

MTD Sales
1,916.35 L

Brand Share %
14.20 %

Information:

MTD : 01-07-2025 To 29-07-2025

* 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	672.82	23.32 %
LED TV	664.29	17.98 %
Wash-Mac	462.79	18.09 %
Air-Cond	110.06	2.70 %
Oven	4.92	9.44 %
Home-The	1.47	0.62 %
Total	1,916.35	14.20 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	345.51	14.53 %
CHENNAI-01	290.21	13.93 %
TRICHY-01	245.22	13.85 %
SOUTH-03	236.76	15.13 %
WEST-02	193.10	15.32 %
WEST-01	179.45	19.89 %
CHENNAI-02	172.81	10.78 %
SOUTH ARCOT	142.71	14.39 %
NORTH ARCOT	86.64	10.43 %
KL-SOUTH	23.94	21.68 %
Total	1,916.35	14.20 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	123.82	25.98 %
LED TV	103.30	15.23 %
Wash-Mac	98.21	21.19 %
Air-Cond	18.72	2.64 %
Oven	1.35	14.40 %
Home-The	0.10	0.24 %
Total	345.51	14.53 %

Branch *	MTD Sales L	Brand Share %
TVL1	29.01	13.69 %
RPM1	11.24	13.84 %
KVT1	9.39	7.01 %
PKD1	8.61	10.74 %
TYI1	8.25	10.17 %
TKS2	6.44	7.18 %
UDN1	5.64	10.88 %
APK1	4.48	8.55 %
SNL1	3.29	8.06 %
VKM1	2.81	11.83 %
SVK1	2.20	3.08 %
COL1	1.51	13.05 %
KSM1	1.49	10.21 %
KGL1	0.99	4.19 %
PDI1	0.65	2.20 %
KYR1	0.42	2.76 %
Total	345.51	14.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	102.14	24.48 %
LED TV	95.39	20.97 %
Wash-Mac	63.22	18.34 %
Air-Cond	27.81	3.34 %
Home-The	0.93	3.43 %
Oven	0.72	8.58 %
Total	290.21	13.93 %

Branch *	MTD Sales L	Brand Share %
CH16	19.55	13.62 %
CH14	16.95	12.20 %
CH19	15.23	11.92 %
CH28	11.79	13.62 %
CH22	10.70	12.39 %
WHC3	7.63	9.56 %
CZWH	5.92	13.57 %
CH11	4.25	5.62 %
TKM1	2.02	8.69 %
SKL1	1.87	4.53 %
CH38	1.25	2.86 %
CH37	0.94	3.82 %
GUD2	0.64	1.25 %
CH26	0.45	2.46 %
MC02		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	290.21	13.93 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	89.97	24.89 %
LED TV	81.96	17.62 %
Wash-Mac	58.89	22.50 %
Air-Cond	13.87	2.12 %
Oven	0.42	9.00 %
Home-The	0.11	0.50 %
Total	245.22	13.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	49.55	12.08 %
TNJ1	15.55	12.72 %
MDI1	7.93	12.34 %
PTK1	5.67	7.83 %
TRY2	5.04	11.77 %
JKM1	2.80	6.77 %
NGT1	1.90	2.86 %
TVR1	1.61	4.76 %
NMM1	1.33	5.12 %
PBR1	1.32	3.81 %
PDK1	0.96	2.65 %
KRN1	0.70	3.89 %
TYR1	0.47	1.19 %
TZSD	0.39	2.50 %
WTRZ	-0.19	7.27 %
Total	245.22	13.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	90.00	20.57 %
Fridge	80.49	22.86 %
Wash-Mac	53.86	17.61 %
Air-Cond	12.14	2.79 %
Oven	0.27	4.62 %
Home-The		0.00 %
Total	236.76	15.13 %

Branch *	MTD Sales L	Brand Share %
DGL1	13.63	10.90 %
CBM1	7.96	12.85 %
MDU6	7.48	10.20 %
TMM1	6.69	10.05 %
MDU3	6.26	13.24 %
DKI1	6.07	13.37 %
KRR1	4.02	12.16 %
PVI1	3.99	13.08 %
SVG1	3.15	6.23 %
TDI1	2.89	8.10 %
USL1	2.87	10.18 %
BNR1	1.38	6.49 %
SGP1	1.25	5.89 %
MLR1	1.23	4.37 %
MDU4	1.05	2.94 %
PNI1	0.91	5.43 %
TPT1	0.71	1.85 %
PKM1	0.52	3.67 %
MDWH		0.00 %
WHMD		0.00 %
Total	236.76	15.13 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	75.46	18.00 %
Fridge	65.13	19.47 %
Wash-Mac	44.70	14.20 %
Air-Cond	7.52	4.73 %
Oven	0.24	4.40 %
Home-The	0.04	0.15 %
Total	193.10	15.32 %

