

MTD Sales  
**341.45 L**

Brand Share %  
**4.25 %**

Information:

**MTD :** 01-08-2025 To 29-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **4.25 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 335.50      | 7.25 %        |
| Fridge   | 3.91        | 0.12 %        |
| Air-Cool | 2.04        | 2.24 %        |
| Total    | 341.45      | 4.25 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| WEST-02     | 54.56       | 6.43 %        |
| TRICHY-01   | 53.62       | 5.07 %        |
| SOUTH-01    | 50.94       | 3.97 %        |
| SOUTH-03    | 35.74       | 3.73 %        |
| CHENNAI-02  | 33.51       | 4.04 %        |
| CHENNAI-01  | 33.30       | 3.16 %        |
| WEST-01     | 27.84       | 3.97 %        |
| SOUTH ARCOT | 27.24       | 4.18 %        |
| NORTH ARCOT | 22.20       | 4.04 %        |
| KL-SOUTH    | 2.49        | 2.38 %        |
| Total       | 341.45      | 4.25 %        |

**WEST-02**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 53.92       | 10.79 %       |
| Air-Cool | 0.43        | 21.07 %       |
| Fridge   | 0.21        | 0.06 %        |
| Total    | 54.56       | 6.43 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR2     | 2.04        | 4.14 %        |
| KRI1     | 1.19        | 3.80 %        |
| ERD1     | 0.73        | 1.57 %        |
| BMD1     | 0.70        | 3.71 %        |
| PLC1     | 0.68        | 4.05 %        |
| MCR1     | 0.63        | 2.60 %        |
| PMP1     | 0.54        | 4.03 %        |
| PDR1     | 0.54        | 4.16 %        |
| VKL1     | 0.53        | 4.09 %        |
| DPR1     | 0.43        | 2.69 %        |
| MTR1     | 0.24        | 0.79 %        |
| ERD2     | 0.23        | 0.45 %        |
| KVP1     | 0.17        | 0.82 %        |
| NKL2     | 0.10        | 0.28 %        |
| KMM1     | 0.08        | 0.90 %        |
| CMI1     | 0.07        | 0.65 %        |
| DPR2     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| WHPD     |             | 0.00 %        |
| Total    | 54.56       | 6.43 %        |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 53.28       | 8.86 %        |
| Fridge   | 0.34        | 0.08 %        |
| Total    | 53.62       | 5.07 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 2.91        | 2.05 %        |
| MVM1     | 2.70        | 3.36 %        |
| MDI1     | 1.63        | 2.75 %        |
| TRY3     | 1.01        | 3.77 %        |
| AYR1     | 0.95        | 3.96 %        |
| KUM1     | 0.52        | 0.71 %        |
| PDK1     | 0.42        | 1.85 %        |
| TVR1     | 0.42        | 1.89 %        |
| TYR1     | 0.36        | 1.06 %        |
| NMM1     | 0.35        | 1.79 %        |
| KRN1     | 0.32        | 1.93 %        |
| NCK1     | 0.30        | 1.59 %        |
| PTK1     |             | 0.00 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 53.62       | 5.07 %        |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 50.25       | 6.81 %        |
| Fridge   | 0.47        | 0.09 %        |
| Air-Cool | 0.23        | 4.98 %        |
| Total    | 50.94       | 3.97 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVL1     | 3.76        | 2.74 %        |
| TUT1     | 1.77        | 1.50 %        |
| TKS1     | 1.76        | 3.58 %        |
| NGR1     | 1.50        | 1.68 %        |
| MAR1     | 1.33        | 3.48 %        |
| ERL2     | 0.71        | 1.81 %        |
| PDI1     | 0.65        | 3.76 %        |
| TUT2     | 0.65        | 1.77 %        |
| ASM1     | 0.47        | 1.98 %        |
| TKY1     | 0.40        | 2.09 %        |
| MMT1     | 0.39        | 2.18 %        |
| TVL2     | 0.32        | 1.96 %        |
| S2SD     | 0.27        | 3.55 %        |
| RPM1     | 0.26        | 0.59 %        |
| TKS2     | 0.25        | 0.44 %        |
| VLY1     | 0.25        | 0.87 %        |
