

MTD Sales  
283.58 L

Brand Share %  
4.37 %

Information:

MTD : 01-07-2025 To 28-07-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **4.37 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 277.33      | 7.94 %        |
| Air-Cool | 3.60        | 1.57 %        |
| Fridge   | 2.65        | 0.10 %        |
| Total    | 283.58      | 4.37 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 47.51       | 4.62 %        |
| WEST-02     | 46.19       | 6.33 %        |
| CHENNAI-01  | 36.51       | 3.52 %        |
| TRICHY-01   | 35.66       | 4.49 %        |
| CHENNAI-02  | 33.19       | 4.85 %        |
| SOUTH-03    | 29.64       | 3.82 %        |
| WEST-01     | 23.10       | 4.50 %        |
| NORTH ARCOT | 15.62       | 3.76 %        |
| SOUTH ARCOT | 15.26       | 3.41 %        |
| KL-SOUTH    | 0.91        | 1.60 %        |
| Total       | 283.58      | 4.37 %        |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 47.19       | 8.06 %        |
| Air-Cool | 0.32        | 3.16 %        |
| Total    | 47.51       | 4.62 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| NGR1     | 2.00        | 2.89 %        |
| TVL1     | 1.75        | 1.81 %        |
| TUT1     | 1.57        | 1.43 %        |
| RPM1     | 1.11        | 2.95 %        |
| MAR1     | 0.82        | 1.50 %        |
| TYI1     | 0.62        | 2.08 %        |
| UDN1     | 0.60        | 3.06 %        |
| TKY1     | 0.48        | 3.30 %        |
| TUT2     | 0.32        | 0.90 %        |
| VNR1     | 0.26        | 1.47 %        |
| VLY1     | 0.21        | 0.70 %        |
| ASM1     | 0.19        | 1.41 %        |
| PDI1     | 0.10        | 0.69 %        |
| ARM1     |             | 0.00 %        |
| ERL1     |             | 0.00 %        |
| MMT1     |             | 0.00 %        |
| SGT1     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| KGL1     | -0.24       | -2.34 %       |
| Total    | 47.51       | 4.62 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 46.04       | 11.37 %       |
| Air-Cool | 0.15        | 10.20 %       |
| Total    | 46.19       | 6.33 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ERD1     | 1.19        | 3.23 %        |
| MTR1     | 0.97        | 3.95 %        |
| NKL2     | 0.58        | 2.11 %        |
| KVP1     | 0.45        | 2.22 %        |
| PDR1     | 0.40        | 2.44 %        |
| APN1     | 0.31        | 2.53 %        |
| CMI1     | 0.28        | 3.87 %        |
| SGG1     | 0.26        | 3.97 %        |
| ERD2     | 0.13        | 0.34 %        |
| BMD1     | 0.10        | 0.60 %        |
| KMM1     | 0.06        | 0.54 %        |
| DPR1     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| KRI1     |             | 0.00 %        |
| MCR1     |             | 0.00 %        |
| TCG1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| Total    | 46.19       | 6.33 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 34.50       | 7.83 %        |
| Air-Cool | 1.07        | 0.56 %        |
| Fridge   | 0.93        | 0.23 %        |
| Total    | 36.51       | 3.52 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH08     | 2.37        | 4.17 %        |
| CH19     | 0.94        | 2.38 %        |
| AVD1     | 0.72        | 2.21 %        |
| CH30     | 0.35        | 1.18 %        |
| GUD1     | 0.34        | 1.09 %        |
| CH16     | 0.33        | 0.52 %        |
| MRM1     | 0.31        | 1.40 %        |
| CH45     | 0.31        | 1.06 %        |
| KNR1     | 0.24        | 1.50 %        |
| CH29     | 0.23        | 2.39 %        |
| CGL1     | 0.13        | 0.76 %        |
| CH39     | 0.11        | 0.70 %        |
| GUD2     | 0.10        | 0.55 %        |
| CH26     | 0.07        | 0.94 %        |
| CH38     | 0.05        | 0.36 %        |
| CH07     |             | 0.00 %        |
| CH35     |             | 0.00 %        |
| CH48     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| MC02     |             | 0.00 %        |
| MC09     |             | 0.00 %        |
| WCHN     |             | 0.00 %        |
| Total    | 36.51       | 3.52 %        |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 35.81       | 8.06 %        |
| Air-Cool | 0.15        | 3.55 %        |
| Fridge   | -0.31       | -0.09 %       |
| Total    | 35.66       | 4.49 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 4.56        | 2.77 %        |
| TNJ2     | 1.79        | 4.07 %        |
| MVM1     | 0.47        | 0.96 %        |
| TRY2     | 0.25        | 2.11 %        |
| TYR1     | 0.23        | 1.04 %        |
| NCK1     | 0.20        | 2.03 %        |
| KUM1     | 0.10        | 0.24 %        |
| ORU1     | 0.10        | 0.77 %        |
| MDI1     | 0.05        | 0.16 %        |
| PTK1     | 0.05        | 0.14 %        |
| AYR1     |             | 0.00 %        |
| KRN1     |             | 0.00 %        |
| NMM1     |             | 0.00 %        |
| PDK1     |             | 0.00 %        |
| TVR1     |             | 0.00 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 35.66       | 4.49 %        |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 32.28       | 7.92 %        |
| Fridge   | 0.67        | 0.25 %        |