Branch *	MTD Sales L	Brand Share %
HSR1	8.59	12.81 %
SLM3	5.28	11.54 %
SLM2	4.07	7.86 %
WZWH	3.37	13.06 %
OML1	2.72	9.47 %
PDR1	2.56	9.59 %
RSP1	1.70	2.94 %
KMM1	1.36	6.48 %
EDP1	1.12	4.79 %
SGG1	1.08	9.50 %
VKL1	0.88	4.55 %
SGI1	0.65	2.68 %
EPI1	0.56	2.21 %
BMD1	0.42	1.17 %
APN1	0.28	1.44 %
DPR2	0.19	0.98 %
HRR1		0.00 %
WHPD		0.00 %
Total	193.10	15.32 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	64.88	21.69 %
Fridge	61.17	26.72 %
Wash-Mac	49.06	19.03 %
Air-Cond	3.42	4.04 %
Oven	0.91	14.83 %
Total	179.45	19.89 %

Branch *	MTD Sales L	Brand Share %
PLI1	7.41	13.87 %
CBE4	4.89	8.58 %
WZSD	1.73	9.52 %
KMD1	1.26	6.73 %
KGI1	1.24	10.71 %
GDR1	0.93	6.06 %
GBM1	0.87	6.84 %
PPI1	0.56	3.18 %
KGM1	0.39	1.99 %
WHCB		0.00 %
Total	179.45	19.89 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	61.46	14.46 %
Fridge	58.00	20.31 %
Wash-Mac	39.14	14.44 %
Air-Cond	13.36	2.27 %
Oven	0.58	10.85 %
Home-The	0.28	1.03 %
Total	172.81	10.78 %

Branch *	MTD Sales L	Brand Share %
CH18	7.23	8.40 %
CH06	6.77	8.34 %
CH34	6.49	8.46 %
CH09	5.79	7.84 %
CH44	5.19	9.74 %
CH43	4.71	7.34 %
CH20	3.68	5.29 %
CH41	2.97	4.68 %
CH24	2.72	4.53 %
CH17	2.20	4.36 %
CH33	2.15	3.60 %
MJR1	1.34	2.03 %
CH46	1.05	2.93 %
CH27	0.74	2.88 %
UKI1	0.72	2.49 %
CH32	0.62	4.70 %
CH36	0.61	2.49 %
CH23	0.55	2.73 %
CH01	0.49	10.87 %
PON1	0.37	1.08 %
CH31	0.15	0.61 %
MC08		0.00 %
Total	172.81	10.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	51.45	24.05 %
LED TV	51.14	21.13 %
Wash-Mac	31.83	19.18 %
Air-Cond	8.19	2.33 %
Oven	0.10	2.95 %
Total	142.71	14.39 %

Branch *	MTD Sales L	Brand Share %
POY1	11.48	9.10 %
CUD1	9.65	10.72 %
KML1	4.74	13.47 %
POY2	4.73	5.19 %
TDM1	3.59	9.92 %
MKM1	2.50	9.89 %
TVM2	2.29	10.77 %
STP1	2.02	10.32 %
VPM1	1.26	7.16 %
TVM1	1.05	7.28 %
WHNV		0.00 %
Total	142.71	14.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.07	13.12 %
Fridge	30.74	16.83 %
Wash-Mac	20.19	13.23 %
Air-Cond	3.56	1.55 %
Oven	0.09	3.09 %
Total	86.64	10.43 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.85	10.99 %
SBR1	6.33	12.23 %
AKM1	3.80	9.16 %
VEL1	2.82	4.42 %
ARC2	1.90	7.35 %
VNB1	1.54	7.48 %
KPM1	1.29	3.59 %
VEL2	1.15	2.24 %
VSI1	1.09	3.12 %
WJD1	0.86	2.92 %
CPT1	0.72	3.74 %
SLG1	0.58	4.80 %
PTU1	0.37	4.28 %
GDM1	0.21	0.69 %
WJP1	0.17	0.78 %
ANI1		0.00 %
BGR1		0.00 %
NASD		0.00 %
UGI1		0.00 %
WHVL	-0.11	8.35 %
Total	86.64	10.43 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	9.90	30.41 %
LED TV	8.64	30.89 %
Wash-Mac	3.68	18.23 %
Air-Cond	1.46	5.45 %
Oven	0.25	36.33 %
Total	23.94	21.68 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	23.94	21.68 %