

MTD Sales  
185.56 L

Brand Share %  
4.52 %

Information:

MTD : 01-11-2025 To 18-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **4.52 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 185.84      | 6.92 %        |
| Fridge   | -0.28       | -0.02 %       |
| Total    | 185.56      | 4.52 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| TRICHY-01   | 38.99       | 7.77 %        |
| SOUTH-01    | 34.14       | 5.76 %        |
| WEST-02     | 21.93       | 5.34 %        |
| SOUTH-03    | 18.59       | 3.52 %        |
| SOUTH ARCOT | 18.15       | 5.46 %        |
| CHENNAI-01  | 17.70       | 3.26 %        |
| CHENNAI-02  | 16.54       | 3.38 %        |
| WEST-01     | 12.02       | 3.31 %        |
| NORTH ARCOT | 7.30        | 2.39 %        |
| KL-SOUTH    | 0.19        | 0.45 %        |
| Total       | 185.56      | 4.52 %        |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 39.27       | 11.68 %       |
| Fridge   | -0.28       | -0.17 %       |
| Total    | 38.99       | 7.77 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 2.61        | 3.73 %        |
| KUM1     | 1.37        | 4.34 %        |
| TVR1     | 0.55        | 4.31 %        |
| MDI1     | 0.50        | 2.37 %        |
| AYR1     | 0.41        | 2.82 %        |
| TRY2     | 0.27        | 2.99 %        |
| TRY3     | 0.23        | 1.56 %        |
| ORU1     | 0.20        | 2.59 %        |
| PDK1     | 0.18        | 1.53 %        |
| APM1     | 0.16        | 2.65 %        |
| NMM1     | 0.12        | 0.90 %        |
| PTK1     |             | 0.00 %        |
| TRY4     |             | 0.00 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 38.99       | 7.77 %        |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 34.14       | 9.11 %        |
| Total    | 34.14       | 5.76 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 1.57        | 2.63 %        |
| TVL1     | 1.44        | 2.47 %        |
| TUT2     | 0.88        | 3.55 %        |
| MAR1     | 0.64        | 3.63 %        |
| ASM1     | 0.29        | 2.02 %        |
| KGL1     | 0.27        | 3.24 %        |
| APK1     | 0.17        | 1.57 %        |
| TVL2     | 0.14        | 1.81 %        |
| KSM1     | 0.12        | 4.12 %        |
| STU2     | 0.12        | 0.97 %        |
| ARM1     |             | 0.00 %        |
| SGT1     |             | 0.00 %        |
| TKY1     |             | 0.00 %        |
| TYI1     |             | 0.00 %        |
| VLY1     |             | 0.00 %        |
| VNR1     |             | 0.00 %        |
| TKS2     | -0.08       | -0.60 %       |
| UDN1     | -0.08       | -1.08 %       |
| MMT1     | -0.11       | -0.88 %       |
| ERL2     | -0.21       | -2.08 %       |
| Total    | 34.14       | 5.76 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 21.93       | 8.53 %        |
| Total    | 21.93       | 5.34 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR1     | 0.90        | 4.48 %        |
| OML1     | 0.19        | 1.65 %        |
| DPR1     | 0.19        | 2.23 %        |
| PLC1     | 0.15        | 1.87 %        |
| APN1     | 0.12        | 1.28 %        |
| MTR1     | 0.12        | 0.96 %        |
| PDR1     | 0.12        | 1.58 %        |
| DPR2     | 0.10        | 1.46 %        |
| BMD1     | 0.10        | 1.11 %        |
| CMI1     | 0.08        | 1.31 %        |
| ERD2     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| KMM1     |             | 0.00 %        |
| KRI1     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| NKL2     |             | 0.00 %        |
| TCG1     |             | 0.00 %        |
| VKL1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| WHPD     | -0.13       | 4.07 %        |
| Total    | 21.93       | 5.34 %        |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 18.59       | 5.43 %        |
| Total    | 18.59       | 3.52 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 1.61        | 2.64 %        |
| DGL1     | 0.86        | 2.28 %        |
| TMM1     | 0.85        | 4.28 %        |
| DKI1     | 0.57        | 4.25 %        |
| MDU6     | 0.36        | 1.20 %        |
| SVG1     | 0.27        | 1.89 %        |
| PKM1     | 0.20        | 3.92 %        |
| CBM1     | 0.19        | 1.35 %        |
| DGL2     | 0.19        | 2.38 %        |
| PNV2     | 0.17        | 0.78 %        |
| USL1     | 0.13        | 1.34 %        |
| PNI1     | 0.13        | 1.54 %        |
| ADP1     | 0.12        | 1.58 %        |
| MPA1     | 0.12        | 1.32 %        |
| BNR1     | 0.10        | 1.13 %        |
| KRR1     | 0.10        | 0.65 %        |
| KKD3     | 0.09        | 0.34 %        |
| MDU3     | 0.08        | 0.37 %        |
| CMR1     |             | 0.00 %        |
| KPT1     |             | 0.00 %        |
| KYK1     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| PVI1     |             | 0.00 %        |
| TEN2     |             | 0.00 %        |
| TPT1     |             | 0.00 %        |
| WHMD     |             | 0.00 %        |
| ATG1     | -0.02       | -0.10 %       |
| Total    | 18.59       | 3.52 %        |

### SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 18.15       | 7.93 %        |
| Total    | 18.15       | 5.46 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 0.69        | 1.86 %        |
| TVM2     | 0.24        | 2.57 %        |
| ULP1     | 0.24        | 1.50 %        |
| SJI2     | 0.14        | 0.72 %        |
| TDM1     | 0.12        | 1.14 %        |
| MKM1     | 0.08        | 1.28 %        |
| POY2     | 0.08        | 0.35 %        |
| KLM1     |             | 0.00 %        |
| KML1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| VPM1     |             | 0.00 %        |
| TVM1     | -0.16       | -2.05 %       |
| Total    | 18.15       | 5.46 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 17.70       | 5.00 %        |
| Total    | 17.70       | 3.26 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH05     | 1.29        | 4.01 %        |
| CH08     | 1.27        | 3.35 %        |
| CH11     | 0.91        | 4.50 %        |
| CGL1     | 0.44        | 2.54 %        |
| CZWH     | 0.43        | 4.32 %        |
| AVD1     | 0.24        | 1.11 %        |
| CH48     | 0.22        | 1.15 %        |
| SKL1     | 0.20        | 1.34 %        |
| MRM1     | 0.15        | 0.75 %        |
| GUD2     | 0.13        | 0.86 %        |
| CH45     | 0.10        | 0.50 %        |
| CH35     | 0.09        | 0.71 %        |
| CH07     |             | 0.00 %        |
| CH16     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| CH30     |             | 0.00 %        |
| CH38     |             | 0.00 %        |
| CH39     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| GUD1     |             | 0.00 %        |
| KNR1     |             | 0.00 %        |
| MC09     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| TKM1     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| WCHN     | -0.11       | 1.06 %        |
| Total    | 17.70       | 3.26 %        |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 16.54       | 4.84 %        |
| Total    | 16.54       | 3.38 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 1.86        | 3.26 %        |
| CH15     | 1.51        | 3.54 %        |
| CH18     | 1.20        | 4.00 %        |
| CH12     | 1.11        | 3.35 %        |
| CH20     | 0.88        | 2.80 %        |
| UKI1     | 0.32        | 4.11 %        |
| MJR1     | 0.19        | 1.01 %        |
| CH27     | 0.15        | 1.93 %        |
| CH33     | 0.13        | 0.69 %        |
| CH43     | 0.12        | 0.59 %        |
| GPD1     | 0.10        | 1.45 %        |
| CH46     | 0.08        | 2.53 %        |
| CH32     | 0.08        | 2.03 %        |
| CH21     |             | 0.02 %        |
| CH01     |             | 0.00 %        |
| CH17     |             | 0.00 %        |
| CH24     |             | 0.00 %        |
| CH36     |             | 0.00 %        |
| CH41     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| PON1     |             | 0.00 %        |
| Total    | 16.54       | 3.38 %        |

# WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 12.02       | 5.39 %        |
| Total    | 12.02       | 3.31 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TPR1     | 0.75        | 3.95 %        |
| CBE1     | 0.44        | 3.75 %        |
| TPR2     | 0.40        | 2.21 %        |
| CBE4     | 0.26        | 1.17 %        |
| CBE6     | 0.23        | 1.39 %        |
| KGI1     | 0.22        | 2.43 %        |
| TPR4     | 0.18        | 1.99 %        |
| TPR3     | 0.15        | 2.24 %        |
| KGM1     | 0.13        | 3.14 %        |
| DPM2     | 0.12        | 1.20 %        |
| GDR1     | 0.12        | 2.15 %        |
| GBM1     | 0.10        | 0.95 %        |
| CBE3     | 0.08        | 1.40 %        |
| AVI1     |             | 0.00 %        |
| CBE5     |             | 0.00 %        |
| KMD1     |             | 0.00 %        |
| KMR1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| SNR1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| UAM1     |             | 0.00 %        |
| UMP1     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 12.02       | 3.31 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 7.30        | 3.56 %        |
| Total    | 7.30        | 2.39 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRL1     | 1.00        | 3.89 %        |
| SBR1     | 0.53        | 2.68 %        |
| VSI1     | 0.50        | 2.38 %        |
| VNB1     | 0.29        | 2.91 %        |
| ARC2     | 0.24        | 3.33 %        |
| ANI1     | 0.23        | 3.85 %        |
| KPM1     | 0.21        | 2.05 %        |
| VEL1     | 0.20        | 1.15 %        |
| SLG1     | 0.18        | 3.94 %        |
| TRR1     | 0.14        | 1.03 %        |
| WJD1     | 0.10        | 0.90 %        |
| GDM1     | 0.10        | 0.95 %        |
| CGM1     | 0.08        | 1.09 %        |
| UGI1     | 0.08        | 1.59 %        |
| ABR1     |             | 0.00 %        |
| AKM1     |             | 0.00 %        |
| BGR1     |             | 0.00 %        |
| KPM2     |             | 0.00 %        |
| PLR1     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 7.30        | 2.39 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 0.19        | 0.81 %        |
| Total    | 0.19        | 0.45 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 0.19        | 0.73 %        |
| KLR1     |             | 0.00 %        |
| PAS1     |             | 0.00 %        |
| Total    | 0.19        | 0.45 %        |