| UDN1     | 0.14        | 0.85 %        |
| ERL1     | 0.08        | 3.10 %        |
| STU2     | 0.08        | 0.56 %        |
| 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    | 50.94       | 3.97 %        |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 34.75       | 6.51 %        |
| Fridge   | 0.77        | 0.18 %        |
| Air-Cool | 0.22        | 7.12 %        |
| Total    | 35.74       | 3.73 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 3.82        | 3.26 %        |
| DGL1     | 1.79        | 2.41 %        |
| TEN1     | 1.15        | 4.21 %        |
| TMM1     | 0.93        | 3.22 %        |
| SVG1     | 0.76        | 3.70 %        |
| ATG1     | 0.72        | 1.74 %        |
| USL1     | 0.67        | 2.51 %        |
| KRR1     | 0.65        | 4.20 %        |
| DKI1     | 0.61        | 2.13 %        |
| MDU6     | 0.60        | 1.26 %        |
| ADP1     | 0.53        | 3.20 %        |
| PVI1     | 0.53        | 2.03 %        |
| MPA1     | 0.50        | 2.18 %        |
| KPT1     | 0.39        | 3.41 %        |
| NTM1     | 0.36        | 2.58 %        |
| NKI1     | 0.34        | 2.25 %        |
| MDU3     | 0.31        | 1.63 %        |
| PNV1     | 0.30        | 2.44 %        |
| PKM1     | 0.30        | 2.23 %        |
| DGL2     | 0.25        | 1.24 %        |
| MLR1     | 0.22        | 0.86 %        |
| MNM1     | 0.19        | 1.95 %        |
| KKD2     | 0.17        | 0.63 %        |
| PNI1     | 0.14        | 1.01 %        |
| TPT1     | 0.08        | 0.27 %        |
| CBM1     |             | 0.00 %        |
| KYK1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| WHMD     |             | 0.00 %        |
| Total    | 35.74       | 3.73 %        |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 33.16       | 6.50 %        |
| Fridge   | 0.25        | 0.08 %        |
| Air-Cool | 0.10        | 6.07 %        |
| Total    | 33.51       | 4.04 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 2.21        | 2.37 %        |
| CH21     | 2.11        | 3.22 %        |
| CH18     | 1.73        | 3.64 %        |
| CH20     | 1.70        | 3.69 %        |
| CH41     | 1.39        | 3.76 %        |
| CH15     | 1.23        | 1.62 %        |
| CH23     | 0.68        | 3.98 %        |
| CH43     | 0.53        | 1.82 %        |
| CH27     | 0.53        | 3.87 %        |
| CH17     | 0.40        | 2.03 %        |
| UKI1     | 0.38        | 2.06 %        |
| CH33     | 0.36        | 1.22 %        |
| PON1     | 0.28        | 1.16 %        |
| CH36     | 0.20        | 2.08 %        |
| CH46     | 0.18        | 1.97 %        |
| MJR1     | 0.10        | 0.27 %        |
| CH24     | 0.08        | 0.33 %        |
| CH32     |             | 0.00 %        |
| MC05     |             | 0.00 %        |
| Total    | 33.51       | 4.04 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 32.44       | 5.77 %        |
| Air-Cool | 0.61        | 0.82 %        |
| Fridge   | 0.25        | 0.06 %        |
| Total    | 33.30       | 3.16 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CZWH     | 2.00        | 2.61 %        |
| CH42     | 1.87        | 3.74 %        |
| CH19     | 1.20        | 2.19 %        |
| CGL1     | 0.53        | 1.56 %        |
| AVD1     | 0.50        | 1.59 %        |
| MRM1     | 0.42        | 1.20 %        |
| CH11     | 0.42        | 1.55 %        |
| KNR1     | 0.38        | 2.01 %        |
| CH45     | 0.35        | 1.01 %        |
| CH30     | 0.30        | 0.66 %        |
| CH26     | 0.23        | 3.49 %        |
| CH48     | 0.20        | 0.51 %        |
| GUD2     | 0.16        | 0.57 %        |
| CH38     | 0.15        | 0.72 %        |
| CH16     | 0.12        | 0.16 %        |
| CH35     | 0.11        | 0.45 %        |
| GUD1     | 0.10        | 0.26 %        |
