

MTD Sales  
241.17 L

Brand Share %  
5.74 %

Information:

MTD : 01-09-2025 To 19-09-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **5.74 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 112.88      | 8.12 %        |
| Wash-Mac | 81.73       | 6.56 %        |
| Air-Cond | 45.20       | 2.94 %        |
| D-Freez  | 1.37        | 4.14 %        |
| Total    | 241.17      | 5.74 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 38.60       | 5.00 %        |
| CHENNAI-01  | 38.03       | 5.67 %        |
| SOUTH-03    | 32.86       | 6.42 %        |
| TRICHY-01   | 27.28       | 5.32 %        |
| WEST-01     | 23.20       | 7.71 %        |
| CHENNAI-02  | 22.68       | 4.83 %        |
| WEST-02     | 20.48       | 5.83 %        |
| SOUTH ARCOT | 19.33       | 6.84 %        |
| NORTH ARCOT | 16.80       | 6.94 %        |
| KL-SOUTH    | 1.91        | 2.13 %        |
| Total       | 241.17      | 5.74 %        |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 17.11       | 7.25 %        |
| Wash-Mac | 10.71       | 5.33 %        |
| Air-Cond | 10.57       | 3.24 %        |
| D-Freez  | 0.22        | 2.41 %        |
| Total    | 38.60       | 5.00 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| RPM1     | 3.08        | 5.33 %        |
| TUT1     | 2.84        | 2.67 %        |
| TUT2     | 1.75        | 4.08 %        |
| VNR2     | 1.00        | 4.17 %        |
| NGR1     | 0.99        | 2.34 %        |
| ERL2     | 0.92        | 5.70 %        |
| TKS2     | 0.86        | 4.15 %        |
| TYI1     | 0.75        | 4.57 %        |
| MAR1     | 0.75        | 2.73 %        |
| TKS1     | 0.62        | 3.43 %        |
| TVL1     | 0.61        | 1.50 %        |
| VLY1     | 0.52        | 2.46 %        |
| APK2     | 0.50        | 4.43 %        |
| VNR1     | 0.30        | 2.90 %        |
| ARM1     | 0.24        | 3.44 %        |
| KYR1     | 0.17        | 2.08 %        |
| PKD1     | 0.16        | 0.80 %        |
| KGL1     | 0.13        | 3.07 %        |
| APK1     |             | 0.00 %        |
| MMT1     |             | 0.00 %        |
| SDI1     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| Total    | 38.60       | 5.00 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 16.99       | 9.20 %        |
| Wash-Mac | 12.22       | 6.53 %        |
| Air-Cond | 8.13        | 2.76 %        |
| D-Freez  | 0.68        | 16.88 %       |
| Total    | 38.03       | 5.67 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH08     | 2.41        | 5.30 %        |
| CH07     | 1.54        | 4.84 %        |
| CH14     | 1.42        | 3.03 %        |
| CH05     | 1.04        | 2.40 %        |
| CH30     | 0.70        | 3.03 %        |
| AVD1     | 0.64        | 2.82 %        |
| CH39     | 0.40        | 2.54 %        |
| CH35     | 0.23        | 2.04 %        |
| CH38     | 0.18        | 1.38 %        |
| CGL1     | 0.14        | 1.18 %        |
| CH19     |             | 0.00 %        |
| CH26     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 38.03       | 5.67 %        |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 17.57       | 8.97 %        |
| Wash-Mac | 10.24       | 6.46 %        |
| Air-Cond | 5.06        | 3.29 %        |
| Total    | 32.86       | 6.42 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU2     | 1.75        | 4.78 %        |
| PVI1     | 1.39        | 5.67 %        |
| MPA1     | 0.87        | 5.13 %        |
| MDU6     | 0.67        | 2.50 %        |
| MNM1     | 0.61        | 4.92 %        |
| USL1     | 0.56        | 5.64 %        |
| KYK1     | 0.25        | 2.13 %        |
| DKI1     | 0.23        | 2.46 %        |
| PKM1     | 0.19        | 2.76 %        |
| MLR1     | 0.13        | 1.25 %        |
| DGL2     | 0.09        | 1.27 %        |
| KKD2     | 0.07        | 0.60 %        |
| BTU1     |             | 0.00 %        |
| PNV1     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SVG1     |             | 0.00 %        |
| TDI1     |             | 0.00 %        |
| ODM1     | -0.19       | -3.76 %       |
| Total    | 32.86       | 6.42 %        |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 14.04       | 8.51 %        |
| Wash-Mac | 8.00        | 6.61 %        |
| Air-Cond | 5.24        | 2.33 %        |
| Total    | 27.28       | 5.32 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 2.92        | 2.50 %        |
| TNJ1     | 1.67        | 5.53 %        |
| MVM1     | 1.17        | 5.09 %        |
| TNJ2     | 1.15        | 5.57 %        |
| TVR2     | 1.11        | 3.74 %        |
| NGT1     | 0.79        | 4.00 %        |
| PBR1     | 0.38        | 4.72 %        |
| TTP1     | 0.33        | 4.53 %        |
| TRY2     | 0.24        | 1.72 %        |
| MSI1     | 0.19        | 2.54 %        |
| TZSD     | 0.15        | 2.29 %        |
| TRY3     | 0.15        | 1.07 %        |
