

MTD Sales
966.92 L

Brand Share %
15.49 %

Information:

MTD : 01-09-2025 To 20-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.49 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	330.54	23.34 %
LED TV	294.70	16.19 %
Wash-Mac	266.50	20.78 %
Air-Cond	70.00	4.48 %
Oven	4.88	19.72 %
Home-The	0.31	0.23 %
Total	966.92	15.49 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	158.80	14.47 %
CHENNAI-01	143.57	15.36 %
SOUTH-03	139.95	17.93 %
TRICHY-01	110.28	14.66 %
WEST-01	97.83	19.51 %
WEST-02	87.73	16.05 %
CHENNAI-02	77.28	11.20 %
SOUTH ARCOT	72.05	17.27 %
NORTH ARCOT	43.43	11.73 %
KL-SOUTH	36.01	24.01 %
Total	966.92	15.49 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	58.05	24.11 %
Wash-Mac	45.46	21.78 %
LED TV	41.44	15.09 %
Air-Cond	12.49	3.66 %
Oven	1.37	29.55 %
Total	158.80	14.47 %

Branch *	MTD Sales L	Brand Share %
TUT1	20.46	15.48 %
NGR1	8.60	14.32 %
RPM1	8.43	10.13 %
TVL1	8.18	9.95 %
TUT2	6.61	12.66 %
MAR1	5.34	12.54 %
KVT1	4.56	11.49 %
PKD1	3.91	14.19 %
TKS2	3.13	10.29 %
ERL2	3.03	12.25 %
SVK1	2.77	8.51 %
UDN1	2.04	11.95 %
S2SD	1.94	13.04 %
ASM1	1.79	14.88 %
APK2	1.70	12.18 %
VKM1	1.63	11.01 %
SNL1	1.44	9.18 %
SKD1	1.41	9.43 %
APK1	1.34	8.32 %
KGL1	1.22	15.14 %
ARM1	0.87	9.88 %
TYI1	0.82	3.88 %
COL1	0.76	10.08 %
PDI1	0.62	3.94 %
KYR1	0.51	4.78 %
KSM1	0.41	2.03 %
Total	158.80	14.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	49.18	25.94 %
LED TV	41.60	18.05 %
Wash-Mac	35.65	18.07 %
Air-Cond	16.49	5.54 %
Oven	0.65	18.82 %
Total	143.57	15.36 %

Branch *	MTD Sales L	Brand Share %
CH14	8.75	11.87 %
CH11	4.03	8.85 %
CH30	3.26	11.46 %
CH22	3.05	12.29 %
SKL1	2.75	12.13 %
CH38	2.42	12.73 %
GUD1	1.60	4.90 %
TKM1	0.77	4.75 %
CH29	0.74	10.89 %
CZWH	0.55	9.86 %
CH26	0.46	5.58 %
CH35	0.44	2.70 %
GUD2	0.39	1.70 %
MC10	0.14	4.52 %
CH37		0.00 %
WHC3		0.00 %
Total	143.57	15.36 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	47.34	23.24 %
LED TV	44.72	19.03 %
Wash-Mac	40.59	24.66 %
Air-Cond	6.74	4.22 %
Oven	0.56	21.77 %
Total	139.95	17.93 %

