

MTD Sales
2,322.89 L

Brand Share %
15.14 %

Information:

MTD : 01-08-2025 To 29-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.14 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	817.87	17.67 %
Fridge	795.21	23.95 %
Wash-Mac	566.96	18.27 %
Air-Cond	136.82	3.47 %
Oven	6.03	9.24 %
Total	2,322.89	15.14 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	382.37	14.96 %
CHENNAI-01	359.39	16.19 %
TRICHY-01	324.63	16.22 %
SOUTH-03	291.44	16.47 %
WEST-01	244.32	20.83 %
WEST-02	217.27	15.15 %
SOUTH ARCOT	180.03	14.40 %
CHENNAI-02	179.78	10.26 %
NORTH ARCOT	98.35	9.78 %
KL-SOUTH	45.30	25.38 %
Total	2,322.89	15.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	141.95	26.22 %
LED TV	117.19	15.89 %
Wash-Mac	102.83	20.32 %
Air-Cond	18.84	2.67 %
Oven	1.56	13.01 %
Total	382.37	14.96 %

Branch *	MTD Sales L	Brand Share %
TUT1	39.42	13.55 %
TVL1	36.21	13.64 %
TUT2	13.55	14.31 %
KVT1	13.52	10.48 %
TKS2	12.06	11.58 %
PKD1	8.57	12.90 %
SKD1	8.25	13.57 %
MAR1	8.19	12.27 %
APK1	5.81	10.92 %
SNL1	4.98	10.96 %
KYR1	2.22	7.86 %
SVK1	2.20	2.96 %
APK2	2.17	7.13 %
KSM1	1.63	11.44 %
KGL1	1.43	5.57 %
COL1	1.27	8.80 %
VKM1	1.19	5.76 %
TYI1	0.56	1.41 %
PDI1	0.55	1.67 %
ERL1	-0.06	5.94 %
Total	382.37	14.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	123.06	29.50 %
LED TV	119.21	21.20 %
Wash-Mac	79.13	19.45 %
Air-Cond	37.30	4.76 %
Oven	0.70	6.22 %
Total	359.39	16.19 %

Branch *	MTD Sales L	Brand Share %
CH42	11.28	9.59 %
CH11	10.09	9.78 %
CH35	6.83	14.21 %
CH38	4.54	9.93 %
TKM1	2.19	6.69 %
SKL1	2.11	3.91 %
CH29	1.30	11.45 %
CH26	1.20	6.35 %
CZWH	1.14	6.59 %
GUD2	0.90	1.33 %
CH37	0.15	0.47 %
MC02		0.00 %
MC10		0.00 %
WCHN	-0.41	4.18 %
Total	359.39	16.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	115.78	25.46 %
LED TV	113.64	18.90 %
Wash-Mac	70.69	21.19 %
Air-Cond	24.08	4.16 %
Oven	0.44	7.75 %
Total	324.63	16.22 %

Branch *	MTD Sales L	Brand Share %
TNJ1	16.92	14.39 %
MDI1	13.50	11.91 %
KIK1	9.98	13.53 %
PTK1	9.59	10.41 %
JKM1	3.91	6.77 %
NCK1	2.41	8.60 %
TYR1	2.32	4.46 %
TRY2	2.14	6.23 %
PDK1	1.94	3.97 %
KRN1	1.39	5.57 %
TVR1	1.38	2.96 %
PBR1	1.15	3.27 %
NGT1	0.69	1.03 %
NMM1	0.43	1.50 %
WTRZ		0.00 %
Total	324.63	16.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	114.09	21.38 %
Fridge	94.67	22.47 %
Wash-Mac	66.86	17.61 %
Air-Cond	15.55	3.91 %
Oven	0.29	5.75 %
Total	291.44	16.47 %

Branch *	MTD Sales L	Brand Share %
MDU2	16.43	13.43 %
KKD2	7.71	13.84 %
TMM1	6.26	11.30 %
TEN2	5.80	14.94 %
DGL2	5.48	14.65 %
MDU3	5.10	11.69 %
MDU4	2.47	5.58 %
TDI1	1.74	6.32 %
BNR1	1.63	5.97 %
MLR1	0.87	1.72 %
SGP1	0.71	2.37 %
KYK1	0.69	2.12 %
TPT1	0.45	1.11 %
PNI1	0.34	1.50 %
PKM1	0.17	0.77 %
WHMD		0.00 %
Total	291.44	16.47 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	96.14	22.75 %
Fridge	78.57	28.22 %
Wash-Mac	64.31	20.62 %
Air-Cond	4.17	3.41 %
Oven	1.14	14.02 %
Total	244.32	20.83 %

