

MTD Sales
1,831.46 L

Brand Share %
14.20 %

Information:

MTD : 01-07-2025 To 28-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.20 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	642.13	23.25 %
LED TV	631.14	18.07 %
Wash-Mac	445.97	18.20 %
Air-Cond	105.93	2.71 %
Oven	4.82	9.53 %
Home-The	1.47	0.65 %
Total	1,831.46	14.20 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	308.83	14.41 %
CHENNAI-01	281.78	13.93 %
TRICHY-01	235.99	13.84 %
SOUTH-03	232.35	15.26 %
WEST-02	187.97	15.36 %
WEST-01	174.11	19.90 %
CHENNAI-02	163.82	10.72 %
SOUTH ARCOT	139.56	14.48 %
NORTH ARCOT	84.65	10.49 %
KL-SOUTH	22.39	21.57 %
Total	1,831.46	14.20 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	112.28	25.92 %
Wash-Mac	91.13	21.60 %
LED TV	87.43	14.93 %
Air-Cond	16.64	2.54 %
Oven	1.25	14.41 %
Home-The	0.10	0.27 %
Total	308.83	14.41 %

Branch *	MTD Sales L	Brand Share %
TUT2	11.81	13.43 %
RPM1	9.48	12.60 %
KVT1	8.91	7.24 %
PKD1	7.13	10.63 %
TYI1	6.77	9.06 %
TKS2	6.44	8.00 %
UDN1	5.23	10.48 %
APK1	3.78	8.52 %
SNL1	3.29	8.48 %
SVK1	2.20	3.40 %
VKM1	2.17	9.97 %
S2SD	1.78	7.66 %
KSM1	1.49	13.44 %
KGL1	0.99	5.11 %
PDI1	0.65	2.37 %
KYR1	0.42	2.81 %
Total	308.83	14.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	99.07	24.48 %
LED TV	92.09	20.90 %
Wash-Mac	61.16	18.29 %
Air-Cond	27.81	3.44 %
Home-The	0.93	3.46 %
Oven	0.72	8.94 %
Total	281.78	13.93 %

Branch *	MTD Sales L	Brand Share %
CH16	18.86	13.37 %
CH14	16.95	12.48 %
CH19	14.85	11.89 %
CH28	11.56	13.85 %
CH22	10.26	12.17 %
WHC3	7.63	10.90 %
CZWH	5.92	13.57 %
CH11	4.25	5.81 %
TKM1	2.02	9.30 %
SKL1	1.87	4.61 %
CH38	1.02	2.41 %
CH37	0.94	3.95 %
GUD2	0.64	1.28 %
CH26	0.45	2.46 %
MC02		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	281.78	13.93 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	86.43	25.04 %
LED TV	77.95	17.54 %
Wash-Mac	57.59	22.68 %
Air-Cond	13.49	2.12 %
Oven	0.42	9.54 %
Home-The	0.11	0.51 %
Total	235.99	13.84 %

Branch *	MTD Sales L	Brand Share %
TRY1	48.88	12.14 %
TNJ1	14.94	12.63 %
MDI1	7.93	12.78 %
PTK1	5.67	8.06 %
TRY2	4.59	11.27 %
JKM1	2.80	6.88 %
TVR1	1.61	4.91 %
NGT1	1.42	2.24 %
NMM1	1.33	5.38 %
PBR1	1.32	3.87 %
PDK1	0.75	2.13 %
KRN1	0.70	4.13 %
TZSD	0.39	2.50 %
TYR1	0.31	0.81 %
WTRZ	-0.19	9.51 %
Total	235.99	13.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	88.19	20.79 %
Fridge	79.03	22.99 %
Wash-Mac	53.02	17.80 %
Air-Cond	11.85	2.79 %
Oven	0.27	4.70 %
Home-The		0.00 %
Total	232.35	15.26 %

Branch *	MTD Sales L	Brand Share %
DGL1	13.28	11.00 %
CBM1	7.55	12.46 %
MDU6	7.34	10.15 %
TMM1	6.69	10.18 %
MDU3	6.11	13.34 %
DKI1	6.07	13.57 %
KRR1	4.02	12.85 %
PVI1	3.70	12.79 %
SZSD	3.38	13.17 %
SVG1	3.15	6.23 %
TDI1	2.89	8.34 %
USL1	2.87	10.31 %
BNR1	1.38	6.70 %
SGP1	1.25	6.11 %
MLR1	1.23	4.44 %
MDU4	0.91	2.69 %
PNI1	0.91	5.74 %
TPT1	0.71	1.88 %
PKM1	0.52	3.74 %
MDWH		0.00 %
WHMD		0.00 %
Total	232.35	15.26 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	73.80	18.23 %
Fridge	62.79	19.39 %
Wash-Mac	43.57	14.21 %
Air-Cond	7.52	4.80 %
Oven	0.24	4.40 %
Home-The	0.04	0.16 %
Total	187.97	15.36 %

