

MTD Sales
2,395.98 L

Brand Share %
15.11 %

Information:

MTD : 01-08-2025 To 30-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.11 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	845.61	17.73 %
Fridge	820.10	23.97 %
Wash-Mac	582.06	18.28 %
Air-Cond	142.09	3.44 %
Oven	6.12	9.12 %
Total	2,395.98	15.11 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	395.22	14.95 %
CHENNAI-01	368.92	16.02 %
TRICHY-01	332.21	16.19 %
SOUTH-03	302.44	16.50 %
WEST-01	248.30	20.72 %
WEST-02	226.53	15.37 %
SOUTH ARCOT	185.42	14.31 %
CHENNAI-02	184.78	10.28 %
NORTH ARCOT	103.85	9.68 %
KL-SOUTH	48.30	25.64 %
Total	2,395.98	15.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	146.82	26.23 %
LED TV	121.87	15.95 %
Wash-Mac	106.04	20.43 %
Air-Cond	18.84	2.57 %
Oven	1.65	13.20 %
Total	395.22	14.95 %

Branch *	MTD Sales L	Brand Share %
TUT1	39.75	13.26 %
TVL1	37.00	13.67 %
KVT1	14.44	11.00 %
TUT2	13.89	13.95 %
TKS2	12.19	11.46 %
MAR1	8.89	12.98 %
PKD1	8.83	12.97 %
SKD1	8.25	13.34 %
APK1	5.81	10.57 %
SDI1	5.78	14.86 %
SNL1	4.98	10.66 %
VKM1	2.94	8.24 %
APK2	2.54	6.96 %
SVK1	2.41	3.14 %
KYR1	2.22	7.75 %
KSM1	1.63	11.20 %
COL1	1.46	9.83 %
KGL1	1.43	5.32 %
TYI1	0.56	1.38 %
PDI1	0.55	1.59 %
ERL1	-0.06	5.94 %
Total	395.22	14.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	125.13	29.13 %
LED TV	122.71	21.26 %
Wash-Mac	80.78	19.31 %
Air-Cond	39.60	4.78 %
Oven	0.70	6.10 %
Total	368.92	16.02 %

Branch *	MTD Sales L	Brand Share %
CH11	12.11	11.16 %
CH42	11.62	9.35 %
CH35	6.83	13.74 %
CH38	4.76	10.08 %
TKM1	2.32	7.05 %
SKL1	2.11	3.85 %
CH29	1.30	10.86 %
CH26	1.20	6.22 %
CZWH	1.14	6.59 %
GUD2	0.90	1.29 %
CH37	0.15	0.46 %
MC02		0.00 %
MC10		0.00 %
WCHN	-0.41	4.18 %
Total	368.92	16.02 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	117.44	25.26 %
LED TV	117.05	19.01 %
Wash-Mac	72.22	21.34 %
Air-Cond	25.05	4.17 %
Oven	0.44	7.75 %
Total	332.21	16.19 %

Branch *	MTD Sales L	Brand Share %
TNJ1	17.54	14.59 %
MDI1	14.11	12.19 %
KIK1	10.33	13.88 %
PTK1	9.59	10.18 %
JKM1	3.91	6.65 %
NCK1	2.41	8.53 %
TYR1	2.32	4.43 %
TRY2	2.14	6.15 %
PDK1	1.94	3.89 %
KRN1	1.39	5.51 %
TVR1	1.38	2.87 %
PBR1	1.15	3.22 %
TZSD	1.10	12.67 %
NGT1	0.69	1.00 %
NMM1	0.43	1.43 %
WTRZ		0.00 %
Total	332.21	16.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	117.49	21.21 %
Fridge	98.97	22.68 %
Wash-Mac	69.32	17.77 %
Air-Cond	16.37	3.95 %
Oven	0.29	5.69 %
Total	302.44	16.50 %

Branch *	MTD Sales L	Brand Share %
MDU2	16.43	13.24 %
KKD2	7.86	13.55 %
TMM1	6.70	11.87 %
DGL2	5.48	14.31 %
MDU3	5.03	11.36 %
MDU4	2.47	5.58 %
BNR1	1.85	6.67 %
TDI1	1.74	6.17 %
MLR1	0.87	1.68 %
SGP1	0.71	2.28 %
KYK1	0.69	1.88 %
TPT1	0.45	1.09 %
PNI1	0.34	1.46 %
PKM1	0.17	0.76 %
WHMD		0.00 %
Total	302.44	16.50 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	97.00	22.49 %
Fridge	80.86	28.29 %
Wash-Mac	65.13	20.58 %
Air-Cond	4.17	3.31 %
Oven	1.14	13.64 %
Total	248.30	20.72 %

