

MTD Sales  
361.79 L

Brand Share %  
6.17 %

Information:

MTD : 01-11-2025 To 24-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **6.17 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 164.87      | 9.00 %        |
| Wash-Mac | 143.85      | 6.38 %        |
| Air-Cond | 50.91       | 2.92 %        |
| D-Freez  | 2.16        | 7.03 %        |
| Total    | 361.79      | 6.17 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| CHENNAI-01  | 68.21       | 7.43 %        |
| SOUTH-01    | 52.81       | 5.84 %        |
| SOUTH-03    | 49.26       | 6.71 %        |
| CHENNAI-02  | 37.88       | 5.51 %        |
| WEST-01     | 35.11       | 7.14 %        |
| WEST-02     | 33.54       | 6.38 %        |
| TRICHY-01   | 33.34       | 4.88 %        |
| NORTH ARCOT | 29.90       | 7.18 %        |
| SOUTH ARCOT | 17.71       | 4.00 %        |
| KL-SOUTH    | 4.02        | 6.90 %        |
| Total       | 361.79      | 6.17 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 30.38       | 11.82 %       |
| Wash-Mac | 24.45       | 7.39 %        |
| Air-Cond | 13.17       | 4.06 %        |
| D-Freez  | 0.22        | 4.35 %        |
| Total    | 68.21       | 7.43 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH05     | 1.98        | 2.99 %        |
| CH14     | 1.97        | 5.00 %        |
| CH42     | 1.51        | 2.16 %        |
| CH39     | 1.01        | 5.32 %        |
| KNR1     | 0.67        | 4.90 %        |
| CH35     | 0.66        | 4.14 %        |
| AVD1     | 0.56        | 1.54 %        |
| MRM1     | 0.41        | 1.77 %        |
| CH19     | 0.30        | 0.54 %        |
| GUD2     | 0.03        | 0.20 %        |
| CH26     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| MC09     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| WCHN     | -0.54       | 3.69 %        |
| Total    | 68.21       | 7.43 %        |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 25.31       | 8.75 %        |
| Wash-Mac | 17.26       | 5.05 %        |
| Air-Cond | 9.58        | 3.57 %        |
| D-Freez  | 0.66        | 13.89 %       |
| Total    | 52.81       | 5.84 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 5.73        | 4.74 %        |
| KVT1     | 2.12        | 4.60 %        |
| MAR1     | 1.11        | 3.60 %        |
| TCN1     | 1.09        | 4.76 %        |
| UDN1     | 1.07        | 5.85 %        |
| TUT2     | 1.05        | 2.46 %        |
| SNL1     | 0.65        | 3.61 %        |
| ERL2     | 0.63        | 5.24 %        |
| TVL1     | 0.47        | 0.58 %        |
| APK1     | 0.47        | 2.74 %        |
| SKD1     | 0.43        | 4.73 %        |
| TKS1     | 0.37        | 1.48 %        |
| KGL1     | 0.31        | 4.29 %        |
| COL1     | 0.29        | 5.47 %        |
| VNR1     | 0.13        | 0.98 %        |
| SDI1     | 0.11        | 0.88 %        |
| MMT1     | 0.11        | 0.70 %        |
| S2SD     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| TYI1     |             | 0.00 %        |
| VLY1     |             | 0.00 %        |
| WHTV     |             | 0.00 %        |
| Total    | 52.81       | 5.84 %        |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 22.53       | 9.28 %        |
| Wash-Mac | 20.74       | 7.08 %        |
| Air-Cond | 5.98        | 3.06 %        |
| Total    | 49.26       | 6.71 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 5.43        | 6.08 %        |
| DGL1     | 2.43        | 4.81 %        |
| MDU6     | 2.12        | 5.57 %        |
| BNR1     | 0.41        | 3.53 %        |
| KKD3     | 0.39        | 0.82 %        |
| MNM1     | 0.37        | 4.43 %        |
| PVI1     | 0.35        | 2.43 %        |
| TPT1     | 0.34        | 1.93 %        |
| PNI1     | 0.25        | 3.71 %        |
| BTU1     |             | 0.00 %        |
| DKI1     |             | 0.00 %        |
| KYK1     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| PNV2     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SVG1     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| Total    | 49.26       | 6.71 %        |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 17.30       | 9.46 %        |
| Wash-Mac | 15.95       | 6.53 %        |
| Air-Cond | 4.40        | 1.70 %        |
| D-Freez  | 0.23        | 13.70 %       |
| Total    | 37.88       | 5.51 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 4.15        | 4.54 %        |
| CH24     | 2.36        | 5.24 %        |
| CH12     | 1.51        | 2.97 %        |
| CH34     | 1.25        | 4.28 %        |
| CH23     | 1.16        | 5.94 %        |
| CH20     | 0.87        | 2.71 %        |
| MJR1     | 0.63        | 2.44 %        |
| CH46     | 0.56        | 3.78 %        |
| CH27     | 0.15        | 1.76 %        |
| CH41     | 0.14        | 0.54 %        |
| CH01     |             | 0.00 %        |
| CH31     |             | 0.00 %        |
| CH32     |             | 0.00 %        |
| GPD1     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| UKI1     |             | 0.00 %        |
| PON1     | -0.32       | -3.14 %       |
| Total    | 37.88       | 5.51 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 17.64       | 7.47 %        |
| Fridge   | 14.52       | 8.31 %        |