| CH39     | 0.08        | 0.41 %        |
| CH40     | 0.05        | 0.87 %        |
| CH07     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| MC02     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WCHN     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 33.30       | 3.16 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 27.12       | 6.42 %        |
| Fridge   | 0.51        | 0.18 %        |
| Air-Cool | 0.21        | 21.98 %       |
| Total    | 27.84       | 3.97 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PLI1     | 1.40        | 3.63 %        |
| UAM1     | 1.36        | 3.42 %        |
| AVI1     | 0.70        | 3.29 %        |
| KGI1     | 0.54        | 4.19 %        |
| UMP1     | 0.48        | 2.39 %        |
| TPR3     | 0.47        | 2.66 %        |
| KMD1     | 0.36        | 2.76 %        |
| GDR1     | 0.35        | 3.21 %        |
| TPR4     | 0.26        | 2.18 %        |
| PPI1     | 0.26        | 1.64 %        |
| KMR1     | 0.26        | 0.50 %        |
| CBE1     | 0.18        | 0.61 %        |
| GBM1     | 0.17        | 1.30 %        |
| CBE6     | 0.15        | 0.47 %        |
| CBE4     | 0.11        | 0.35 %        |
| PDM1     | 0.11        | 0.78 %        |
| WZSD     | 0.09        | 2.44 %        |
| CNR1     | 0.08        | 0.68 %        |
| SNR1     | 0.08        | 0.31 %        |
| CBE3     |             | 0.00 %        |
| CBE5     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 27.84       | 3.97 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 26.77       | 6.97 %        |
| Fridge   | 0.42        | 0.16 %        |
| Air-Cool | 0.05        | 2.74 %        |
| Total    | 27.24       | 4.18 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| NVL2     | 1.12        | 2.69 %        |
| TRK1     | 0.99        | 2.07 %        |
| KML1     | 0.80        | 3.94 %        |
| POY1     | 0.55        | 0.82 %        |
| ULP1     | 0.52        | 1.61 %        |
| POY2     | 0.49        | 0.79 %        |
| VPM1     | 0.44        | 3.73 %        |
| TVM1     | 0.30        | 2.66 %        |
| KLM1     | 0.29        | 0.97 %        |
| TVM2     | 0.20        | 1.69 %        |
| SJI1     | 0.17        | 0.54 %        |
| STP1     | 0.08        | 0.78 %        |
| VCM1     | 0.08        | 0.40 %        |
| TDM1     |             | 0.00 %        |
| WHUT     |             | 0.00 %        |
| Total    | 27.24       | 4.18 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 21.33       | 6.61 %        |
| Fridge   | 0.68        | 0.30 %        |
| Air-Cool | 0.19        | 12.55 %       |
| Total    | 22.20       | 4.04 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SBR1     | 0.80        | 2.30 %        |
| TRR1     | 0.64        | 1.71 %        |
| AKM1     | 0.57        | 1.80 %        |
| VNB1     | 0.52        | 2.86 %        |
| KPM2     | 0.50        | 0.90 %        |
| GDM1     | 0.41        | 1.99 %        |
| WJP1     | 0.38        | 1.98 %        |
| SLG1     | 0.37        | 3.11 %        |
| VSI1     | 0.33        | 1.33 %        |
| ARC2     | 0.32        | 1.63 %        |
| ABR1     | 0.29        | 1.48 %        |
| BGR1     | 0.28        | 2.44 %        |
| TRT1     | 0.26        | 1.59 %        |
| PLR1     | 0.12        | 0.96 %        |
| UGI1     | 0.08        | 0.92 %        |
| VEL1     | 0.05        | 0.20 %        |
| KPM1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 22.20       | 4.04 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 2.49        | 4.64 %        |
| Total    | 2.49        | 2.38 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 1.56        | 2.68 %        |
| PAS1     | 0.82        | 3.52 %        |
| KLR1     | 0.11        | 0.46 %        |
| Total    | 2.49        | 2.38 %        |