Branch *	MTD Sales L	Brand Share %
PLI1	10.11	14.23 %
CBE4	4.12	7.34 %
KMD1	2.32	9.19 %
PPI1	1.72	7.33 %
ANR1	1.18	11.09 %
KGI1	0.97	5.07 %
GDR1	0.39	2.50 %
KGM1	0.30	1.99 %
Total	244.32	20.83 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	77.07	15.43 %
Fridge	71.56	20.65 %
Wash-Mac	59.60	16.94 %
Air-Cond	8.60	4.21 %
Oven	0.45	7.71 %
Total	217.27	15.15 %

Branch *	MTD Sales L	Brand Share %
SLM1	16.92	14.26 %
MTR1	8.20	13.47 %
SLM3	6.28	10.16 %
SLM2	4.37	7.91 %
OML1	2.55	5.78 %
TCG1	1.82	6.65 %
VKL1	1.76	8.35 %
EDP1	1.64	6.40 %
SGG1	1.16	7.69 %
RSP1	1.07	2.70 %
HRR1	0.99	4.62 %
APN1	0.71	3.13 %
KMM1	0.65	3.31 %
PDR1	0.30	1.50 %
EPI1	0.24	0.62 %
BMD1	0.15	0.49 %
DPR2	0.14	0.64 %
SGI1		0.00 %
WHKP		0.00 %
Total	217.27	15.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	65.08	16.95 %
Fridge	59.11	22.18 %
Wash-Mac	47.37	18.86 %
Air-Cond	8.37	2.59 %
Oven	0.10	3.50 %
Total	180.03	14.40 %

Branch *	MTD Sales L	Brand Share %
POY1	15.18	10.11 %
CUD1	15.13	13.73 %
POY2	12.94	10.22 %
VPM2	11.39	12.24 %
KKI2	8.80	12.21 %
VCM1	5.82	14.17 %
KML1	4.82	12.16 %
TDM1	4.30	9.17 %
TVM2	2.30	9.77 %
STP1	1.51	7.68 %
VPM1	1.05	5.05 %
MKM1	0.86	3.45 %
TVM1	0.54	2.01 %
WHNV		0.00 %
WHUT		0.00 %
Total	180.03	14.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	60.87	11.92 %
Fridge	58.32	18.33 %
Wash-Mac	47.31	14.18 %
Air-Cond	12.71	2.29 %
Oven	0.57	6.26 %
Total	179.78	10.26 %

Branch *	MTD Sales L	Brand Share %
CH06	8.97	11.20 %
CH34	7.13	9.49 %
CH20	5.16	5.81 %
CH24	3.77	7.47 %
CH33	3.09	4.76 %
CH17	2.68	5.79 %
MJR1	2.28	2.71 %
CH43	1.90	3.09 %
CH09	1.51	2.16 %
UKI1	1.50	3.87 %
CH32	1.37	9.16 %
CH23	0.97	2.51 %
PON1	0.53	1.16 %
CH27	0.44	1.49 %
CH41	0.41	0.56 %
CH36	0.37	1.18 %
CH01	0.15	12.54 %
CH31	0.14	0.53 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	179.78	10.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	37.84	11.73 %
Fridge	34.59	15.35 %
Wash-Mac	19.71	10.08 %
Air-Cond	6.02	2.59 %
Oven	0.19	4.71 %
Total	98.35	9.78 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.28	11.81 %
TRR1	9.38	13.67 %
AKM1	5.62	9.60 %
ARC2	3.85	7.89 %
SBR1	2.85	4.29 %
VEL1	2.05	3.47 %
VS11	1.80	4.09 %
VNB1	1.37	5.26 %
VEL2	1.20	1.84 %
CPT1	0.77	2.89 %
SLG1	0.65	2.83 %
PTU1	0.60	5.96 %
GDM1	0.44	1.32 %
WJD1	0.40	1.81 %
KPM1	0.36	0.79 %
WJP1	0.35	1.08 %
UGI1	0.25	1.58 %
ANI1	0.13	0.48 %
BGR1		0.00 %
WHVL		0.00 %
Total	98.35	9.78 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	17.62	34.68 %
LED TV	16.74	31.15 %
Wash-Mac	9.16	28.46 %
Air-Cond	1.18	3.19 %
Oven	0.61	38.82 %
Total	45.30	25.38 %

Branch *	MTD Sales L	Brand Share %
Total	45.30	25.38 %