

MTD Sales
2,255.20 L

Brand Share %
15.10 %

Information:

MTD : 01-08-2025 To 28-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.10 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	798.20	17.68 %
Fridge	763.76	23.62 %
Wash-Mac	554.28	18.27 %
Air-Cond	132.98	3.48 %
Oven	5.97	9.27 %
Total	2,255.20	15.10 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	371.73	14.97 %
CHENNAI-01	343.56	15.91 %
TRICHY-01	317.64	16.23 %
SOUTH-03	281.97	16.51 %
WEST-01	237.40	20.76 %
WEST-02	210.43	15.07 %
CHENNAI-02	176.83	10.27 %
SOUTH ARCOT	176.11	14.38 %
NORTH ARCOT	96.16	9.80 %
KL-SOUTH	43.38	26.60 %
Total	2,255.20	15.10 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	137.46	25.97 %
LED TV	114.38	15.92 %
Wash-Mac	101.06	20.39 %
Air-Cond	17.27	2.55 %
Oven	1.56	13.07 %
Total	371.73	14.97 %

Branch *	MTD Sales L	Brand Share %
TUT1	38.62	13.58 %
TVL1	35.50	13.74 %
TUT2	13.17	14.26 %
KVT1	13.16	10.34 %
TKS2	12.06	11.82 %
SKD1	8.14	13.42 %
PKD1	7.91	12.28 %
MAR1	7.80	11.89 %
APK1	5.67	10.79 %
SDI1	5.64	15.08 %
SNL1	4.84	10.79 %
KYR1	2.22	8.07 %
SVK1	1.99	2.76 %
APK2	1.80	11.77 %
KSM1	1.63	11.55 %
COL1	1.27	9.24 %
S2SD	1.23	10.86 %
KGL1	1.23	4.84 %
VKM1	1.19	5.80 %
TYI1	0.56	1.46 %
PDI1	0.55	1.71 %
ERL1	-0.06	5.94 %
Total	371.73	14.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	116.36	21.23 %
Fridge	113.61	28.34 %
Wash-Mac	76.27	19.23 %
Air-Cond	36.68	4.79 %
Oven	0.64	5.86 %
Total	343.56	15.91 %

Branch *	MTD Sales L	Brand Share %
CH42	10.64	9.16 %
CH11	10.09	9.95 %
CH35	6.58	13.82 %
CH38	4.54	9.95 %
TKM1	2.19	6.91 %
SKL1	1.85	3.46 %
CH29	1.30	12.10 %
CH26	1.20	6.49 %
CZWH	1.14	6.59 %
GUD2	0.90	1.35 %
CH37	0.15	0.48 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.41	4.18 %
Total	343.56	15.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	113.96	25.57 %
LED TV	110.42	18.76 %
Wash-Mac	69.45	21.33 %
Air-Cond	23.37	4.13 %
Oven	0.44	7.75 %
Total	317.64	16.23 %

Branch *	MTD Sales L	Brand Share %
TNJ1	15.93	13.89 %
MDI1	13.30	12.05 %
KIK1	9.98	13.63 %
PTK1	8.64	9.69 %
JKM1	3.91	6.92 %
TYR1	2.32	4.51 %
NCK1	2.16	8.02 %
TRY2	2.14	6.58 %
PDK1	1.94	4.05 %
KRN1	1.39	5.77 %
TVR1	1.38	2.96 %
PBR1	1.15	3.27 %
NGT1	0.69	1.05 %
NMM1	0.43	1.54 %
WTRZ		0.00 %
Total	317.64	16.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	111.35	21.52 %
Fridge	90.77	22.17 %
Wash-Mac	64.57	17.45 %
Air-Cond	14.99	3.99 %
Oven	0.29	5.75 %
Total	281.97	16.51 %

Branch *	MTD Sales L	Brand Share %
MDU2	16.26	13.57 %
KKD2	7.71	13.89 %
TMM1	5.98	11.09 %
TEN2	5.51	14.42 %
DGL2	5.48	14.77 %
MDU3	4.77	11.15 %
MDU4	2.47	5.60 %
TDI1	1.74	6.54 %
BNR1	1.63	6.00 %
MLR1	0.87	1.74 %
SGP1	0.71	2.47 %
TPT1	0.45	1.13 %
KYK1	0.44	1.70 %
PNI1	0.34	1.55 %
PKM1	0.17	0.80 %
WHMD		0.00 %
Total	281.97	16.51 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	93.86	22.80 %
Fridge	74.64	27.65 %
Wash-Mac	63.59	20.84 %
Air-Cond	4.17	3.46 %
Oven	1.14	14.14 %
Total	237.40	20.76 %