Branch *	MTD Sales L	Brand Share %
PLI1	10.11	13.95 %
CBE4	4.30	7.54 %
GBM1	3.70	15.02 %
KMD1	2.49	9.81 %
PPI1	1.72	7.33 %
ANR1	1.18	10.58 %
KGI1	0.97	5.04 %
GDR1	0.39	2.42 %
KGM1	0.30	1.91 %
Total	248.30	20.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	79.08	15.42 %
Fridge	76.16	21.30 %
Wash-Mac	61.42	17.03 %
Air-Cond	9.43	4.51 %
Oven	0.45	7.53 %
Total	226.53	15.37 %

Branch *	MTD Sales L	Brand Share %
SLM1	17.48	14.36 %
MTR1	8.64	13.76 %
SLM3	6.28	9.98 %
SLM2	4.37	7.76 %
OML1	2.55	5.75 %
VKL1	1.96	9.01 %
TCG1	1.82	6.52 %
EDP1	1.64	6.37 %
SGG1	1.16	7.27 %
RSP1	1.07	2.64 %
HRR1	0.99	4.62 %
APN1	0.71	3.06 %
KMM1	0.65	3.09 %
PDR1	0.30	1.46 %
EPI1	0.24	0.62 %
BMD1	0.15	0.48 %
DPR2	0.14	0.62 %
SGI1		0.00 %
WHKP		0.00 %
Total	226.53	15.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	67.16	17.16 %
Fridge	60.70	22.24 %
Wash-Mac	48.75	18.92 %
Air-Cond	8.71	2.50 %
Oven	0.10	3.50 %
Total	185.42	14.31 %

Branch *	MTD Sales L	Brand Share %
CUD1	15.78	13.55 %
POY1	15.50	9.75 %
POY2	12.94	9.99 %
VPM2	12.01	12.61 %
KKI2	9.03	12.23 %
VCM1	5.98	14.19 %
KML1	4.95	11.85 %
TDM1	4.30	8.88 %
TVM2	2.43	10.24 %
STP1	1.51	7.19 %
VPM1	1.05	4.94 %
MKM1	0.86	3.36 %
TVM1	0.54	1.95 %
WHNV		0.00 %
WHUT		0.00 %
Total	185.42	14.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	63.66	12.23 %
Fridge	60.08	18.43 %
Wash-Mac	47.76	14.00 %
Air-Cond	12.71	2.21 %
Oven	0.57	5.98 %
Total	184.78	10.28 %

Branch *	MTD Sales L	Brand Share %
CH18	15.64	14.89 %
CH06	8.97	10.99 %
CH34	7.48	9.45 %
CH20	5.29	5.79 %
CH24	3.77	7.28 %
CH33	3.09	4.58 %
CH17	2.88	6.06 %
MJR1	2.28	2.65 %
CH43	1.90	3.03 %
CH09	1.51	2.06 %
UKI1	1.50	3.85 %
CH32	1.37	9.16 %
CH23	0.97	2.50 %
PON1	0.53	1.13 %
CH27	0.44	1.48 %
CH41	0.41	0.54 %
CH36	0.37	1.17 %
CH01	0.15	12.54 %
CH31	0.14	0.52 %
CH46		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	184.78	10.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	41.22	12.00 %
Fridge	35.67	15.20 %
Wash-Mac	20.75	9.97 %
Air-Cond	6.02	2.35 %
Oven	0.19	4.53 %
Total	103.85	9.68 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.48	11.58 %
TRR1	9.56	13.75 %
ABR1	8.56	13.87 %
AKM1	5.62	9.33 %
ARC2	3.85	7.86 %
SBR1	2.85	4.22 %
VEL1	2.05	3.42 %
VSI1	1.99	4.22 %
VNB1	1.37	5.10 %
VEL2	1.20	1.75 %
SLG1	0.80	3.40 %
CPT1	0.77	2.78 %
WJP1	0.61	1.84 %
PTU1	0.60	5.90 %
GDM1	0.44	1.28 %
WJD1	0.40	1.14 %
KPM1	0.36	0.77 %
UGI1	0.25	1.58 %
ANI1	0.13	0.48 %
BGR1		0.00 %
WHVL		0.00 %
Total	103.85	9.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	18.36	31.75 %
Fridge	18.27	33.97 %
Wash-Mac	9.88	29.04 %
Air-Cond	1.18	3.13 %
Oven	0.61	35.67 %
Total	48.30	25.64 %

Branch *	MTD Sales L	Brand Share %
Total	48.30	25.64 %