Branch *	MTD Sales L	Brand Share %
DGL1	8.45	15.27 %
MDU2	6.98	13.72 %
PVI1	5.64	14.93 %
TMM1	2.45	9.61 %
KYK1	2.42	13.54 %
DGL2	1.70	15.21 %
KKD2	1.68	10.96 %
CBM1	1.64	10.90 %
SZSD	1.63	9.01 %
KRR1	1.60	11.70 %
MDU5	1.38	14.56 %
BNR1	1.08	8.72 %
MDU4	0.98	5.74 %
TDI1	0.87	6.30 %
MLR1	0.84	5.44 %
PNI1	0.76	10.05 %
SGP1		0.00 %
TPT1		0.00 %
Total	139.95	17.93 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	38.97	23.41 %
LED TV	33.97	15.22 %
Wash-Mac	30.29	24.69 %
Air-Cond	6.75	2.98 %
Oven	0.30	24.72 %
Total	110.28	14.66 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.63	11.04 %
TNJ1	6.17	13.20 %
MDI1	3.71	13.95 %
PTK1	3.67	9.25 %
TZSD	2.01	15.08 %
NGT1	1.92	6.48 %
TVR1	0.93	6.85 %
JKM1	0.90	6.07 %
NCK1	0.72	6.13 %
KRN1	0.68	6.86 %
TYR1	0.59	2.66 %
PBR1	0.50	4.57 %
TRY2	0.31	2.00 %
NMM1	0.25	1.96 %
PDK1		0.00 %
Total	110.28	14.66 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	34.09	27.57 %
LED TV	30.60	17.40 %
Wash-Mac	27.52	22.24 %
Air-Cond	5.19	8.58 %
Oven	0.42	11.94 %
Total	97.83	19.51 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.57	11.28 %
PLI1	1.90	8.24 %
CBE5	1.48	8.97 %
WZSD	1.23	9.48 %
GDR1	1.16	12.49 %
KMD1	0.79	5.65 %
PPI1	0.71	8.11 %
KGI1	0.37	3.93 %
ANR1		0.00 %
KGM1		0.00 %
Total	97.83	19.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	29.81	20.17 %
Fridge	28.25	20.19 %
LED TV	26.59	15.16 %
Air-Cond	2.62	4.09 %
Oven	0.47	19.38 %
Total	87.73	16.05 %

Branch *	MTD Sales L	Brand Share %
NKL2	3.20	11.94 %
SLM3	1.99	7.98 %
OML1	1.61	9.99 %
SLM2	1.60	7.83 %
KRI1	1.49	12.09 %
MTR1	1.00	7.14 %
SGI1	0.83	5.03 %
VKL1	0.62	5.83 %
APN1	0.53	5.50 %
KMM1	0.34	4.67 %
HRR1	0.33	5.24 %
SGG1	0.27	8.92 %
EDP1	0.16	1.85 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
TCG1		0.00 %
Total	87.73	16.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	24.81	12.16 %
Fridge	24.78	20.66 %
Wash-Mac	18.85	13.83 %
Air-Cond	7.91	3.64 %
Oven	0.63	22.22 %
Home-The	0.31	3.11 %
Total	77.28	11.20 %

Branch *	MTD Sales L	Brand Share %
CH18	4.25	9.19 %
CH20	3.34	10.00 %
CH06	3.24	9.86 %
CH24	2.31	6.76 %
CH34	1.92	6.90 %
CH43	1.16	4.31 %
CH31	0.72	6.92 %
PON1	0.71	6.10 %
CH09	0.71	2.78 %
CH17	0.61	3.26 %
CH41	0.43	1.81 %
MJR1	0.39	1.30 %
CH33	0.21	0.88 %
CH23	0.16	1.47 %
CH32	0.16	2.17 %
CH01		0.00 %
CH27		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	77.28	11.20 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.49	20.37 %
Fridge	22.08	22.45 %
Wash-Mac	18.50	23.68 %
Air-Cond	4.79	4.74 %
Oven	0.19	20.80 %
Total	72.05	17.27 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.74	14.19 %
POY1	4.31	9.43 %
POY2	3.34	10.23 %
TRK1	3.24	13.27 %
KKI2	2.32	11.25 %
VCM1	1.40	10.34 %
STP1	0.67	10.10 %
TVM1	0.37	3.80 %
WHNV		0.00 %
Total	72.05	17.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.33	16.21 %
Wash-Mac	11.41	14.64 %
LED TV	11.21	9.87 %
Air-Cond	6.38	8.25 %
Oven	0.10	4.32 %
Total	43.43	11.73 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.59	12.02 %
AKM1	1.13	7.79 %
BGR1	1.10	13.61 %
VNB1	0.45	3.82 %
KPM1	0.40	2.68 %
VEL2	0.34	1.39 %
WJD1	0.33	2.69 %
SLG1	0.29	4.72 %
UGI1	0.17	3.79 %
VEL1	0.15	0.87 %
WJP1	0.14	1.18 %
ANI1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PTU1		0.00 %
VSI1		0.00 %
Total	43.43	11.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	13.49	29.69 %
LED TV	13.28	22.93 %
Wash-Mac	8.42	32.96 %
Air-Cond	0.63	3.45 %
Oven	0.19	21.05 %
Total	36.01	24.01 %

Branch *	MTD Sales L	Brand Share %
Total	36.01	24.01 %