

MTD Sales  
692.64 L

Brand Share %  
14.03 %

Information:

MTD : 01-09-2025 To 13-09-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **14.03 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 259.71      | 18.32 %       |
| Fridge   | 158.03      | 14.22 %       |
| Wash-Mac | 146.12      | 14.86 %       |
| Air-Cond | 95.59       | 7.35 %        |
| D-Freez  | 15.47       | 65.46 %       |
| W.Heater | 11.38       | 14.87 %       |
| Oven     | 3.93        | 20.42 %       |
| W-Disp   | 2.41        | 43.62 %       |
| Total    | 692.64      | 14.03 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| CHENNAI-01  | 95.49       | 13.13 %       |
| SOUTH-01    | 94.85       | 10.96 %       |
| SOUTH-03    | 88.40       | 14.41 %       |
| CHENNAI-02  | 80.88       | 14.87 %       |
| WEST-02     | 72.43       | 16.75 %       |
| TRICHY-01   | 65.42       | 10.93 %       |
| SOUTH ARCOT | 65.17       | 18.10 %       |
| WEST-01     | 59.09       | 16.10 %       |
| NORTH ARCOT | 57.37       | 19.12 %       |
| KL-SOUTH    | 13.56       | 10.51 %       |
| Total       | 692.64      | 14.03 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 33.15       | 18.91 %       |
| Wash-Mac | 22.78       | 15.78 %       |
| Fridge   | 19.58       | 14.90 %       |
| Air-Cond | 15.25       | 5.99 %        |
| D-Freez  | 2.19        | 67.32 %       |
| W.Heater | 1.62        | 10.60 %       |
| Oven     | 0.63        | 24.58 %       |
| W-Disp   | 0.30        | 44.96 %       |
| Total    | 95.49       | 13.13 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 8.06        | 13.52 %       |
| CH16     | 7.54        | 13.39 %       |
| CH42     | 4.94        | 12.33 %       |
| CH08     | 4.76        | 10.19 %       |
| CH45     | 3.57        | 12.71 %       |
| CH48     | 3.36        | 11.29 %       |
| CH07     | 2.78        | 9.17 %        |
| CH30     | 2.61        | 12.00 %       |
| CH19     | 2.25        | 5.47 %        |
| CH22     | 1.87        | 8.99 %        |
| CH11     | 1.58        | 5.08 %        |
| CH05     | 1.44        | 3.15 %        |
| CGL1     | 1.05        | 7.54 %        |
| KNR1     | 0.67        | 4.37 %        |
| CH29     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| Total    | 95.49       | 13.13 %       |

**SOUTH-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 29.04       | 15.09 %       |
| LED TV   | 26.73       | 12.33 %       |
| Wash-Mac | 17.63       | 10.90 %       |
| Air-Cond | 16.37       | 5.94 %        |
| D-Freez  | 4.02        | 57.78 %       |
| Oven     | 0.46        | 12.54 %       |
| W.Heater | 0.45        | 6.07 %        |
| W-Disp   | 0.14        | 20.52 %       |
| Total    | 94.85       | 10.96 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| RPM1     | 5.39        | 7.21 %        |
| NGR1     | 4.99        | 10.76 %       |
| KVT1     | 4.13        | 11.90 %       |
| TUT1     | 4.12        | 3.83 %        |
| SDI1     | 3.97        | 12.65 %       |
| VLY1     | 3.27        | 13.49 %       |
| TKS2     | 2.89        | 10.45 %       |
| TUT2     | 2.37        | 5.60 %        |
| PKD1     | 2.01        | 9.75 %        |
| VNR2     | 1.79        | 6.20 %        |
| MAR1     | 1.79        | 5.23 %        |
| MMT1     | 1.73        | 10.29 %       |
| VNR1     | 1.70        | 12.59 %       |
| TCN1     | 1.46        | 8.29 %        |
| APK2     | 1.34        | 11.04 %       |
| APK1     | 1.18        | 9.45 %        |
| TVL2     | 1.07        | 13.07 %       |
| STU2     | 1.06        | 11.04 %       |
| TYI1     | 0.98        | 5.27 %        |
| TKY1     | 0.95        | 6.21 %        |
| VKM1     | 0.73        | 5.91 %        |
| ARM1     | 0.63        | 7.66 %        |
| UDN1     | 0.61        | 4.39 %        |
| S2SD     | 0.39        | 7.30 %        |
| ASM1     | 0.13        | 1.51 %        |
| Total    | 94.85       | 10.96 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 31.44       | 17.54 %       |
| Fridge   | 20.62       | 12.58 %       |
| Wash-Mac | 17.90       | 14.22 %       |
| Air-Cond | 15.61       | 11.70 %       |
| D-Freez  | 1.49        | 67.90 %       |
| W.Heater | 1.26        | 18.61 %       |
| W-Disp   | 0.07        | 18.25 %       |
| Total    | 88.40       | 14.41 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 8.46        | 11.84 %       |
| DGL1     | 4.60        | 10.38 %       |
| MDU2     | 4.11        | 9.42 %        |
| MDU6     | 3.86        | 11.72 %       |
| ATG1     | 3.80        | 10.88 %       |
| MDU3     | 2.20        | 11.56 %       |
| CBM1     | 1.70        | 13.51 %       |
| PNV1     | 1.50        | 13.51 %       |
| TMM1     | 1.40        | 6.50 %        |
| MPA1     | 1.20        | 6.96 %        |
| TEN1     | 1.13        | 8.66 %        |
| TEN2     | 0.89        | 7.27 %        |
| KRR1     | 0.81        | 8.00 %        |
| MDU4     | 0.76        | 6.13 %        |
| SZSD     | 0.50        | 9.17 %        |
| BNR1     | 0.47        | 6.14 %        |
| CMR1     | 0.38        | 7.51 %        |
| DKI1     | 0.30        | 2.49 %        |
| BTU1     | 0.24        | 3.79 %        |
| NTM1     |             | 0.00 %        |
| Total    | 88.40       | 14.41 %       |

### CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 25.74       | 16.62 %       |
| Wash-Mac | 21.80       | 22.24 %       |
| Fridge   | 15.21       | 16.22 %       |
| Air-Cond | 13.66       | 7.37 %        |
| W.Heater | 1.64        | 23.22 %       |
| Oven     | 1.30        | 55.27 %       |
| D-Freez  | 1.14        | 62.04 %       |
| W-Disp   | 0.38        | 55.21 %       |
| Total    | 80.88       | 14.87 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 6.50        | 11.68 %       |
| CH15     | 6.21        | 11.31 %       |
| CH21     | 4.85        | 12.50 %       |
| CH18     | 3.86        | 11.48 %       |
| CH20     | 3.52        | 13.51 %       |
| CH12     | 3.29        | 9.20 %        |
| CH17     | 1.76        | 11.79 %       |
| CH27     | 0.97        | 12.52 %       |
| CH36     | 0.43        | 7.04 %        |
| CH46     | 0.30        | 3.06 %        |
| CH32     | 0.24        | 3.71 %        |
| MC06     |             | 0.00 %        |
| CH01     |             | 0.00 %        |
| Total    | 80.88       | 14.87 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 30.36       | 21.43 %       |
| Wash-Mac | 17.86       | 15.54 %       |
| Fridge   | 15.44       | 13.65 %       |
| Air-Cond | 5.08        | 10.02 %       |
| W.Heater | 2.26        | 26.67 %       |
| D-Freez  | 0.86        | 70.61 %       |
| W-Disp   | 0.46        | 76.99 %       |
| Oven     | 0.11        | 6.21 %        |
| Total    | 72.43       | 16.75 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR2     | 3.34        | 11.17 %       |
| SLM1     | 2.85        | 9.32 %        |
| ERD1     | 2.44        | 10.05 %       |
| TRM1     | 2.32        | 9.08 %        |
| SLM3     | 1.43        | 7.14 %        |
| HSR1     | 1.21        | 6.39 %        |
| KRI1     | 1.18        | 9.96 %        |
| HRR1     | 0.65        | 12.83 %       |
| PLC1     | 0.62        | 9.25 %        |
| WZWH     | 0.55        | 11.28 %       |
| Total    | 72.43       | 16.75 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 25.66       | 14.83 %       |
| Fridge   | 14.89       | 11.38 %       |
| Wash-Mac | 13.11       | 13.53 %       |
| Air-Cond | 8.77        | 4.75 %        |
| W.Heater | 1.42        | 14.74 %       |
| D-Freez  | 1.28        | 78.18 %       |
| W-Disp   | 0.23        | 41.63 %       |
| Oven     | 0.06        | 5.25 %        |
| Total    | 65.42       | 10.93 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 9.95        | 7.48 %        |
| PBR2     | 4.86        | 13.81 %       |
| PTK1     | 3.57        | 11.48 %       |
| MVM1     | 3.22        | 11.05 %       |
| KUM1     | 3.09        | 9.38 %        |
| KIK1     | 3.05        | 12.35 %       |
| TNJ2     | 2.48        | 9.43 %        |
| TRY3     | 1.77        | 13.26 %       |
| TVR2     | 1.48        | 5.06 %        |
| ORU1     | 1.37        | 10.58 %       |
| TNJ1     | 1.22        | 3.50 %        |
| JKM1     | 1.16        | 9.59 %        |
| TRY2     | 0.99        | 9.21 %        |
| APM1     | 0.77        | 8.48 %        |
| PBR1     | 0.46        | 4.92 %        |
