

MTD Sales
1,125.68 L

Brand Share %
14.62 %

Information:

MTD : 01-09-2025 To 22-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.62 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	376.91	23.61 %
LED TV	350.83	15.11 %
Wash-Mac	303.70	20.50 %
Air-Cond	88.12	4.17 %
Oven	5.82	20.07 %
Home-The	0.31	0.19 %
Total	1,125.68	14.62 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	209.47	13.60 %
CHENNAI-01	161.46	14.83 %
SOUTH-03	153.76	17.69 %
TRICHY-01	126.21	14.06 %
WEST-01	107.97	18.41 %
WEST-02	99.08	15.17 %
CHENNAI-02	97.36	10.64 %
SOUTH ARCOT	82.60	15.26 %
NORTH ARCOT	50.43	11.24 %
KL-SOUTH	37.35	23.21 %
Total	1,125.68	14.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	76.19	25.71 %
LED TV	58.42	13.29 %
Wash-Mac	56.47	21.94 %
Air-Cond	16.85	3.34 %
Oven	1.55	28.04 %
Total	209.47	13.60 %

Branch *	MTD Sales L	Brand Share %
TVL1	22.12	10.65 %
KVT1	11.35	11.22 %
RPM1	10.39	10.27 %
NGR1	10.22	12.30 %
TUT2	8.88	12.97 %
MAR1	5.34	9.53 %
PKD1	4.57	14.03 %
ERL2	4.20	14.42 %
SVK1	3.45	8.62 %
TKS2	3.13	8.03 %
SNL1	2.28	11.77 %
UDN1	2.04	9.14 %
S2SD	1.94	10.04 %
APK2	1.70	11.05 %
VKM1	1.63	8.37 %
SKD1	1.55	9.03 %
APK1	1.50	6.90 %
ARM1	1.26	11.98 %
TYI1	0.82	2.81 %
COL1	0.76	9.43 %
PDI1	0.75	3.97 %
KYR1	0.51	4.36 %
KSM1	0.41	1.83 %
Total	209.47	13.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	55.57	26.26 %
LED TV	47.37	16.79 %
Wash-Mac	39.12	17.65 %
Air-Cond	18.51	5.27 %
Oven	0.89	21.00 %
Total	161.46	14.83 %

Branch *	MTD Sales L	Brand Share %
CH14	10.91	12.65 %
CH42	8.06	13.72 %
CH30	5.45	13.76 %
CH11	4.19	8.58 %
CH22	3.05	9.48 %
GUD1	2.97	7.08 %
SKL1	2.75	10.58 %
CH38	2.65	12.66 %
CH35	0.99	4.25 %
TKM1	0.77	4.35 %
CH29	0.74	10.89 %
CZWH	0.55	9.86 %
CH26	0.46	4.29 %
GUD2	0.39	1.42 %
MC10	0.14	3.73 %
CH37		0.00 %
WHC3		0.00 %
Total	161.46	14.83 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	51.80	19.55 %
Fridge	50.27	23.06 %
Wash-Mac	43.82	24.52 %
Air-Cond	7.30	3.88 %
Oven	0.56	20.22 %
Total	153.76	17.69 %

Branch *	MTD Sales L	Brand Share %
MDU2	7.27	13.26 %
TMM1	3.08	10.46 %
KYK1	2.42	12.92 %
DGL2	2.19	13.71 %
KRR1	1.80	12.54 %
KKD2	1.68	10.65 %
CBM1	1.64	9.55 %
SZSD	1.63	8.30 %
MDU5	1.38	13.65 %
BNR1	1.24	8.57 %
MDU4	1.22	6.43 %
TDI1	0.87	6.10 %
MLR1	0.84	4.70 %
PNI1	0.48	4.93 %
SGP1		0.00 %
TPT1		0.00 %
Total	153.76	17.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	43.47	23.54 %
LED TV	39.50	14.37 %
Wash-Mac	35.16	24.83 %
Air-Cond	7.68	2.74 %
Oven	0.40	25.19 %
Total	126.21	14.06 %

Branch *	MTD Sales L	Brand Share %
TRY1	20.35	10.65 %
TNJ1	6.85	13.13 %
PTK1	3.67	7.70 %
AYR1	2.39	13.74 %
NGT1	1.92	5.32 %
TVR1	0.93	5.75 %
JKM1	0.90	4.91 %
NCK1	0.72	4.91 %
TRY2	0.59	3.22 %
TYR1	0.59	2.29 %
PBR1	0.50	3.81 %
KRN1	0.47	3.83 %
NMM1	0.25	1.67 %
PDK1		0.00 %
Total	126.21	14.06 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	37.02	27.02 %
LED TV	33.02	16.12 %
Wash-Mac	31.44	21.83 %
Air-Cond	6.07	7.48 %
Oven	0.42	10.59 %
Total	107.97	18.41 %