| KIK1     |             | 0.00 %        |
| ORU1     |             | 0.00 %        |
| TVR1     |             | 0.00 %        |
| Total    | 27.28       | 5.32 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 9.85        | 8.20 %        |
| Wash-Mac | 8.97        | 7.53 %        |
| Air-Cond | 4.39        | 7.31 %        |
| Total    | 23.20       | 7.71 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TPR2     | 0.52        | 4.84 %        |
| CBE5     | 0.37        | 2.99 %        |
| AVI1     | 0.24        | 3.49 %        |
| PLI1     | 0.23        | 1.81 %        |
| CNR1     | 0.13        | 3.05 %        |
| SUL1     | 0.13        | 1.37 %        |
| DPM2     |             | 0.00 %        |
| GBM1     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| KGI1     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| PPI1     |             | 0.00 %        |
| UMP1     |             | 0.00 %        |
| Total    | 23.20       | 7.71 %        |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 10.68       | 8.04 %        |
| Fridge   | 7.25        | 6.14 %        |
| Air-Cond | 4.29        | 1.99 %        |
| D-Freez  | 0.46        | 19.90 %       |
| Total    | 22.68       | 4.83 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 2.06        | 4.25 %        |
| CH15     | 1.76        | 3.24 %        |
| CH34     | 0.95        | 5.10 %        |
| CH33     | 0.95        | 5.30 %        |
| CH09     | 0.44        | 2.71 %        |
| MJR1     | 0.35        | 1.72 %        |
| CH12     | 0.33        | 1.11 %        |
| CH46     | 0.27        | 2.75 %        |
| CH31     | 0.26        | 3.70 %        |
| CH32     | 0.25        | 3.66 %        |
| UKI1     | 0.23        | 2.81 %        |
| CH41     | 0.14        | 0.81 %        |
| CH06     | 0.13        | 0.53 %        |
| CH20     | 0.12        | 0.51 %        |
| CH01     |             | 0.00 %        |
| CH27     |             | 0.00 %        |
| GPD1     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| Total    | 22.68       | 4.83 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 11.38       | 8.14 %        |
| Wash-Mac | 7.28        | 4.96 %        |
| Air-Cond | 1.82        | 2.87 %        |
| Total    | 20.48       | 5.83 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 0.72        | 3.38 %        |
| SLM2     | 0.50        | 4.15 %        |
| TCG1     | 0.38        | 5.14 %        |
| SGI1     | 0.38        | 4.45 %        |
| PLC1     | 0.28        | 5.71 %        |
| TRM1     | 0.15        | 0.71 %        |
| BMD1     | 0.13        | 2.31 %        |
| CMI1     | 0.13        | 3.82 %        |
| HRR1     | 0.12        | 2.76 %        |
| ERD1     | 0.01        | 0.04 %        |
| ERD2     |             | 0.00 %        |
| KMM1     |             | 0.00 %        |
| KRI1     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| MTR1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| PMP1     |             | 0.00 %        |
| SGG1     |             | 0.00 %        |
| Total    | 20.48       | 5.83 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 9.62        | 9.80 %        |
| Wash-Mac | 6.37        | 8.20 %        |
| Air-Cond | 3.33        | 3.25 %        |
| Total    | 19.33       | 6.84 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KLM1     | 0.92        | 4.32 %        |
| CDM1     | 0.89        | 4.27 %        |
| KML1     | 0.49        | 5.43 %        |
| VCM1     | 0.41        | 4.34 %        |
| NVL2     | 0.27        | 1.51 %        |
| STP1     | 0.15        | 5.73 %        |
| TVM2     | 0.12        | 3.76 %        |
| POY2     |             | 0.00 %        |
| WHNV     |             | 0.00 %        |
| Total    | 19.33       | 6.84 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 8.28        | 9.51 %        |
| Wash-Mac | 6.43        | 8.46 %        |
| Air-Cond | 2.09        | 2.72 %        |
| Total    | 16.80       | 6.94 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| AKM1     | 0.43        | 4.94 %        |
| TRL1     | 0.28        | 1.18 %        |
| GDM1     | 0.27        | 3.88 %        |
| CYR1     | 0.27        | 3.79 %        |
| SBR1     | 0.15        | 0.58 %        |
| VEL1     | 0.14        | 0.99 %        |
| PTU1     | 0.11        | 2.97 %        |
| KPM1     |             | 0.02 %        |
| ABR1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| SLG1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| Total    | 16.80       | 6.94 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 0.83        | 3.25 %        |
| Fridge   | 0.79        | 1.76 %        |
| Air-Cond | 0.28        | 1.60 %        |
| Total    | 1.91        | 2.13 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 1.44        | 2.61 %        |
| KLR1     | 0.28        | 1.97 %        |
| PAS1     | 0.19        | 0.93 %        |
| Total    | 1.91        | 2.13 %        |