

MTD Sales  
369.00 L

Brand Share %  
4.29 %

Information:

MTD : 01-08-2025 To 31-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **4.29 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 362.94      | 7.33 %        |
| Fridge   | 3.91        | 0.11 %        |
| Air-Cool | 2.15        | 2.33 %        |
| Total    | 369.00      | 4.29 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| WEST-02     | 61.06       | 6.72 %        |
| TRICHY-01   | 55.43       | 5.01 %        |
| SOUTH-01    | 55.01       | 3.95 %        |
| SOUTH-03    | 38.62       | 3.74 %        |
| CHENNAI-01  | 37.14       | 3.29 %        |
| CHENNAI-02  | 34.70       | 3.95 %        |
| WEST-01     | 30.02       | 4.08 %        |
| SOUTH ARCOT | 29.78       | 4.36 %        |
| NORTH ARCOT | 24.41       | 4.05 %        |
| KL-SOUTH    | 2.83        | 2.28 %        |
| Total       | 369.00      | 4.29 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 60.36       | 11.24 %       |
| Air-Cool | 0.49        | 23.23 %       |
| Fridge   | 0.21        | 0.06 %        |
| Total    | 61.06       | 6.72 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KRI1     | 1.27        | 3.97 %        |
| ERD1     | 0.73        | 1.30 %        |
| BMD1     | 0.70        | 3.39 %        |
| PLC1     | 0.68        | 3.73 %        |
| MCR1     | 0.63        | 2.56 %        |
| PMP1     | 0.54        | 3.80 %        |
| VKL1     | 0.53        | 3.91 %        |
| DPR1     | 0.43        | 2.60 %        |
| KVP1     | 0.28        | 1.20 %        |
| MTR1     | 0.24        | 0.76 %        |
| ERD2     | 0.23        | 0.42 %        |
| NKL2     | 0.10        | 0.26 %        |
| KMM1     | 0.08        | 0.77 %        |
| CMI1     | 0.07        | 0.61 %        |
| DPR2     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| WHPD     |             | 0.00 %        |
| Total    | 61.06       | 6.72 %        |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 55.09       | 8.75 %        |
| Fridge   | 0.34        | 0.07 %        |
| Total    | 55.43       | 5.01 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 3.39        | 2.33 %        |
| MVM1     | 2.87        | 3.43 %        |
| MDI1     | 1.63        | 2.53 %        |
| TRY3     | 1.01        | 3.65 %        |
| AYR1     | 0.95        | 3.90 %        |
| KUM1     | 0.52        | 0.66 %        |
| TYR1     | 0.47        | 1.32 %        |
| PDK1     | 0.42        | 1.81 %        |
| TVR1     | 0.42        | 1.80 %        |
| NMM1     | 0.35        | 1.61 %        |
| KRN1     | 0.32        | 1.84 %        |
| NCK1     | 0.30        | 1.51 %        |
| PTK1     |             | 0.00 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 55.43       | 5.01 %        |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 54.32       | 6.76 %        |
| Fridge   | 0.47        | 0.08 %        |
| Air-Cool | 0.23        | 4.72 %        |
| Total    | 55.01       | 3.95 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVL1     | 3.84        | 2.61 %        |
| TUT1     | 1.85        | 1.41 %        |
| TKS1     | 1.85        | 3.50 %        |
| NGR1     | 1.67        | 1.80 %        |
| MAR1     | 1.33        | 3.26 %        |
| PDI1     | 0.74        | 3.91 %        |
| ERL2     | 0.71        | 1.74 %        |
| TUT2     | 0.65        | 1.52 %        |
| KGL1     | 0.60        | 4.04 %        |
| ASM1     | 0.47        | 1.84 %        |
| TVL2     | 0.40        | 2.35 %        |
| TKY1     | 0.40        | 1.96 %        |
| MMT1     | 0.39        | 2.10 %        |
| S2SD     | 0.27        | 3.42 %        |
| RPM1     | 0.26        | 0.56 %        |
| TKS2     | 0.25        | 0.43 %        |
| VLY1     | 0.25        | 0.76 %        |
| UDN1     | 0.14        | 0.76 %        |
| ERL1     | 0.08        | 3.10 %        |
| STU2     | 0.08        | 0.54 %        |
| APK2     |             | 0.00 %        |
| ARM1     |             | 0.00 %        |
| KSM1     |             | 0.00 %        |
| SGT1     |             | 0.00 %        |
| TYI1     |             | 0.00 %        |
| VNR1     |             | 0.00 %        |
| WHTV     |             | 0.00 %        |
| KYR1     | -0.01       | -0.05 %       |
| Total    | 55.01       | 3.95 %        |

# SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 37.63       | 6.58 %        |
| Fridge   | 0.77        | 0.17 %        |
| Air-Cool | 0.22        | 6.92 %        |
| Total    | 38.62       | 3.74 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 4.92        | 3.43 %        |
| DGL1     | 1.79        | 2.35 %        |
| TEN1     | 1.15        | 3.98 %        |
| TEN2     | 1.04        | 4.17 %        |
| TMM1     | 1.01        | 3.33 %        |
| SVG1     | 0.76        | 3.02 %        |
| USL1     | 0.75        | 2.69 %        |
| ATG1     | 0.72        | 1.69 %        |
| PVI1     | 0.63        | 2.35 %        |
| DKI1     | 0.61        | 1.96 %        |
| MDU6     | 0.60        | 1.22 %        |
| ADP1     | 0.53        | 3.12 %        |
| MPA1     | 0.50        | 2.00 %        |
| KPT1     | 0.47        | 3.88 %        |
| PNV1     | 0.39        | 2.83 %        |
| NTM1     | 0.36        | 2.38 %        |
| NKI1     | 0.34        | 2.05 %        |
| MDU3     | 0.31        | 1.54 %        |
| PKM1     | 0.30        | 2.18 %        |
| DGL2     | 0.25        | 1.20 %        |
| PNI1     | 0.22        | 1.59 %        |
| MLR1     | 0.22        | 0.79 %        |
| MNM1     | 0.19        | 1.92 %        |
| KKD2     | 0.17        | 0.58 %        |
| TPT1     | 0.08        | 0.26 %        |
| CBM1     |             | 0.00 %        |
| KYK1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| WHMD     |             | 0.00 %        |
| Total    | 38.62       | 3.74 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 36.28       | 6.00 %        |
| Air-Cool | 0.61        | 0.82 %        |
| Fridge   | 0.25        | 0.06 %        |
| Total    | 37.14       | 3.29 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH42     | 2.20        | 3.84 %        |
| CZWH     | 2.00        | 2.61 %        |
| CH19     | 1.47        | 2.47 %        |
| CGL1     | 0.75        | 2.12 %        |
| AVD1     | 0.50        | 1.42 %        |
| MRM1     | 0.42        | 1.17 %        |
| CH11     | 0.42        | 1.36 %        |
| KNR1     | 0.38        | 1.91 %        |
| CH45     | 0.35        | 0.92 %        |
| CH30     | 0.30        | 0.62 %        |
| CH16     | 0.26        | 0.31 %        |
| CH26     | 0.23        | 3.37 %        |
| CH48     | 0.20        | 0.47 %        |
| GUD2     | 0.16        | 0.54 %        |
| CH38     | 0.15        | 0.66 %        |
| CH35     | 0.11        | 0.42 %        |
| GUD1     | 0.10        | 0.25 %        |
| CH39     | 0.08        | 0.38 %        |
| CH40     | 0.05        | 0.76 %        |
| CH07     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| MC02     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WCHN     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 37.14       | 3.29 %        |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 34.35       | 6.39 %        |
| Fridge   | 0.25        | 0.07 %        |
| Air-Cool | 0.10        | 5.66 %        |
| Total    | 34.70       | 3.95 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 2.32        | 2.30 %        |
| CH21     | 2.19        | 3.25 %        |
| CH20     | 2.00        | 4.12 %        |
| CH18     | 1.82        | 3.63 %        |
| CH41     | 1.39        | 3.57 %        |
| CH15     | 1.23        | 1.51 %        |
| CH23     | 0.68        | 3.87 %        |
| CH43     | 0.53        | 1.74 %        |
| CH27     | 0.53        | 3.63 %        |
| UKI1     | 0.46        | 2.41 %        |
| CH17     | 0.40        | 1.86 %        |
| CH33     | 0.36        | 1.15 %        |
| PON1     | 0.28        | 1.12 %        |
| CH36     | 0.20        | 1.99 %        |
| CH46     | 0.18        | 1.97 %        |
