

MTD Sales
1,677.82 L

Brand Share %
14.09 %

Information:

MTD : 01-07-2025 To 26-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.09 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	587.75	23.25 %
LED TV	576.81	18.19 %
Wash-Mac	405.27	18.38 %
Air-Cond	101.90	2.71 %
Oven	4.62	10.16 %
Home-The	1.47	0.72 %
Total	1,677.82	14.09 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	294.14	14.39 %
CHENNAI-01	260.43	13.95 %
TRICHY-01	219.12	13.66 %
SOUTH-03	214.19	15.12 %
WEST-02	166.66	15.43 %
WEST-01	151.92	19.56 %
CHENNAI-02	146.43	10.42 %
SOUTH ARCOT	126.61	14.26 %
NORTH ARCOT	76.60	10.46 %
KL-SOUTH	21.72	22.92 %
Total	1,677.82	14.09 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	106.09	26.06 %
Wash-Mac	86.57	22.00 %
LED TV	83.59	15.07 %
Air-Cond	16.64	2.58 %
Oven	1.15	13.77 %
Home-The	0.10	0.29 %
Total	294.14	14.39 %

Branch *	MTD Sales L	Brand Share %
TUT2	11.53	13.32 %
RPM1	8.97	12.55 %
KVT1	8.17	6.88 %
PKD1	6.77	10.56 %
TYI1	6.62	8.95 %
TKS2	6.31	8.28 %
UDN1	4.67	9.75 %
APK1	3.46	8.33 %
SNL1	3.29	9.03 %
SVK1	2.20	3.57 %
VKM1	2.17	10.53 %
S2SD	1.78	7.66 %
KSM1	1.49	13.83 %
COL1	1.18	13.98 %
KGL1	0.99	5.44 %
PDI1	0.65	2.59 %
KYR1	0.42	2.87 %
Total	294.14	14.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	91.74	24.89 %
LED TV	84.30	21.15 %
Wash-Mac	55.72	18.59 %
Air-Cond	27.02	3.52 %
Home-The	0.93	3.84 %
Oven	0.72	9.53 %
Total	260.43	13.95 %

Branch *	MTD Sales L	Brand Share %
CH16	16.24	12.42 %
CH14	15.35	12.24 %
CH19	13.94	12.20 %
CH22	10.10	12.75 %
WHC3	7.63	10.90 %
CH11	3.98	5.80 %
TKM1	1.85	9.82 %
SKL1	1.61	4.38 %
CH38	1.02	2.52 %
CH37	0.94	4.56 %
CH26	0.45	2.54 %
GUD2	0.32	0.68 %
MC02		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	260.43	13.95 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	79.42	24.69 %
LED TV	72.22	17.68 %
Wash-Mac	54.39	23.31 %
Air-Cond	12.55	2.03 %
Oven	0.42	10.53 %
Home-The	0.11	0.57 %
Total	219.12	13.66 %

Branch *	MTD Sales L	Brand Share %
TRY1	46.98	12.10 %
TNJ1	13.24	12.05 %
MDI1	6.53	11.56 %
PTK1	5.12	7.70 %
TRY2	4.07	10.48 %
JKM1	2.46	6.38 %
TVR1	1.61	5.14 %
NMM1	1.33	5.73 %
PBR1	1.32	4.15 %
NGT1	1.29	2.12 %
KRN1	0.70	4.39 %
PDK1	0.59	1.79 %
TZSD	0.39	2.50 %
TYR1	0.31	0.86 %
WTRZ	-0.19	10.73 %
Total	219.12	13.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	82.88	21.16 %
Fridge	73.22	23.23 %
Wash-Mac	46.68	17.21 %
Air-Cond	11.27	2.76 %
Oven	0.13	2.64 %
Home-The		0.00 %
Total	214.19	15.12 %