| TTP1     | 0.41        | 4.35 %        |
| MSI1     | 0.28        | 2.65 %        |
| Total    | 65.42       | 10.93 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 28.74       | 25.93 %       |
| Fridge   | 11.76       | 14.02 %       |
| Wash-Mac | 11.26       | 17.14 %       |
| Air-Cond | 9.43        | 10.53 %       |
| D-Freez  | 2.75        | 72.68 %       |
| W.Heater | 0.62        | 12.87 %       |
| W-Disp   | 0.38        | 54.34 %       |
| Oven     | 0.23        | 25.94 %       |
| Total    | 65.17       | 18.10 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 3.44        | 12.26 %       |
| VCM1     | 1.39        | 12.93 %       |
| TVM2     | 0.61        | 11.92 %       |
| KML1     | 0.34        | 2.62 %        |
| Total    | 65.17       | 18.10 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 25.75       | 21.35 %       |
| Fridge   | 14.30       | 15.47 %       |
| Wash-Mac | 13.90       | 14.74 %       |
| Air-Cond | 3.14        | 6.96 %        |
| W.Heater | 1.01        | 10.21 %       |
| D-Freez  | 0.70        | 52.12 %       |
| Oven     | 0.29        | 10.19 %       |
| Total    | 59.09       | 16.10 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 4.03        | 6.57 %        |
| KMR1     | 1.68        | 6.02 %        |
| TPR1     | 1.63        | 12.42 %       |
| CBE6     | 1.56        | 8.84 %        |
| TPR2     | 1.08        | 9.44 %        |
| SUL1     | 0.78        | 9.09 %        |
| TPR4     | 0.48        | 8.36 %        |
| KGI1     | 0.39        | 5.29 %        |
| MPM1     | 0.14        | 1.48 %        |
| WZSD     | 0.13        | 6.95 %        |
| KGM1     |             | 0.00 %        |
| Total    | 59.09       | 16.10 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 26.38       | 28.31 %       |
| Fridge   | 12.39       | 17.55 %       |
| Wash-Mac | 9.19        | 15.30 %       |
| Air-Cond | 6.42        | 9.64 %        |
| W.Heater | 1.02        | 16.37 %       |
| Oven     | 0.85        | 45.54 %       |
| D-Freez  | 0.66        | 80.58 %       |
| W-Disp   | 0.44        | 72.90 %       |
| Total    | 57.37       | 19.12 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRL1     | 3.34        | 11.91 %       |
| KPM2     | 2.67        | 8.47 %        |
| TRR1     | 1.84        | 12.12 %       |
| GDM1     | 1.37        | 12.23 %       |
| CPT1     | 0.57        | 13.01 %       |
| PLR1     | 0.38        | 11.06 %       |
| BGR1     | 0.18        | 3.00 %        |
| CGM1     | 0.12        | 1.59 %        |
| Total    | 57.37       | 19.12 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 5.76        | 11.08 %       |
| Fridge   | 4.78        | 12.17 %       |
| Air-Cond | 1.86        | 13.24 %       |
| Wash-Mac | 0.70        | 3.22 %        |
| D-Freez  | 0.39        | 64.46 %       |
| W.Heater | 0.07        | 7.99 %        |
| Total    | 13.56       | 10.51 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 5.80        | 7.78 %        |
| KLR1     | 2.24        | 10.53 %       |
| Total    | 13.56       | 10.51 %       |