09	2.92 %
Total	71.68	9.69 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.94	10.74 %
TRR1	6.83	13.54 %
AKM1	4.11	9.17 %
ARC2	3.01	7.58 %
VEL1	1.46	3.42 %
SBR1	1.44	3.24 %
VNB1	1.19	5.70 %
VSI1	0.95	2.73 %
VEL2	0.70	1.52 %
SLG1	0.65	4.28 %
PTU1	0.47	6.08 %
CPT1	0.44	2.35 %
WJD1	0.40	2.17 %
WJP1	0.35	1.52 %
UGI1	0.25	1.97 %
GDM1	0.21	0.90 %
ANI1	0.13	0.68 %
BGR1		0.00 %
KPM1		0.00 %
WHVL		0.00 %
Total	71.68	9.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	7.90	30.30 %
Fridge	6.94	30.78 %
Wash-Mac	5.35	30.36 %
Oven	0.61	46.73 %
Air-Cond	0.58	3.74 %
Total	21.38	25.75 %

Branch *	MTD Sales L	Brand Share %
Total	21.38	25.75 %