| Air-Cond | 2.95        | 3.76 %        |
| Total    | 35.11       | 7.14 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TPR2     | 1.37        | 5.92 %        |
| CBE6     | 1.06        | 5.19 %        |
| PLI1     | 1.05        | 4.57 %        |
| UMP1     | 0.76        | 5.05 %        |
| DPM2     | 0.68        | 4.83 %        |
| GBM1     | 0.38        | 3.49 %        |
| TPR4     | 0.36        | 4.81 %        |
| KGI1     | 0.34        | 3.90 %        |
| CBE1     | 0.27        | 1.30 %        |
| PPI1     | 0.27        | 3.22 %        |
| KMD1     | 0.24        | 1.82 %        |
| CBE5     | 0.19        | 2.89 %        |
| PDM1     | 0.13        | 1.16 %        |
| ANR1     |             | 0.00 %        |
| CBE3     |             | 0.00 %        |
| CNR1     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| WHCB     | -0.12       | 3.20 %        |
| Total    | 35.11       | 7.14 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 15.37       | 6.28 %        |
| Fridge   | 14.96       | 7.81 %        |
| Air-Cond | 3.02        | 3.52 %        |
| D-Freez  | 0.19        | 5.52 %        |
| Total    | 33.54       | 6.38 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 2.72        | 6.00 %        |
| SLM3     | 1.31        | 5.39 %        |
| ERD2     | 1.04        | 2.31 %        |
| TCG1     | 0.57        | 4.53 %        |
| KRI1     | 0.55        | 3.93 %        |
| ATU1     | 0.40        | 2.15 %        |
| TRM1     | 0.39        | 3.61 %        |
| PLC1     | 0.34        | 3.68 %        |
| EDP1     | 0.27        | 3.96 %        |
| SGG1     | 0.26        | 4.28 %        |
| KVP1     | 0.21        | 2.06 %        |
| BMD1     |             | 0.00 %        |
| DPR2     |             | 0.00 %        |
| ERD1     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| KMM1     |             | 0.00 %        |
| MTR1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| PMP1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| Total    | 33.54       | 6.38 %        |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 16.40       | 8.27 %        |
| Wash-Mac | 11.56       | 5.10 %        |
| Air-Cond | 5.38        | 2.09 %        |
| Total    | 33.34       | 4.88 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 4.29        | 3.58 %        |
| TNJ1     | 1.95        | 4.58 %        |
| TVR2     | 1.85        | 4.44 %        |
| TNJ2     | 1.22        | 4.19 %        |
| PTK1     | 1.21        | 4.46 %        |
| NGT1     | 0.83        | 3.88 %        |
| MVM1     | 0.74        | 1.86 %        |
| PBR1     | 0.28        | 2.38 %        |
| KIK1     | 0.22        | 1.27 %        |
| TTP1     | 0.14        | 1.18 %        |
| TVR1     | 0.13        | 0.97 %        |
| MSI1     |             | 0.00 %        |
| ORU1     |             | 0.00 %        |
| TRY2     |             | 0.00 %        |
| TRY3     |             | 0.00 %        |
| TZSD     |             | 0.00 %        |
| Total    | 33.34       | 4.88 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 14.05       | 10.02 %       |
| Wash-Mac | 13.62       | 8.24 %        |
| Air-Cond | 1.58        | 1.49 %        |
| D-Freez  | 0.64        | 12.09 %       |
| Total    | 29.90       | 7.18 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| AKM1     | 0.88        | 4.09 %        |
| VSI1     | 0.75        | 3.83 %        |
| TRT1     | 0.56        | 5.15 %        |
| SBR1     | 0.48        | 1.34 %        |
| KPM1     | 0.47        | 2.66 %        |
| WJP1     | 0.35        | 4.85 %        |
| CYR1     | 0.28        | 2.82 %        |
| VEL1     | 0.24        | 1.12 %        |
| PTU1     | 0.14        | 2.17 %        |
| PLR1     | 0.13        | 1.80 %        |
| GDM1     | 0.11        | 1.01 %        |
| ABR1     | 0.11        | 0.76 %        |
| CGM1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| SLG1     |             | 0.00 %        |
| TRL1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 29.90       | 7.18 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 8.30        | 6.26 %        |
| Wash-Mac | 6.04        | 3.92 %        |
| Air-Cond | 3.15        | 2.06 %        |
| D-Freez  | 0.22        | 7.21 %        |
| Total    | 17.71       | 4.00 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 1.80        | 4.30 %        |
| POY2     | 1.57        | 2.81 %        |
| TDM1     | 1.05        | 5.49 %        |
| KML1     | 0.96        | 5.77 %        |
| SJI2     | 0.93        | 6.04 %        |
| PRT1     | 0.92        | 4.90 %        |
| NVL2     | 0.86        | 3.37 %        |
| CDM1     | 0.14        | 0.56 %        |
| TVM2     | 0.11        | 1.27 %        |
| KLM1     |             | 0.00 %        |
| POY1     |             | 0.00 %        |
| TVM1     |             | 0.00 %        |
| VPM1     | -0.21       | -4.65 %       |
| Total    | 17.71       | 4.00 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 1.70        | 10.39 %       |
| Wash-Mac | 1.21        | 6.89 %        |
| Fridge   | 1.10        | 4.86 %        |
| Total    | 4.02        | 6.90 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVSD     |             | 0.00 %        |
| Total    | 4.02        | 6.90 %        |