

MTD Sales  
341.10 L

Brand Share %  
4.47 %

Information:

MTD : 01-08-2025 To 19-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **4.47 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 180.16      | 7.29 %        |
| Wash-Mac | 136.02      | 5.85 %        |
| Air-Cond | 22.95       | 0.82 %        |
| D-Freez  | 1.97        | 5.69 %        |
| Total    | 341.10      | 4.47 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| CHENNAI-01  | 52.92       | 4.41 %        |
| SOUTH-01    | 49.09       | 4.06 %        |
| SOUTH-03    | 48.50       | 5.51 %        |
| TRICHY-01   | 35.15       | 3.43 %        |
| CHENNAI-02  | 33.50       | 3.69 %        |
| WEST-01     | 33.08       | 5.79 %        |
| WEST-02     | 31.98       | 4.73 %        |
| NORTH ARCOT | 28.05       | 5.65 %        |
| SOUTH ARCOT | 25.30       | 4.15 %        |
| KL-SOUTH    | 3.53        | 6.23 %        |
| Total       | 341.10      | 4.47 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 27.73       | 8.93 %        |
| Wash-Mac | 21.89       | 7.17 %        |
| Air-Cond | 3.30        | 0.57 %        |
| Total    | 52.92       | 4.41 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 3.68        | 4.14 %        |
| CH11     | 2.81        | 4.22 %        |
| CH14     | 2.35        | 3.42 %        |
| CH42     | 1.58        | 2.66 %        |
| KNR1     | 0.90        | 4.30 %        |
| AVD1     | 0.68        | 1.51 %        |
| CH19     | 0.39        | 0.55 %        |
| TKM1     | 0.39        | 2.66 %        |
| CH35     | 0.21        | 0.87 %        |
| CH26     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| CH38     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| MC02     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 52.92       | 4.41 %        |

