

MTD Sales
1,984.85 L

Brand Share %
14.16 %

Information:

MTD : 01-07-2025 To 30-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.16 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	699.79	23.40 %
LED TV	684.57	17.85 %
Wash-Mac	481.08	18.08 %
Air-Cond	112.73	2.66 %
Oven	5.21	9.53 %
Home-The	1.47	0.60 %
Total	1,984.85	14.16 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	363.81	14.57 %
CHENNAI-01	298.60	13.77 %
TRICHY-01	255.61	13.92 %
SOUTH-03	243.18	15.06 %
WEST-02	198.36	15.10 %
WEST-01	184.82	19.96 %
CHENNAI-02	179.13	10.78 %
SOUTH ARCOT	147.98	14.38 %
NORTH ARCOT	89.12	10.39 %
KL-SOUTH	24.23	21.62 %
Total	1,984.85	14.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	130.98	26.17 %
LED TV	108.64	15.29 %
Wash-Mac	103.69	21.09 %
Air-Cond	19.05	2.58 %
Oven	1.35	13.42 %
Home-The	0.10	0.23 %
Total	363.81	14.57 %

Branch *	MTD Sales L	Brand Share %
TVL1	29.57	13.55 %
TUT2	15.30	13.65 %
RPM1	11.66	13.67 %
KVT1	9.87	7.03 %
PKD1	8.75	10.73 %
TYI1	8.11	9.67 %
TKS2	7.24	7.70 %
UDN1	6.28	11.78 %
APK1	4.95	8.97 %
S2SD	3.63	13.64 %
SNL1	3.29	7.57 %
VKM1	2.81	10.73 %
SVK1	2.20	3.04 %
KYR1	1.65	4.37 %
COL1	1.51	12.63 %
KSM1	1.49	9.76 %
KGL1	1.18	4.82 %
PDI1	0.78	2.57 %
Total	363.81	14.57 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	105.74	24.76 %
LED TV	97.30	20.31 %
Wash-Mac	64.42	18.13 %
Air-Cond	29.49	3.39 %
Home-The	0.93	3.36 %
Oven	0.72	8.46 %
Total	298.60	13.77 %

Branch *	MTD Sales L	Brand Share %
CH16	19.66	13.50 %
CH14	17.10	11.86 %
CH19	16.22	11.90 %
CH28	11.99	13.39 %
CH22	11.29	12.76 %
WHC3	7.69	7.89 %
CZWH	6.71	13.52 %
CH11	4.92	6.18 %
TKM1	2.02	8.60 %
SKL1	1.87	4.39 %
CH38	1.25	2.76 %
CH37	0.94	3.65 %
GUD2	0.64	1.24 %
CH26	0.45	2.41 %
MC02		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	298.60	13.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	95.28	25.25 %
LED TV	85.44	17.71 %
Wash-Mac	60.21	22.22 %
Air-Cond	14.15	2.09 %
Oven	0.42	8.88 %
Home-The	0.11	0.49 %
Total	255.61	13.92 %

Branch *	MTD Sales L	Brand Share %
TRY1	50.38	12.02 %
TNJ1	15.91	12.50 %
MDI1	8.63	12.87 %
PTK1	5.67	7.63 %
TRY2	5.04	11.55 %
JKM1	2.80	6.67 %
TVR1	2.24	6.31 %
NGT1	2.04	2.99 %
NMM1	1.33	4.97 %
PBR1	1.32	3.73 %
PDK1	0.96	2.57 %
KRN1	0.70	3.83 %
TYR1	0.47	1.16 %
TZSD	0.39	2.30 %
WTRZ	-0.19	7.27 %
Total	255.61	13.92 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	91.87	20.37 %
Fridge	82.59	22.79 %
Wash-Mac	56.20	17.84 %
Air-Cond	12.14	2.69 %
Oven	0.37	6.00 %
Home-The		0.00 %
Total	243.18	15.06 %

Branch *	MTD Sales L	Brand Share %
DGL1	14.28	11.12 %
CBM1	7.96	12.56 %
MDU6	7.48	9.94 %
TMM1	6.69	9.86 %
DKI1	6.07	12.93 %
KRR1	4.15	12.24 %
PVI1	3.99	12.82 %
SVG1	3.15	6.19 %
TDI1	2.89	7.84 %
USL1	2.87	9.86 %
BNR1	1.38	6.09 %
SGP1	1.25	5.73 %
MLR1	1.23	4.32 %
MDU4	1.05	2.86 %
PNI1	0.91	5.09 %
TPT1	0.71	1.78 %
PKM1	0.52	3.67 %
MDWH		0.00 %
WHMD		0.00 %
Total	243.18	15.06 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	75.95	17.53 %
Fridge	67.25	19.43 %
Wash-Mac	46.88	14.26 %
Air-Cond	7.90	4.61 %
Oven	0.34	5.70 %
Home-The	0.04	0.15 %
Total	198.36	15.10 %