| MJR1     | 0.10        | 0.27 %        |
| CH24     | 0.08        | 0.29 %        |
| CH32     |             | 0.00 %        |
| MC05     |             | 0.00 %        |
| Total    | 34.70       | 3.95 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 29.30       | 6.62 %        |
| Fridge   | 0.51        | 0.17 %        |
| Air-Cool | 0.21        | 19.45 %       |
| Total    | 30.02       | 4.08 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| UAM1     | 1.59        | 3.78 %        |
| PLI1     | 1.48        | 3.73 %        |
| SUL1     | 0.93        | 4.20 %        |
| AVI1     | 0.70        | 3.08 %        |
| UMP1     | 0.58        | 2.80 %        |
| KGI1     | 0.54        | 4.19 %        |
| TPR4     | 0.50        | 3.85 %        |
| TPR3     | 0.47        | 2.48 %        |
| GDR1     | 0.46        | 3.94 %        |
| KMD1     | 0.36        | 2.70 %        |
| CBE1     | 0.27        | 0.85 %        |
| PPI1     | 0.26        | 1.64 %        |
| KMR1     | 0.26        | 0.48 %        |
| CBE6     | 0.24        | 0.71 %        |
| GBM1     | 0.17        | 1.23 %        |
| SNR1     | 0.17        | 0.60 %        |
| CBE3     | 0.14        | 0.97 %        |
| CBE4     | 0.11        | 0.33 %        |
| PDM1     | 0.11        | 0.78 %        |
| WZSD     | 0.09        | 2.15 %        |
| CNR1     | 0.08        | 0.65 %        |
| CBE5     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 30.02       | 4.08 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 29.31       | 7.32 %        |
| Fridge   | 0.42        | 0.15 %        |
| Air-Cool | 0.05        | 2.42 %        |
| Total    | 29.78       | 4.36 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| NVL2     | 1.55        | 3.54 %        |
| TRK1     | 1.08        | 2.10 %        |
| KML1     | 0.80        | 3.72 %        |
| POY1     | 0.63        | 0.89 %        |
| ULP1     | 0.63        | 1.85 %        |
| POY2     | 0.49        | 0.76 %        |
| TVM1     | 0.30        | 2.63 %        |
| KLM1     | 0.29        | 0.91 %        |
| TVM2     | 0.20        | 1.61 %        |
| SJI1     | 0.17        | 0.53 %        |
| STP1     | 0.08        | 0.78 %        |
| TDM1     | 0.08        | 0.31 %        |
| VCM1     | 0.08        | 0.40 %        |
| WHUT     |             | 0.00 %        |
| Total    | 29.78       | 4.36 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 23.49       | 6.52 %        |
| Fridge   | 0.68        | 0.28 %        |
| Air-Cool | 0.25        | 15.15 %       |
| Total    | 24.41       | 4.05 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SBR1     | 0.99        | 2.69 %        |
| KPM2     | 0.72        | 1.21 %        |
| AKM1     | 0.71        | 2.05 %        |
| TRR1     | 0.64        | 1.68 %        |
| ABR1     | 0.52        | 1.55 %        |
| VNB1     | 0.52        | 2.74 %        |
| BGR1     | 0.51        | 4.15 %        |
| GDM1     | 0.46        | 2.04 %        |
| VSI1     | 0.41        | 1.57 %        |
| WJP1     | 0.38        | 1.85 %        |
| SLG1     | 0.37        | 2.80 %        |
| ARC2     | 0.32        | 1.59 %        |
| TRT1     | 0.26        | 1.57 %        |
| PLR1     | 0.12        | 0.91 %        |
| UGI1     | 0.08        | 0.92 %        |
| VEL1     | 0.05        | 0.18 %        |
| KPM1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 24.41       | 4.05 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 2.83        | 4.45 %        |
| Total    | 2.83        | 2.28 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 1.56        | 2.20 %        |
| PAS1     | 1.06        | 3.96 %        |
| KLR1     | 0.21        | 0.80 %        |
| Total    | 2.83        | 2.28 %        |