

MTD Sales
2,189.37 L

Brand Share %
15.07 %

Information:

MTD : 01-08-2025 To 27-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.07 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	773.51	17.64 %
Fridge	739.33	23.50 %
Wash-Mac	542.77	18.35 %
Air-Cond	127.79	3.44 %
Oven	5.97	9.54 %
Total	2,189.37	15.07 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	361.88	15.01 %
CHENNAI-01	336.78	15.97 %
TRICHY-01	306.72	16.12 %
SOUTH-03	273.10	16.43 %
WEST-01	233.52	20.91 %
WEST-02	202.11	14.89 %
CHENNAI-02	172.39	10.27 %
SOUTH ARCOT	168.89	14.27 %
NORTH ARCOT	94.44	9.90 %
KL-SOUTH	39.53	25.66 %
Total	2,189.37	15.07 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	132.39	25.76 %
LED TV	112.20	16.07 %
Wash-Mac	98.46	20.40 %
Air-Cond	17.27	2.64 %
Oven	1.56	13.46 %
Total	361.88	15.01 %

Branch *	MTD Sales L	Brand Share %
TUT1	37.99	13.62 %
TVL1	34.99	13.83 %
TUT2	13.17	14.38 %
KVT1	12.47	10.18 %
TKS2	11.46	11.59 %
SKD1	8.14	13.48 %
PKD1	7.91	12.69 %
MAR1	7.65	12.15 %
APK1	5.23	10.58 %
SNL1	4.84	11.31 %
KYR1	2.08	7.67 %
SVK1	1.54	2.22 %
KSM1	1.47	11.03 %
COL1	1.27	9.44 %
S2SD	1.23	11.53 %
KGL1	1.23	4.91 %
APK2	1.23	12.04 %
VKM1	1.19	5.88 %
TYI1	0.56	1.51 %
PDI1	0.55	1.79 %
ERL1	-0.06	5.94 %
Total	361.88	15.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	113.40	21.18 %
Fridge	111.91	28.52 %
Wash-Mac	75.47	19.41 %
Air-Cond	35.36	4.73 %
Oven	0.64	6.07 %
Total	336.78	15.97 %

Branch *	MTD Sales L	Brand Share %
CH42	10.28	9.08 %
CH11	9.45	9.42 %
CH35	6.58	14.02 %
CH38	4.54	10.39 %
TKM1	2.19	6.96 %
SKL1	1.85	3.51 %
CH29	1.30	12.49 %
CH26	1.20	6.66 %
CZWH	1.14	6.68 %
GUD2	0.90	1.37 %
CH37	0.15	0.48 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	4.18 %
Total	336.78	15.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	110.47	25.40 %
LED TV	106.85	18.77 %
Wash-Mac	66.58	21.05 %
Air-Cond	22.38	4.06 %
Oven	0.44	8.22 %
Total	306.72	16.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	41.79	14.79 %
TNJ1	15.93	14.25 %
MDI1	13.11	12.13 %
KIK1	9.60	13.43 %
PTK1	7.88	9.06 %
JKM1	3.58	6.66 %
TYR1	2.32	4.74 %
NCK1	2.16	8.12 %
TRY2	2.14	6.60 %
PDK1	1.68	3.59 %
KRN1	1.39	6.17 %
TVR1	1.38	3.11 %
PBR1	1.02	2.96 %
NGT1	0.69	1.08 %
NMM1	0.43	1.56 %
WTRZ		0.00 %
Total	306.72	16.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	107.69	21.33 %
Fridge	87.76	22.08 %
Wash-Mac	63.85	17.69 %
Air-Cond	13.51	3.71 %
Oven	0.29	5.81 %
Total	273.10	16.43 %

Branch *	MTD Sales L	Brand Share %
MDU2	16.26	14.00 %
KKD2	7.25	13.51 %
TEN2	5.51	14.52 %
TMM1	5.45	10.61 %
DGL2	5.15	14.41 %
MDU3	4.50	10.81 %
MDU4	2.47	5.72 %
TDI1	1.74	6.82 %
BNR1	1.63	6.04 %
MLR1	0.87	1.76 %
SGP1	0.71	2.50 %
TPT1	0.45	1.16 %
KYK1	0.44	1.73 %
PNI1	0.34	1.58 %
PKM1	0.17	0.83 %
WHMD		0.00 %
Total	273.10	16.43 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	92.05	22.96 %
Fridge	73.33	27.84 %
Wash-Mac	62.83	21.00 %
Air-Cond	4.17	3.50 %
Oven	1.14	14.62 %
Total	233.52	20.91 %