Branch *	MTD Sales L	Brand Share %
CBE2	29.42	15.07 %
PLI1	10.11	14.54 %
CBE4	4.12	7.36 %
KMD1	2.32	9.49 %
PPI1	1.57	6.77 %
ANR1	1.18	11.14 %
KGI1	0.97	5.37 %
GDR1	0.39	2.59 %
KGM1	0.30	2.08 %
Total	237.40	20.76 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	75.92	15.58 %
Fridge	67.54	20.10 %
Wash-Mac	57.92	16.92 %
Air-Cond	8.60	4.32 %
Oven	0.45	7.82 %
Total	210.43	15.07 %

Branch *	MTD Sales L	Brand Share %
SLM1	16.65	14.49 %
MTR1	8.20	13.58 %
SLM3	5.94	10.08 %
SLM2	4.37	8.04 %
OML1	2.55	5.85 %
TCG1	1.82	6.65 %
VKL1	1.57	7.85 %
EDP1	1.48	5.97 %
HRR1	0.99	4.82 %
SGG1	0.85	5.87 %
APN1	0.71	3.21 %
RSP1	0.67	1.74 %
KMM1	0.65	3.31 %
PDR1	0.30	1.51 %
EPI1	0.24	0.63 %
BMD1	0.15	0.50 %
DPR2	0.14	0.65 %
SGI1		0.00 %
WHKP		0.00 %
Total	210.43	15.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	59.16	11.82 %
Fridge	57.67	18.50 %
Wash-Mac	46.74	14.24 %
Air-Cond	12.69	2.32 %
Oven	0.57	6.40 %
Total	176.83	10.27 %

Branch *	MTD Sales L	Brand Share %
CH06	8.97	11.30 %
CH34	7.13	9.67 %
CH20	5.01	5.74 %
CH24	3.77	7.59 %
CH33	3.09	4.89 %
CH17	2.16	4.78 %
MJR1	2.08	2.52 %
CH43	1.90	3.16 %
UKI1	1.50	3.94 %
CH09	1.37	2.00 %
CH32	1.20	8.14 %
CH23	0.97	2.62 %
PON1	0.53	1.15 %
CH27	0.44	1.52 %
CH41	0.41	0.57 %
CH36	0.37	1.20 %
CH01	0.15	12.54 %
CH31	0.14	0.56 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	176.83	10.27 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	63.40	16.94 %
Fridge	58.06	22.16 %
Wash-Mac	46.54	18.91 %
Air-Cond	8.00	2.52 %
Oven	0.10	3.65 %
Total	176.11	14.38 %

Branch *	MTD Sales L	Brand Share %
POY1	15.18	10.27 %
CUD1	14.39	13.22 %
POY2	12.53	10.06 %
VPM2	10.83	11.83 %
KKI2	8.80	12.51 %
VCM1	5.82	14.35 %
KML1	4.82	12.30 %
TDM1	4.06	9.04 %
TVM2	2.30	9.77 %
STP1	1.51	8.10 %
MKM1	0.86	3.57 %
VPM1	0.55	2.71 %
TVM1	0.54	2.08 %
WHNV		0.00 %
WHUT		0.00 %
Total	176.11	14.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	37.09	11.76 %
Fridge	33.33	15.16 %
Wash-Mac	19.53	10.12 %
Air-Cond	6.02	2.68 %
Oven	0.19	4.71 %
Total	96.16	9.80 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.28	12.21 %
TRR1	9.38	14.03 %
AKM1	5.62	9.77 %
ARC2	3.85	7.89 %
SBR1	2.48	3.85 %
VEL1	2.05	3.47 %
VNB1	1.37	5.30 %
VEL2	1.20	1.96 %
VSI1	1.08	2.55 %
CPT1	0.77	2.98 %
SLG1	0.65	3.00 %
PTU1	0.60	5.96 %
GDM1	0.44	1.38 %
WJD1	0.40	1.81 %
KPM1	0.36	0.80 %
WJP1	0.35	1.09 %
UGI1	0.25	1.60 %
ANI1	0.13	0.50 %
BGR1		0.00 %
WHVL		0.00 %
Total	96.16	9.80 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	16.71	34.54 %
LED TV	16.27	31.16 %
Wash-Mac	8.61	28.41 %
Air-Cond	1.18	4.27 %
Oven	0.61	38.82 %
Total	43.38	26.60 %

Branch *	MTD Sales L	Brand Share %
Total	43.38	26.60 %