

MTD Sales
1,774.61 L

Brand Share %
14.96 %

Information:

MTD : 01-08-2025 To 21-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.96 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	642.57	17.77 %
Fridge	595.81	23.03 %
Wash-Mac	437.25	17.96 %
Air-Cond	93.54	3.16 %
Oven	5.44	10.50 %
Total	1,774.61	14.96 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	288.33	14.94 %
CHENNAI-01	267.47	15.70 %
TRICHY-01	259.33	16.41 %
SOUTH-03	223.16	16.29 %
WEST-01	205.99	21.23 %
WEST-02	163.01	14.53 %
CHENNAI-02	135.97	10.03 %
SOUTH ARCOT	124.26	13.41 %
NORTH ARCOT	77.04	9.80 %
KL-SOUTH	30.05	26.06 %
Total	1,774.61	14.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	101.96	24.84 %
LED TV	94.78	16.60 %
Wash-Mac	77.51	19.92 %
Air-Cond	12.67	2.48 %
Oven	1.42	15.49 %
Total	288.33	14.94 %

Branch *	MTD Sales L	Brand Share %
TUT1	32.23	14.17 %
TVL1	29.66	14.29 %
TUT2	9.64	13.46 %
KVT1	9.10	9.59 %
TKS2	8.48	10.52 %
SKD1	6.82	12.40 %
PKD1	6.33	12.54 %
MAR1	6.14	11.27 %
APK1	3.52	8.67 %
SNL1	3.27	9.93 %
ARM1	1.71	14.83 %
KYR1	1.68	7.81 %
S2SD	1.23	11.53 %
VKM1	1.19	6.67 %
KSM1	1.17	10.40 %
COL1	1.07	9.38 %
KGL1	1.04	5.32 %
SVK1	0.59	1.03 %
PDI1	0.35	1.47 %
TYI1	0.32	1.19 %
ERL1	-0.06	5.94 %
Total	288.33	14.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	94.90	29.46 %
LED TV	86.51	20.26 %
Wash-Mac	57.07	18.08 %
Air-Cond	28.35	4.70 %
Oven	0.64	7.51 %
Total	267.47	15.70 %

Branch *	MTD Sales L	Brand Share %
CH42	7.23	8.85 %
CH11	6.86	8.37 %
CH38	4.32	12.79 %
TKM1	2.08	8.39 %
CZWH	1.14	9.27 %
GUD2	0.76	1.44 %
CH26	0.67	4.45 %
SKL1	0.54	1.47 %
CH37		0.00 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	4.18 %
Total	267.47	15.70 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	96.64	19.78 %
Fridge	93.34	25.15 %
Wash-Mac	53.45	19.97 %
Air-Cond	15.56	3.64 %
Oven	0.35	7.43 %
Total	259.33	16.41 %

Branch *	MTD Sales L	Brand Share %
TNJ1	13.80	13.96 %
MDI1	12.12	12.77 %
KIK1	7.54	12.60 %
PTK1	7.52	10.17 %
JKM1	3.26	7.00 %
TRY2	2.14	7.41 %
TYR1	1.99	4.96 %
PDK1	1.68	4.45 %
NCK1	1.58	7.83 %
PBR1	1.02	3.33 %
KRN1	0.90	4.57 %
TVR1	0.86	2.31 %
NGT1	0.69	1.31 %
NMM1	0.43	1.90 %
WTRZ		0.00 %
Total	259.33	16.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	89.45	21.22 %
Fridge	71.73	21.88 %
Wash-Mac	51.26	16.97 %
Air-Cond	10.43	3.62 %
Oven	0.29	6.63 %
Total	223.16	16.29 %

Branch *	MTD Sales L	Brand Share %
MDU2	13.12	13.47 %
CBM1	6.04	14.82 %
KKD2	5.00	11.61 %
TMM1	4.45	11.11 %
SVG1	4.19	12.70 %
TEN2	3.74	12.26 %
MDU3	2.29	6.52 %
MDU4	1.85	4.96 %
BNR1	1.63	6.77 %
TDI1	0.90	4.75 %
MLR1	0.74	1.62 %
SGP1	0.71	2.71 %
PNI1	0.34	1.92 %
PKM1	0.17	1.00 %
TPT1	0.14	0.42 %
WHMD		0.00 %
Total	223.16	16.29 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	82.33	23.60 %
Fridge	61.72	27.26 %
Wash-Mac	56.83	21.40 %
Air-Cond	4.17	4.15 %
Oven	0.94	14.45 %
Total	205.99	21.23 %