**SOUTH-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 28.83       | 7.50 %        |
| Wash-Mac | 17.78       | 4.93 %        |
| Air-Cond | 1.61        | 0.35 %        |
| D-Freez  | 0.88        | 11.49 %       |
| Total    | 49.09       | 4.06 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KVT1     | 2.04        | 3.22 %        |
| VNR2     | 1.91        | 3.52 %        |
| TUT2     | 1.89        | 3.75 %        |
| TVL1     | 1.71        | 1.38 %        |
| TKS1     | 1.60        | 3.60 %        |
| TCN1     | 1.36        | 3.94 %        |
| NGR1     | 1.33        | 2.44 %        |
| VLY1     | 1.21        | 3.14 %        |
| APK1     | 0.96        | 3.75 %        |
| TYI1     | 0.74        | 4.03 %        |
| UDN1     | 0.67        | 3.51 %        |
| ERL2     | 0.56        | 1.57 %        |
| VNR1     | 0.50        | 3.28 %        |
| ASM1     | 0.46        | 2.45 %        |
| MAR1     | 0.37        | 1.25 %        |
| SDI1     | 0.33        | 1.73 %        |
| KGL1     | 0.29        | 3.05 %        |
| PKD1     | 0.25        | 0.74 %        |
| KSM1     | 0.12        | 1.97 %        |
| COL1     |             | 0.00 %        |
| MMT1     |             | 0.00 %        |
| S2SD     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| Total    | 49.09       | 4.06 %        |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 25.81       | 8.20 %        |
| Wash-Mac | 20.13       | 6.98 %        |
| Air-Cond | 2.31        | 0.85 %        |
| D-Freez  | 0.24        | 8.08 %        |
| Total    | 48.50       | 5.51 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 5.45        | 4.16 %        |
| MDU4     | 0.90        | 3.37 %        |
| DGL2     | 0.65        | 3.57 %        |
| TEN2     | 0.62        | 3.89 %        |
| DKI1     | 0.42        | 1.76 %        |
| KRR1     | 0.25        | 1.11 %        |
| TDI1     | 0.23        | 2.12 %        |
| PVI1     | 0.13        | 0.60 %        |
| KKD2     | 0.11        | 0.40 %        |
| BTU1     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| PKM1     |             | 0.00 %        |
| PNV1     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SVG1     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| WHMD     |             | 0.00 %        |
| Total    | 48.50       | 5.51 %        |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 21.55       | 6.09 %        |
| Wash-Mac | 11.17       | 4.36 %        |
| Air-Cond | 2.23        | 0.54 %        |
| D-Freez  | 0.20        | 6.71 %        |
| Total    | 35.15       | 3.43 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 6.47        | 4.19 %        |
| TVR2     | 2.13        | 3.94 %        |
| TNJ2     | 1.36        | 2.47 %        |
| PTK1     | 1.29        | 2.65 %        |
| MVM1     | 1.09        | 1.57 %        |
| TTP1     | 0.98        | 3.98 %        |
| PDK1     | 0.93        | 3.36 %        |
| PBR2     | 0.73        | 1.11 %        |
| JKM1     | 0.73        | 2.43 %        |
| TRY2     | 0.60        | 2.59 %        |
| NGT1     | 0.57        | 1.46 %        |
| MSI1     | 0.49        | 2.38 %        |
| AYR1     | 0.11        | 0.64 %        |
| KIK1     |             | 0.00 %        |
| ORU1     |             | 0.00 %        |
| PBR1     |             | 0.00 %        |
| TRY3     |             | 0.00 %        |
| TVR1     |             | 0.00 %        |
| TZSD     |             | 0.00 %        |
| Total    | 35.15       | 3.43 %        |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 14.04       | 5.82 %        |
| Wash-Mac | 13.66       | 5.49 %        |
| Air-Cond | 5.80        | 1.40 %        |
| Total    | 33.50       | 3.69 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 3.55        | 3.45 %        |
| CH15     | 3.24        | 3.20 %        |
| CH18     | 2.03        | 3.61 %        |
| CH21     | 1.71        | 3.69 %        |
| CH34     | 1.12        | 2.98 %        |
| CH33     | 1.04        | 2.94 %        |
| MJR1     | 0.74        | 1.68 %        |
| CH06     | 0.55        | 1.28 %        |
| UKI1     | 0.32        | 1.82 %        |
| CH23     | 0.31        | 1.35 %        |
| CH27     | 0.24        | 1.51 %        |
| CH31     | 0.17        | 1.25 %        |
| CH01     |             | 0.00 %        |
| CH20     |             | 0.00 %        |
| CH32     |             | 0.00 %        |
| CH41     |             | 0.00 %        |
| GPD1     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 33.50       | 3.69 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 18.06       | 7.11 %        |
| Fridge   | 13.38       | 6.12 %        |
| Air-Cond | 1.64        | 1.70 %        |
| Total    | 33.08       | 5.79 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PLI1     | 1.46        | 4.40 %        |
| CBE1     | 0.74        | 2.88 %        |
| TPR4     | 0.51        | 3.87 %        |
| UMP1     | 0.41        | 3.08 %        |
| PPI1     | 0.28        | 2.55 %        |
| PDM1     | 0.12        | 0.97 %        |
| KGI1     | 0.12        | 1.91 %        |
| KGM1     | 0.11        | 1.61 %        |
| DPM2     |             | 0.00 %        |
| GBM1     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| SUL1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 33.08       | 5.79 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 18.60       | 7.22 %        |
| Wash-Mac | 11.47       | 4.32 %        |
| Air-Cond | 1.92        | 1.28 %        |
| Total    | 31.98       | 4.73 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 1.61        | 2.95 %        |
| ATU1     | 1.20        | 3.95 %        |
| HSR1     | 1.19        | 3.63 %        |
| SLM3     | 0.89        | 2.71 %        |
| SLM2     | 0.64        | 2.13 %        |
| EDP1     | 0.36        | 3.18 %        |
| ERD2     | 0.33        | 0.83 %        |
| TRM1     | 0.31        | 1.92 %        |
| ERD1     | 0.28        | 0.64 %        |
| BMD1     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| KMM1     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| MTR1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| PMP1     |             | 0.00 %        |
| TCG1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| WHPD     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| Total    | 31.98       | 4.73 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 15.32       | 8.92 %        |
| Wash-Mac | 10.12       | 6.98 %        |
| Air-Cond | 1.96        | 1.11 %        |
| D-Freez  | 0.65        | 19.18 %       |
| Total    | 28.05       | 5.65 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM1     | 0.92        | 3.70 %        |
| TRT1     | 0.67        | 3.42 %        |
| CGM1     | 0.46        | 3.10 %        |
| VEL1     | 0.40        | 1.24 %        |
| CPT1     | 0.27        | 2.32 %        |
| UGI1     | 0.21        | 2.12 %        |
| ABR1     | 0.11        | 0.65 %        |
| CYR1     |             | 0.00 %        |
| PLR1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| SLG1     |             | 0.00 %        |
| TRL1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 28.05       | 5.65 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 14.41       | 7.39 %        |
| Wash-Mac | 10.07       | 5.51 %        |
| Air-Cond | 0.82        | 0.36 %        |
| Total    | 25.30       | 4.15 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 3.49        | 4.11 %        |
| POY2     | 2.18        | 3.22 %        |
| NVL2     | 1.26        | 4.30 %        |
| TDM1     | 0.99        | 4.09 %        |
| CUD1     | 0.77        | 1.30 %        |
| PRT1     | 0.68        | 3.85 %        |
| TVM1     | 0.38        | 3.53 %        |
| VCM1     | 0.15        | 0.61 %        |
| TVM2     |             | 0.00 %        |
| VPM1     |             | 0.00 %        |
| WHNV     |             | 0.00 %        |
| Total    | 25.30       | 4.15 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 1.67        | 9.48 %        |
| Air-Cond | 1.36        | 8.79 %        |
| Fridge   | 0.49        | 2.19 %        |
| Total    | 3.53        | 6.23 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 3.53        | 6.23 %        |