

MTD Sales  
68.65 L

Brand Share %  
15.64 %

Information:

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

\* Branch where in Brand Share % is less than Overall State's Brand Share **15.64 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 20.38       | 14.78 %       |
| LED TV   | 17.37       | 14.41 %       |
| Fridge   | 16.84       | 18.47 %       |
| Wash-Mac | 11.27       | 13.87 %       |
| D-Freez  | 1.58        | 68.73 %       |
| Oven     | 0.68        | 28.41 %       |
| W.Heater | 0.52        | 15.76 %       |
| Total    | 68.65       | 15.64 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| CHENNAI-01  | 16.54       | 28.35 %       |
| TRICHY-01   | 10.36       | 14.81 %       |
| SOUTH-01    | 8.88        | 14.87 %       |
| WEST-02     | 8.00        | 15.46 %       |
| SOUTH-03    | 6.34        | 9.92 %        |
| CHENNAI-02  | 5.65        | 13.50 %       |
| WEST-01     | 5.33        | 13.72 %       |
| NORTH ARCOT | 4.38        | 17.12 %       |
| SOUTH ARCOT | 3.17        | 12.15 %       |
| KL-SOUTH    |             | 0.00 %        |
| Total       | 68.65       | 15.64 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 10.79       | 32.36 %       |
| LED TV   | 2.47        | 32.03 %       |
| Fridge   | 1.94        | 21.60 %       |
| Wash-Mac | 1.22        | 17.20 %       |
| Oven     | 0.12        | 26.96 %       |
| Total    | 16.54       | 28.35 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| AVD1     | 0.24        | 10.60 %       |
| CH14     | 0.14        | 4.11 %        |
| SKL1     | 0.12        | 8.37 %        |
| CH05     |             | 0.00 %        |
| CH07     |             | 0.00 %        |
| CH08     |             | 0.00 %        |
| CH11     |             | 0.00 %        |
| CH19     |             | 0.00 %        |
| CH35     |             | 0.00 %        |
| CH38     |             | 0.00 %        |
| CH45     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| KNR1     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| TKM1     |             | 0.00 %        |
| Total    | 16.54       | 28.35 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 3.71        | 21.87 %       |
| Air-Cond | 3.02        | 11.26 %       |
| Fridge   | 2.35        | 15.24 %       |
| Wash-Mac | 1.04        | 10.39 %       |
| D-Freez  | 0.19        | 45.16 %       |
| Oven     | 0.06        | 100.00 %      |
| Total    | 10.36       | 14.81 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TNJ1     | 0.73        | 7.65 %        |
| TVR1     | 0.42        | 14.38 %       |
| PBR2     | 0.41        | 5.91 %        |
| PDK1     | 0.25        | 12.15 %       |
| TVR2     | 0.24        | 9.22 %        |
| TRY3     | 0.20        | 7.02 %        |
| PTK1     | 0.16        | 4.77 %        |
| NGT1     | 0.14        | 4.45 %        |
| KUM1     | 0.13        | 5.12 %        |
| AYR1     |             | 0.00 %        |
| MSI1     |             | 0.00 %        |
| ORU1     |             | 0.00 %        |
| PBR1     |             | 0.00 %        |
| TTP1     |             | 0.00 %        |
| TYR1     |             | 0.00 %        |
| Total    | 10.36       | 14.81 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 2.32        | 18.55 %       |
| LED TV   | 2.16        | 11.59 %       |
| Fridge   | 1.75        | 17.91 %       |
| Air-Cond | 1.68        | 9.90 %        |
| D-Freez  | 0.84        | 100.00 %      |
| W.Heater | 0.07        | 18.72 %       |
| Oven     | 0.05        | 9.48 %        |
| Total    | 8.88        | 14.87 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVL1     | 1.25        | 15.39 %       |
| RPM1     | 0.51        | 10.78 %       |
| TKS2     | 0.37        | 11.29 %       |
| SVK1     | 0.29        | 11.97 %       |
| NGR1     | 0.23        | 7.23 %        |
| MAR1     | 0.19        | 9.68 %        |
| VNR1     | 0.13        | 14.18 %       |
| TVL2     | 0.13        | 11.44 %       |
| KVT1     | 0.12        | 5.65 %        |
| SNL1     | 0.12        | 11.48 %       |
| APK1     |             | 0.00 %        |
| ARM1     |             | 0.00 %        |
| ASM1     |             | 0.00 %        |
| COL1     |             | 0.00 %        |
| KGL1     |             | 0.00 %        |
| PKD1     |             | 0.00 %        |
| RND1     |             | 0.00 %        |
| TYI1     |             | 0.00 %        |
| UDN1     |             | 0.00 %        |
| VKM1     |             | 0.00 %        |
| VLY1     |             | 0.00 %        |
| Total    | 8.88        | 14.87 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 2.71        | 27.95 %       |
| Wash-Mac | 2.36        | 18.43 %       |
| LED TV   | 1.95        | 9.14 %        |
| Air-Cond | 0.74        | 10.16 %       |
| W.Heater | 0.13        | 63.46 %       |
| Oven     | 0.11        | 27.26 %       |
| Total    | 8.00        | 15.46 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR2     | 0.45        | 14.82 %       |
| SLM1     | 0.26        | 4.32 %        |
| SLM3     | 0.23        | 6.76 %        |
| EPI1     | 0.13        | 13.71 %       |
| SLM2     | 0.12        | 9.23 %        |
| PLC1     | 0.06        | 4.46 %        |
| APN1     |             | 0.00 %        |
| BMD1     |             | 0.00 %        |
| EDP1     |             | 0.00 %        |
| ERD1     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| KRI1     |             | 0.00 %        |
| OML1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| PMP1     |             | 0.00 %        |
| SGG1     |             | 0.00 %        |
| VPD1     |             | 0.00 %        |
| Total    | 8.00        | 15.46 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 2.25        | 13.91 %       |
| LED TV   | 1.64        | 10.39 %       |
| Wash-Mac | 1.42        | 10.67 %       |
| Air-Cond | 0.82        | 4.73 %        |
| D-Freez  | 0.18        | 26.72 %       |
| W.Heater | 0.03        | 7.27 %        |
| Total    | 6.34        | 9.92 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 1.86        | 15.53 %       |
| MDU6     | 0.62        | 9.02 %        |
| TPT1     | 0.13        | 6.13 %        |
| DGL1     | 0.13        | 4.81 %        |
| TDI1     | 0.13        | 8.04 %        |
| TMM1     | 0.12        | 6.24 %        |
| PNV1     | 0.11        | 7.80 %        |
| ADP1     |             | 0.00 %        |
| ATG1     |             | 0.00 %        |
| BTU1     |             | 0.00 %        |
| CBM1     |             | 0.00 %        |
| CMR1     |             | 0.00 %        |
| DGL2     |             | 0.00 %        |
| KKD2     |             | 0.00 %        |
| KPT1     |             | 0.00 %        |
| KRR1     |             | 0.00 %        |
| MDU5     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| MPA1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| PNI1     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SVG1     |             | 0.00 %        |
| TEN1     |             | 0.00 %        |
| TEN2     |             | 0.00 %        |
| Total    | 6.34        | 9.92 %        |

### CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 2.48        | 29.72 %       |
| Air-Cond | 1.35        | 9.27 %        |
| Wash-Mac | 1.17        | 15.23 %       |
| LED TV   | 0.48        | 4.43 %        |
| Oven     | 0.11        | 34.75 %       |
| W.Heater | 0.06        | 35.55 %       |
| Total    | 5.65        | 13.50 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH12     | 0.42        | 15.45 %       |
| CH03     | 0.30        | 6.64 %        |
| CH44     | 0.28        | 14.22 %       |
| PON1     | 0.27        | 15.48 %       |
| CH15     | 0.15        | 6.30 %        |
| CH21     | 0.12        | 3.31 %        |
| MJR1     | 0.11        | 5.29 %        |
| CH41     | 0.11        | 9.37 %        |
| CH09     |             | 0.00 %        |
| CH17     |             | 0.00 %        |
| CH18     |             | 0.00 %        |
| CH20     |             | 0.00 %        |
| CH27     |             | 0.00 %        |
| CH31     |             | 0.00 %        |
| CH36     |             | 0.00 %        |
| UKI1     |             | 0.00 %        |
| Total    | 5.65        | 13.50 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 2.06        | 14.66 %       |
| Wash-Mac | 1.44        | 13.93 %       |
| Fridge   | 0.82        | 8.49 %        |
| D-Freez  | 0.38        | 100.00 %      |
| Air-Cond | 0.29        | 8.68 %        |
| Oven     | 0.23        | 53.23 %       |
| W.Heater | 0.11        | 17.65 %       |
| Total    | 5.33        | 13.72 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE4     | 0.25        | 9.63 %        |
| AVI1     | 0.20        | 5.85 %        |
| CBE2     | 0.19        | 6.33 %        |
| TPR3     | 0.12        | 6.76 %        |
| ANR1     |             | 0.00 %        |
| CBE3     |             | 0.00 %        |
| CBE6     |             | 0.00 %        |
| CNR1     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| KGI1     |             | 0.00 %        |
| KMD1     |             | 0.00 %        |
| KMR1     |             | 0.00 %        |
| MPM1     |             | 0.00 %        |
| SUL1     |             | 0.00 %        |
| TPR1     |             | 0.00 %        |
| TPR2     |             | 0.00 %        |
| TPR4     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 5.33        | 13.72 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 2.14        | 32.93 %       |
| LED TV   | 1.39        | 20.52 %       |
| Air-Cond | 0.58        | 7.67 %        |
| Wash-Mac | 0.14        | 3.16 %        |
| W.Heater | 0.12        | 50.95 %       |
| Total    | 4.38        | 17.12 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRL1     | 0.15        | 10.15 %       |
| TRR1     | 0.13        | 6.33 %        |
| KPM1     | 0.12        | 8.59 %        |
| ANI1     | 0.06        | 8.74 %        |
| BGR1     |             | 0.00 %        |
| KPM2     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| VEL2     |             | 0.00 %        |
| VSI1     |             | 0.00 %        |
| WJD1     |             | 0.00 %        |
| WJP1     |             | 0.00 %        |
| Total    | 4.38        | 17.12 %       |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1.49        | 18.99 %       |
| Air-Cond | 1.11        | 11.99 %       |
| Fridge   | 0.40        | 6.25 %        |
| Wash-Mac | 0.16        | 6.81 %        |
| Total    | 3.17        | 12.15 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 0.37        | 9.25 %        |
| CUD1     | 0.25        | 15.21 %       |
| ULP1     | 0.24        | 13.42 %       |
| CDM1     | 0.14        | 7.24 %        |
| MKM1     | 0.14        | 13.68 %       |
| PRT1     | 0.12        | 11.27 %       |
| KLM1     |             | 0.00 %        |
| KML1     |             | 0.00 %        |
| NVL2     |             | 0.00 %        |
| SJI1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| TDM1     |             | 0.00 %        |
| VPM1     |             | 0.00 %        |
| Total    | 3.17        | 12.15 %       |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    |             | 0.00 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PAS1     |             | 0.00 %        |
| TVP1     |             | 0.00 %        |
| Total    |             | 0.00 %        |