Branch *	MTD Sales L	Brand Share %
HSR1	8.93	12.81 %
SLM3	5.65	11.67 %
SLM2	4.22	7.94 %
WZWH	3.37	12.46 %
OML1	2.72	8.58 %
PDR1	2.56	9.42 %
RSP1	1.70	2.86 %
KMM1	1.36	6.36 %
EDP1	1.12	4.65 %
SGG1	1.08	9.32 %
VKL1	0.88	4.28 %
SGI1	0.65	2.60 %
EPI1	0.56	2.07 %
BMD1	0.42	1.17 %
APN1	0.28	1.41 %
DPR2	0.19	0.98 %
HRR1		0.00 %
WHPD		0.00 %
Total	198.36	15.10 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	66.46	21.76 %
Fridge	62.89	26.68 %
Wash-Mac	50.77	19.20 %
Air-Cond	3.71	4.24 %
Oven	1.01	14.97 %
Total	184.82	19.96 %

Branch *	MTD Sales L	Brand Share %
PLI1	7.41	13.69 %
CBE4	4.89	8.56 %
WZSD	1.73	9.45 %
KMD1	1.26	6.67 %
KGI1	1.24	10.31 %
GDR1	0.93	5.46 %
GBM1	0.87	6.84 %
PPI1	0.56	3.16 %
KGM1	0.39	1.86 %
WHCB		0.00 %
Total	184.82	19.96 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	63.97	14.44 %
Fridge	60.31	20.31 %
Wash-Mac	40.92	14.55 %
Air-Cond	13.07	2.15 %
Oven	0.58	10.51 %
Home-The	0.28	1.00 %
Total	179.13	10.78 %

Branch *	MTD Sales L	Brand Share %
CH06	7.58	9.00 %
CH18	7.30	8.13 %
CH34	6.84	8.62 %
CH44	6.34	11.38 %
CH09	5.93	7.76 %
CH43	4.71	7.01 %
CH20	3.68	5.09 %
CH41	2.97	4.58 %
CH24	2.72	4.33 %
CH17	2.20	4.35 %
CH33	2.15	3.49 %
MJR1	2.03	2.90 %
CH46	1.05	2.89 %
CH32	1.01	7.18 %
CH27	0.74	2.85 %
UKI1	0.72	2.36 %
CH36	0.61	2.34 %
CH23	0.55	2.68 %
CH01	0.49	10.04 %
PON1	0.37	1.02 %
CH31	0.15	0.59 %
MC05		0.00 %
MC08		0.00 %
Total	179.13	10.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	53.40	23.98 %
LED TV	52.82	21.19 %
Wash-Mac	33.47	19.17 %
Air-Cond	8.19	2.26 %
Oven	0.10	2.95 %
Total	147.98	14.38 %

Branch *	MTD Sales L	Brand Share %
POY1	11.48	8.79 %
CUD1	10.23	10.89 %
POY2	5.34	5.69 %
TDM1	4.14	10.49 %
MKM1	2.50	9.77 %
TVM2	2.29	10.37 %
STP1	2.02	10.02 %
TVM1	1.47	9.37 %
VPM1	1.26	6.93 %
WHNV		0.00 %
Total	147.98	14.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.48	13.23 %
Fridge	31.14	16.54 %
Wash-Mac	20.85	13.16 %
Air-Cond	3.56	1.51 %
Oven	0.09	2.88 %
Total	89.12	10.39 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.01	10.88 %
SBR1	6.33	11.72 %
AKM1	3.80	8.88 %
VEL1	2.82	4.36 %
ARC2	1.90	7.02 %
VNB1	1.54	7.43 %
KPM1	1.29	3.43 %
VEL2	1.15	2.20 %
VSI1	1.09	3.02 %
WJD1	0.86	2.87 %
CPT1	0.72	3.59 %
SLG1	0.58	4.48 %
PTU1	0.50	5.42 %
GDM1	0.21	0.69 %
WJP1	0.17	0.74 %
ANI1		0.00 %
BGR1		0.00 %
NASD		0.00 %
UGI1		0.00 %
WHVL	-0.11	8.35 %
Total	89.12	10.39 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	10.20	30.27 %
LED TV	8.64	30.59 %
Wash-Mac	3.68	17.99 %
Air-Cond	1.46	5.45 %
Oven	0.25	36.33 %
Total	24.23	21.62 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	24.23	21.62 %