Branch *	MTD Sales L	Brand Share %
PLI1	9.66	14.66 %
CBE4	4.12	7.45 %
KMD1	2.32	9.76 %
PPI1	1.42	6.17 %
ANR1	1.18	11.28 %
KGI1	0.97	5.46 %
GDR1	0.39	2.61 %
KGM1	0.30	2.17 %
Total	233.52	20.91 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	72.25	15.26 %
Fridge	64.32	19.66 %
Wash-Mac	56.78	17.15 %
Air-Cond	8.32	4.26 %
Oven	0.45	8.09 %
Total	202.11	14.89 %

Branch *	MTD Sales L	Brand Share %
SLM1	15.90	14.12 %
MTR1	8.20	13.88 %
SLM3	5.94	10.54 %
SLM2	4.24	7.89 %
OML1	2.55	5.99 %
TCG1	1.82	6.83 %
EDP1	1.48	6.11 %
VKL1	1.39	7.19 %
SGG1	0.85	6.27 %
APN1	0.71	3.29 %
RSP1	0.67	1.77 %
KMM1	0.65	3.38 %
HRR1	0.64	3.28 %
PDR1	0.30	1.56 %
EPI1	0.24	0.64 %
BMD1	0.15	0.52 %
DPR2	0.14	0.66 %
SGI1		0.00 %
WHKP		0.00 %
Total	202.11	14.89 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	56.85	11.69 %
Fridge	56.68	18.66 %
Wash-Mac	45.60	14.18 %
Air-Cond	12.69	2.38 %
Oven	0.57	6.40 %
Total	172.39	10.27 %

Branch *	MTD Sales L	Brand Share %
CH06	8.97	11.48 %
CH34	6.60	9.31 %
CH20	4.79	5.55 %
CH24	3.77	7.83 %
CH33	2.85	4.64 %
CH17	2.16	5.06 %
MJR1	2.08	2.54 %
CH43	1.90	3.44 %
UKI1	1.50	4.15 %
CH09	1.37	2.02 %
CH32	1.20	8.14 %
CH23	0.97	2.65 %
PON1	0.53	1.20 %
CH27	0.44	1.65 %
CH41	0.41	0.59 %
CH36	0.37	1.26 %
CH01	0.15	12.54 %
CH31	0.14	0.57 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	172.39	10.27 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	60.70	16.66 %
Fridge	54.72	21.64 %
Wash-Mac	45.93	19.11 %
Air-Cond	7.44	2.46 %
Oven	0.10	3.65 %
Total	168.89	14.27 %

Branch *	MTD Sales L	Brand Share %
POY1	14.90	10.28 %
CUD1	13.68	13.05 %
POY2	12.27	10.67 %
VPM2	10.54	11.82 %
KKI2	8.32	12.21 %
VCM1	5.82	14.54 %
KML1	4.82	12.64 %
TDM1	4.06	9.08 %
TVM2	1.86	8.41 %
STP1	1.51	8.28 %
MKM1	0.86	3.65 %
TVM1	0.54	2.10 %
VPM1	0.14	0.71 %
WHNV		0.00 %
WHUT		0.00 %
Total	168.89	14.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	36.80	12.04 %
Fridge	32.62	15.25 %
Wash-Mac	19.37	10.32 %
Air-Cond	5.46	2.50 %
Oven	0.19	4.93 %
Total	94.44	9.90 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.28	12.68 %
TRR1	9.38	14.44 %
AKM1	4.79	8.76 %
ARC2	3.83	8.05 %
SBR1	2.28	3.67 %
VEL1	2.05	3.65 %
VNB1	1.37	5.37 %
VEL2	1.20	2.05 %
VSI1	1.08	2.64 %
CPT1	0.77	3.00 %
SLG1	0.65	3.09 %
PTU1	0.60	6.04 %
GDM1	0.44	1.39 %
WJD1	0.40	1.83 %
KPM1	0.36	0.81 %
WJP1	0.35	1.13 %
UGI1	0.25	1.60 %
ANI1	0.13	0.52 %
BGR1		0.00 %
WHVL		0.00 %
Total	94.44	9.90 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	15.14	32.80 %
LED TV	14.73	30.90 %
Wash-Mac	7.88	27.21 %
Air-Cond	1.18	4.39 %
Oven	0.61	41.41 %
Total	39.53	25.66 %

Branch *	MTD Sales L	Brand Share %
Total	39.53	25.66 %