| Air-Cool | 0.23        | 5.82 %        |
| Total    | 33.19       | 4.85 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH21     | 2.08        | 4.37 %        |
| CH15     | 0.60        | 0.75 %        |
| CH43     | 0.54        | 2.06 %        |
| PON1     | 0.52        | 3.29 %        |
| UKI1     | 0.50        | 3.67 %        |
| CH41     | 0.49        | 1.69 %        |
| GPD1     | 0.20        | 1.36 %        |
| MJR1     | 0.20        | 0.75 %        |
| CH17     | 0.13        | 0.84 %        |
| CH27     | 0.07        | 0.79 %        |
| CH33     | 0.06        | 0.23 %        |
| CH24     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 33.19       | 4.85 %        |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 28.08       | 6.62 %        |
| Air-Cool | 1.10        | 12.21 %       |
| Fridge   | 0.47        | 0.14 %        |
| Total    | 29.64       | 3.82 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 2.54        | 2.40 %        |
| ATG1     | 1.36        | 4.26 %        |
| TMM1     | 0.65        | 2.10 %        |
| KKD2     | 0.65        | 4.01 %        |
| TPT1     | 0.59        | 2.69 %        |
| NTM1     | 0.49        | 4.22 %        |
| BNR1     | 0.48        | 3.57 %        |
| TEN2     | 0.44        | 1.93 %        |
| CBM1     | 0.42        | 1.27 %        |
| USL1     | 0.36        | 2.37 %        |
| MPA1     | 0.36        | 2.19 %        |
| MLR1     | 0.27        | 1.92 %        |
| NKI1     | 0.24        | 2.94 %        |
| SVG1     | 0.18        | 0.85 %        |
| ODM1     | 0.13        | 2.00 %        |
| DGL2     | 0.11        | 0.58 %        |
| PNV1     | 0.11        | 0.74 %        |
| TDI1     | 0.10        | 0.52 %        |
| TEN1     | 0.09        | 0.70 %        |
| KPT1     | 0.07        | 0.84 %        |
| CMR1     |             | 0.00 %        |
| MDU6     |             | 0.00 %        |
| MNM1     |             | 0.00 %        |
| WHMD     |             | 0.00 %        |
| Total    | 29.64       | 3.82 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 22.25       | 7.68 %        |
| Fridge   | 0.59        | 0.27 %        |
| Air-Cool | 0.25        | 15.64 %       |
| Total    | 23.10       | 4.50 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| UMP1     | 0.59        | 3.17 %        |
| CBE3     | 0.40        | 4.20 %        |
| UAM1     | 0.37        | 1.38 %        |
| TPR4     | 0.35        | 2.30 %        |
| AVI1     | 0.33        | 2.58 %        |
| ANR1     | 0.24        | 3.80 %        |
| GDR1     | 0.20        | 2.25 %        |
| CBE4     | 0.18        | 0.55 %        |
| KGM1     | 0.17        | 1.80 %        |
| KGI1     | 0.10        | 1.63 %        |
| KMD1     | 0.07        | 0.65 %        |
| KMR1     | 0.07        | 0.44 %        |
| CBE1     |             | 0.00 %        |
| CBE6     |             | 0.00 %        |
| CNR1     |             | 0.00 %        |
| GBM1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| SNR1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 23.10       | 4.50 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 15.33       | 6.54 %        |
| Fridge   | 0.30        | 0.17 %        |
| Total    | 15.62       | 3.76 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SBR1     | 0.57        | 2.62 %        |
| VSI1     | 0.48        | 3.03 %        |
| KPM1     | 0.47        | 3.81 %        |
| WJD1     | 0.40        | 2.17 %        |
| VEL1     | 0.40        | 1.52 %        |
| VNB1     | 0.35        | 2.79 %        |
| ARC2     | 0.20        | 1.72 %        |
| KPM2     | 0.16        | 0.40 %        |
| AKM1     | 0.10        | 0.49 %        |
| ABR1     | 0.10        | 0.60 %        |
| SLG1     | 0.07        | 0.98 %        |
| TRT1     | 0.07        | 0.46 %        |
| WJP1     | 0.07        | 0.76 %        |
| CYR1     |             | 0.00 %        |
| PLR1     |             | 0.00 %        |
| TRR1     |             | 0.00 %        |
| Total    | 15.62       | 3.76 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 14.93       | 6.34 %        |
| Air-Cool | 0.32        | 9.25 %        |
| Total    | 15.26       | 3.41 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 0.87        | 1.80 %        |
| TRK1     | 0.85        | 2.43 %        |
| VPM2     | 0.85        | 3.65 %        |
| ULP1     | 0.79        | 2.56 %        |
| POY2     | 0.66        | 2.20 %        |
| TDM1     | 0.60        | 3.36 %        |
| TVM2     | 0.43        | 3.93 %        |
| PRT1     | 0.40        | 2.65 %        |
| KLM1     | 0.27        | 1.06 %        |
| TVM1     | 0.17        | 2.41 %        |
| NVL2     | 0.12        | 0.45 %        |
| VPM1     | 0.10        | 1.20 %        |
| KML1     |             | 0.00 %        |
| SJI1     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| WHNV     |             | 0.00 %        |
| WHUT     |             | 0.00 %        |
| Total    | 15.26       | 3.41 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 0.91        | 3.40 %        |
| Total    | 0.91        | 1.60 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 0.63        | 1.44 %        |
| PAS1     | 0.27        | 2.18 %        |
| Total    | 0.91        | 1.60 %        |