Branch *	MTD Sales L	Brand Share %
DGL1	11.77	10.74 %
MDU6	6.73	10.26 %
CBM1	6.63	11.37 %
TMM1	6.13	10.19 %
DKI1	5.81	13.73 %
KRR1	4.02	13.85 %
PVI1	3.54	12.76 %
SZSD	3.38	13.17 %
SVG1	2.60	5.41 %
USL1	2.55	9.76 %
TDI1	2.52	7.41 %
BNR1	1.38	7.11 %
SGP1	1.25	6.84 %
MLR1	1.09	4.13 %
PNI1	0.91	6.26 %
TPT1	0.56	1.65 %
PKM1	0.52	4.20 %
MDU4	0.47	1.51 %
MDWH		0.00 %
WHMD		0.00 %
Total	214.19	15.12 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	64.42	18.25 %
Fridge	56.83	19.70 %
Wash-Mac	37.89	14.10 %
Air-Cond	7.23	5.12 %
Oven	0.24	5.48 %
Home-The	0.04	0.18 %
Total	166.66	15.43 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.65	13.40 %
HSR1	7.66	13.53 %
SLM3	4.18	10.88 %
KVP1	3.78	13.51 %
SLM2	3.40	7.47 %
WZWH	3.21	12.65 %
OML1	2.52	10.82 %
PDR1	2.09	8.64 %
EDP1	0.98	4.70 %
KMM1	0.98	5.35 %
RSP1	0.91	3.25 %
VKL1	0.88	5.62 %
SGI1	0.65	3.06 %
SGG1	0.58	5.67 %
EPI1	0.56	2.57 %
BMD1	0.42	1.28 %
APN1	0.28	1.59 %
DPR2	0.19	1.40 %
HRR1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	166.66	15.43 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	53.96	21.43 %
Fridge	53.02	26.32 %
Wash-Mac	40.99	18.84 %
Air-Cond	3.14	3.98 %
Oven	0.81	14.76 %
Total	151.92	19.56 %

Branch *	MTD Sales L	Brand Share %
CBE4	4.21	8.59 %
SUL1	3.60	13.99 %
KMD1	1.26	6.82 %
KGI1	1.14	10.25 %
ANR1	1.09	10.89 %
GDR1	0.93	7.05 %
GBM1	0.87	7.88 %
PPI1	0.56	3.54 %
WZSD	0.42	2.57 %
KGM1	0.25	1.49 %
WHCB		0.00 %
Total	151.92	19.56 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	51.77	14.08 %
Fridge	48.14	19.65 %
Wash-Mac	33.71	14.83 %
Air-Cond	11.94	2.22 %
Oven	0.58	12.83 %
Home-The	0.28	1.15 %
Total	146.43	10.42 %

Branch *	MTD Sales L	Brand Share %
CH18	5.88	7.73 %
CH06	5.54	7.70 %
CH09	4.91	7.20 %
CH44	4.18	9.18 %
CH43	4.17	7.36 %
CH34	4.11	8.42 %
CH20	3.68	5.86 %
CH41	2.84	5.10 %
CH24	2.35	4.82 %
CH33	2.15	3.91 %
CH17	2.02	4.48 %
MJR1	1.18	1.99 %
CH46	1.05	3.15 %
CH32	0.62	5.33 %
CH27	0.58	2.49 %
CH36	0.42	1.84 %
UKI1	0.38	1.52 %
PON1	0.37	1.19 %
CH23	0.17	1.02 %
CH31	0.15	0.71 %
Total	146.43	10.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	46.49	22.06 %
Fridge	44.59	23.26 %
Wash-Mac	27.78	19.23 %
Air-Cond	7.65	2.35 %
Oven	0.10	3.38 %
Total	126.61	14.26 %

Branch *	MTD Sales L	Brand Share %
POY1	10.21	9.08 %
CUD1	7.62	9.61 %
KML1	4.59	13.90 %
POY2	4.04	4.92 %
TDM1	3.27	9.38 %
MKM1	2.26	9.79 %
TVM2	2.16	11.65 %
STP1	2.02	10.39 %
VPM1	1.26	7.52 %
TVM1	1.05	7.86 %
WHNV		0.00 %
Total	126.61	14.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.16	13.80 %
Fridge	26.34	16.38 %
Wash-Mac	18.02	13.66 %
Air-Cond	2.99	1.42 %
Oven	0.09	3.77 %
Total	76.60	10.46 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.02	9.79 %
SBR1	5.78	13.08 %
AKM1	3.08	8.69 %
VEL1	2.21	4.05 %
ARC2	1.76	7.27 %
VNB1	1.41	7.19 %
KPM1	1.07	3.43 %
VSI1	0.95	3.30 %
VEL2	0.63	1.38 %
WJD1	0.61	2.24 %
SLG1	0.58	5.02 %
CPT1	0.30	1.97 %
PTU1	0.27	3.77 %
GDM1	0.21	0.76 %
WJP1	0.17	0.94 %
ANI1		0.00 %
BGR1		0.00 %
NASD		0.00 %
UGI1		0.00 %
WHVL	-0.11	8.35 %
Total	76.60	10.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	8.36	29.72 %
LED TV	8.01	33.95 %
Wash-Mac	3.52	19.84 %
Air-Cond	1.46	6.46 %
Oven	0.38	46.33 %
Total	21.72	22.92 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	21.72	22.92 %