Branch *	MTD Sales L	Brand Share %
HSR1	8.59	13.25 %
SLM3	4.67	11.03 %
SLM2	4.07	8.01 %
WZWH	3.21	12.65 %
OML1	2.72	10.36 %
PDR1	2.56	9.83 %
RSP1	1.70	3.05 %
EDP1	1.12	4.90 %
SGG1	1.08	9.60 %
KMM1	0.98	4.82 %
VKL1	0.88	4.82 %
SGI1	0.65	2.72 %
EPI1	0.56	2.33 %
BMD1	0.42	1.20 %
APN1	0.28	1.46 %
DPR2	0.19	1.01 %
HRR1		0.00 %
WHPD		0.00 %
Total	187.97	15.36 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	62.51	21.58 %
Fridge	59.69	26.82 %
Wash-Mac	47.87	19.31 %
Air-Cond	3.14	3.72 %
Oven	0.91	14.83 %
Total	174.11	19.90 %

Branch *	MTD Sales L	Brand Share %
CBE4	4.89	8.73 %
ANR1	1.52	13.69 %
KMD1	1.26	6.77 %
KGI1	1.24	10.71 %
GDR1	0.93	6.18 %
GBM1	0.87	7.11 %
PPI1	0.56	3.32 %
WZSD	0.42	2.57 %
KGM1	0.39	2.04 %
WHCB		0.00 %
Total	174.11	19.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	58.33	14.31 %
Fridge	54.51	19.99 %
Wash-Mac	37.86	14.54 %
Air-Cond	12.26	2.20 %
Oven	0.58	10.85 %
Home-The	0.28	1.08 %
Total	163.82	10.72 %

Branch *	MTD Sales L	Brand Share %
CH18	6.51	7.85 %
CH34	6.33	8.49 %
CH06	5.87	7.65 %
CH09	5.79	8.12 %
CH44	4.57	9.33 %
CH43	4.33	6.97 %
CH20	3.68	5.46 %
CH41	2.84	4.73 %
CH24	2.35	4.54 %
CH17	2.20	4.68 %
CH33	2.15	3.70 %
MJR1	1.34	2.10 %
CH46	1.05	3.00 %
CH27	0.74	3.01 %
UKI1	0.72	2.59 %
CH32	0.62	5.33 %
CH36	0.61	2.54 %
CH23	0.55	2.89 %
CH01	0.49	12.48 %
PON1	0.37	1.10 %
CH31	0.15	0.68 %
MC08		0.00 %
Total	163.82	10.72 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	50.90	21.62 %
Fridge	49.93	23.91 %
Wash-Mac	30.45	19.08 %
Air-Cond	8.19	2.40 %
Oven	0.10	2.95 %
Total	139.56	14.48 %

Branch *	MTD Sales L	Brand Share %
POY1	11.31	9.26 %
CUD1	9.49	10.92 %
KML1	4.74	13.75 %
POY2	4.37	4.91 %
TDM1	3.59	9.99 %
MKM1	2.50	10.30 %
TVM2	2.16	10.83 %
STP1	2.02	10.40 %
VPM1	1.26	7.47 %
TVM1	1.05	7.58 %
WHNV		0.00 %
Total	139.56	14.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.31	13.36 %
Fridge	30.04	16.90 %
Wash-Mac	19.64	13.16 %
Air-Cond	3.56	1.59 %
Oven	0.09	3.21 %
Total	84.65	10.49 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.48	10.83 %
SBR1	6.06	12.06 %
AKM1	3.80	9.49 %
VEL1	2.21	3.60 %
ARC2	1.90	7.52 %
VNB1	1.54	7.48 %
VSI1	1.16	3.37 %
KPM1	1.07	3.25 %
VEL2	1.00	2.03 %
WJD1	0.86	2.92 %
SLG1	0.58	4.80 %
CPT1	0.46	2.46 %
PTU1	0.37	4.61 %
GDM1	0.21	0.71 %
WJP1	0.17	0.80 %
ANI1		0.00 %
BGR1		0.00 %
NASD		0.00 %
UGI1		0.00 %
WHVL	-0.11	8.35 %
Total	84.65	10.49 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	8.64	32.38 %
Fridge	8.36	28.00 %
Wash-Mac	3.68	18.99 %
Air-Cond	1.46	5.81 %
Oven	0.25	36.33 %
Total	22.39	21.57 %

Branch *	MTD Sales L	Brand Share %
WTVF		0.00 %
Total	22.39	21.57 %