Branch *	MTD Sales L	Brand Share %
CBE4	3.43	6.94 %
KMD1	1.96	8.99 %
PPI1	1.42	7.39 %
ANR1	1.18	12.87 %
KGI1	0.75	5.39 %
KGM1	0.30	2.48 %
GDR1	0.23	1.85 %
Total	205.99	21.23 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	57.71	14.89 %
Fridge	51.74	19.24 %
Wash-Mac	47.33	16.99 %
Air-Cond	5.79	3.56 %
Oven	0.45	10.57 %
Total	163.01	14.53 %

Branch *	MTD Sales L	Brand Share %
SLM1	13.55	14.13 %
MTR1	7.43	14.77 %
SLM3	5.65	11.08 %
SLM2	3.26	6.81 %
OML1	2.07	5.59 %
TCG1	1.60	7.05 %
VKL1	1.21	7.36 %
EDP1	1.13	5.62 %
APN1	0.71	4.06 %
RSP1	0.67	2.12 %
SGG1	0.44	3.85 %
KMM1	0.31	1.87 %
PDR1	0.30	1.92 %
HRR1	0.28	1.82 %
EPI1	0.24	0.84 %
BMD1	0.15	0.67 %
DPR2	0.14	0.76 %
SGI1		0.00 %
WHKP		0.00 %
Total	163.01	14.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	46.27	11.88 %
Fridge	43.79	17.64 %
Wash-Mac	36.86	14.37 %
Air-Cond	8.49	1.96 %
Oven	0.57	7.02 %
Total	135.97	10.03 %

Branch *	MTD Sales L	Brand Share %
CH15	19.45	13.40 %
CH06	7.76	12.05 %
CH34	4.51	8.07 %
CH20	4.10	5.86 %
CH24	2.62	6.58 %
CH33	2.57	5.24 %
MJR1	1.82	2.82 %
CH17	1.62	4.39 %
UKI1	1.50	5.99 %
CH09	1.37	2.59 %
CH43	1.15	2.48 %
CH32	1.06	7.25 %
CH23	0.97	3.09 %
PON1	0.53	1.62 %
CH36	0.37	1.35 %
CH27	0.27	1.13 %
CH41	0.17	0.30 %
CH01	0.15	13.64 %
CH31	0.14	0.72 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	135.97	10.03 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	44.84	15.44 %
Fridge	40.22	20.15 %
Wash-Mac	34.80	18.47 %
Air-Cond	4.40	1.92 %
Total	124.26	13.41 %

Branch *	MTD Sales L	Brand Share %
POY1	11.38	9.52 %
CUD1	10.97	12.86 %
POY2	10.92	10.39 %
TRK1	8.67	13.57 %
KKI2	6.43	10.82 %
VPM2	5.50	12.12 %
VCM1	4.88	13.79 %
KML1	3.83	11.39 %
TDM1	3.20	9.02 %
TVM2	1.27	6.65 %
STP1	1.05	6.69 %
MKM1	0.86	3.91 %
TVM1	0.39	2.27 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	124.26	13.41 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.38	12.72 %
Fridge	25.95	14.41 %
Wash-Mac	16.00	10.70 %
Air-Cond	2.52	1.40 %
Oven	0.19	5.54 %
Total	77.04	9.80 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.32	11.81 %
TRR1	7.06	13.14 %
AKM1	4.11	8.81 %
ARC2	3.01	7.32 %
VEL1	1.46	3.15 %
SBR1	1.44	3.03 %
VNB1	1.19	5.56 %
VSI1	0.95	2.62 %
VEL2	0.70	1.45 %
SLG1	0.65	3.97 %
PTU1	0.47	5.77 %
GDM1	0.44	1.79 %
CPT1	0.44	2.16 %
WJD1	0.40	2.04 %
WJP1	0.35	1.46 %
UGI1	0.25	1.79 %
ANI1	0.13	0.66 %
BGR1		0.00 %
KPM1		0.00 %
WHVL		0.00 %
Total	77.04	9.80 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.66	32.23 %
Fridge	10.47	31.99 %
Wash-Mac	6.14	27.96 %
Air-Cond	1.18	5.76 %
Oven	0.61	44.87 %
Total	30.05	26.06 %

Branch *	MTD Sales L	Brand Share %
Total	30.05	26.06 %