Branch *	MTD Sales L	Brand Share %
CBE4	3.01	9.97 %
PLI1	2.03	7.71 %
CBE5	1.48	7.92 %
WZSD	1.23	8.98 %
GDR1	1.16	11.54 %
PPI1	0.90	8.00 %
KMD1	0.79	4.82 %
KGI1	0.37	3.69 %
ANR1		0.00 %
KGM1		0.00 %
Total	107.97	18.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	33.49	20.12 %
Fridge	31.40	20.32 %
LED TV	31.11	14.42 %
Air-Cond	2.62	2.79 %
Oven	0.47	18.92 %
Total	99.08	15.17 %

Branch *	MTD Sales L	Brand Share %
NKL2	3.20	11.02 %
OML1	2.09	11.68 %
KRI1	2.09	13.84 %
SLM3	1.99	6.70 %
SLM2	1.89	9.06 %
MTR1	1.67	9.96 %
SGI1	0.83	4.43 %
APN1	0.64	5.42 %
VKL1	0.62	5.28 %
HRR1	0.53	7.69 %
KMM1	0.34	3.42 %
SGG1	0.27	6.75 %
EDP1	0.16	1.42 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
TCG1		0.00 %
Total	99.08	15.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	31.12	11.70 %
Fridge	27.59	20.01 %
Wash-Mac	22.83	13.98 %
Air-Cond	14.79	4.47 %
Oven	0.73	19.68 %
Home-The	0.31	2.25 %
Total	97.36	10.64 %

Branch *	MTD Sales L	Brand Share %
CH18	5.67	9.94 %
CH20	4.00	8.78 %
CH06	3.40	7.76 %
CH24	2.31	4.94 %
CH34	2.23	6.75 %
CH36	1.83	12.46 %
CH43	1.16	3.73 %
CH17	1.02	3.77 %
CH31	0.95	6.00 %
PON1	0.87	5.52 %
MC06	0.72	13.49 %
CH09	0.71	1.91 %
MJR1	0.59	1.71 %
CH41	0.43	1.46 %
CH23	0.36	1.91 %
CH33	0.35	1.09 %
CH46	0.19	1.24 %
CH32	0.16	2.05 %
CH01		0.00 %
CH27		0.00 %
UKI1		0.00 %
Total	97.36	10.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.38	18.38 %
Fridge	24.21	22.29 %
Wash-Mac	20.17	21.80 %
Air-Cond	6.55	4.16 %
Oven	0.29	25.35 %
Total	82.60	15.26 %

Branch *	MTD Sales L	Brand Share %
POY1	6.25	9.80 %
CUD1	5.55	11.53 %
TRK1	3.87	12.75 %
POY2	3.82	7.87 %
TDM1	2.53	14.52 %
KKI2	2.52	9.46 %
VCM1	1.40	8.97 %
STP1	0.81	10.37 %
TVM1	0.37	3.07 %
WHNV		0.00 %
Total	82.60	15.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.08	17.08 %
LED TV	13.21	9.35 %
Wash-Mac	12.79	14.41 %
Air-Cond	7.12	6.88 %
Oven	0.23	9.16 %
Total	50.43	11.24 %

Branch *	MTD Sales L	Brand Share %
TRR1	3.18	11.32 %
AKM1	1.51	7.29 %
BGR1	1.10	12.80 %
VEL1	0.61	2.97 %
VNB1	0.45	3.33 %
KPM1	0.40	1.90 %
VEL2	0.34	1.11 %
WJD1	0.33	2.28 %
SLG1	0.29	3.44 %
UGI1	0.17	3.18 %
WJP1	0.14	1.05 %
ANI1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
NASD		0.00 %
PTU1		0.00 %
VSI1		0.00 %
Total	50.43	11.24 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	14.12	29.69 %
LED TV	13.90	22.70 %
Wash-Mac	8.42	31.33 %
Air-Cond	0.63	2.84 %
Oven	0.29	26.30 %
Total	37.35	23.21 %

Branch *	MTD Sales L	Brand Share %
Total	37.35	23.21 %