

MTD Sales  
1,174.36 L

Brand Share %  
15.59 %

Information:

MTD : 01-11-2025 To 18-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **15.59 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 547.46      | 20.38 %       |
| Fridge   | 242.73      | 17.07 %       |
| Wash-Mac | 227.94      | 13.04 %       |
| Air-Cond | 101.02      | 7.12 %        |
| W.Heater | 28.89       | 17.68 %       |
| D-Freez  | 15.87       | 71.04 %       |
| Oven     | 5.03        | 15.60 %       |
| W-Disp   | 3.41        | 46.41 %       |
| Chimney  | 2.02        | 6.43 %        |
| Total    | 1,174.36    | 15.59 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| CHENNAI-01  | 175.02      | 15.87 %       |
| SOUTH-01    | 151.25      | 13.84 %       |
| CHENNAI-02  | 145.28      | 15.70 %       |
| SOUTH-03    | 133.67      | 14.07 %       |
| WEST-02     | 129.56      | 18.26 %       |
| TRICHY-01   | 124.20      | 13.39 %       |
| SOUTH ARCOT | 110.27      | 18.42 %       |
| WEST-01     | 101.67      | 15.90 %       |
| NORTH ARCOT | 97.42       | 19.01 %       |
| KL-SOUTH    | 6.03        | 8.23 %        |
| Total       | 1,174.36    | 15.59 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 79.25       | 22.38 %       |
| Fridge   | 36.50       | 19.33 %       |
| Wash-Mac | 33.31       | 13.21 %       |
| Air-Cond | 16.95       | 6.39 %        |
| W.Heater | 3.52        | 11.86 %       |
| D-Freez  | 3.19        | 84.50 %       |
| Oven     | 1.26        | 26.32 %       |
| W-Disp   | 0.66        | 40.17 %       |
| Chimney  | 0.38        | 15.38 %       |
| Total    | 175.02      | 15.87 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH08     | 10.70       | 14.33 %       |
| CH42     | 9.80        | 14.13 %       |
| CH07     | 8.03        | 15.48 %       |
| GUD1     | 6.37        | 13.47 %       |
| CH11     | 6.27        | 15.54 %       |
| CH14     | 5.76        | 10.67 %       |
| CH19     | 5.24        | 8.23 %        |
| CH05     | 4.80        | 5.94 %        |
| CH48     | 3.59        | 8.59 %        |
| CGL1     | 3.58        | 13.25 %       |
| CZWH     | 3.38        | 9.56 %        |
| KNR1     | 2.40        | 13.28 %       |
| CH29     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| WCHN     | -0.62       | 3.26 %        |
| Total    | 175.02      | 15.87 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 57.39       | 15.31 %       |
| Fridge   | 38.61       | 17.67 %       |
| Wash-Mac | 31.99       | 12.45 %       |
| Air-Cond | 16.75       | 8.12 %        |
| W.Heater | 3.04        | 12.82 %       |
| D-Freez  | 2.32        | 70.26 %       |
| Oven     | 0.62        | 13.67 %       |
| W-Disp   | 0.52        | 34.60 %       |
| Total    | 151.25      | 13.84 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| NGR1     | 7.79        | 11.77 %       |
| TUT1     | 6.97        | 5.12 %        |
| KVT1     | 5.20        | 9.20 %        |
| RND1     | 4.84        | 11.90 %       |
| RPM1     | 4.75        | 10.75 %       |
| PKD1     | 4.54        | 15.01 %       |
| APK1     | 3.21        | 15.37 %       |
| MMT1     | 2.80        | 13.94 %       |
| TCN1     | 2.68        | 10.14 %       |
| SDI1     | 2.50        | 13.62 %       |
| TUT2     | 2.48        | 4.88 %        |
| ASM1     | 2.46        | 9.90 %        |
| UDN1     | 2.04        | 10.37 %       |
| VNR2     | 2.01        | 4.85 %        |
| PDI1     | 1.69        | 13.30 %       |
| SKD1     | 1.68        | 12.62 %       |
| APK2     | 1.64        | 8.76 %        |
| TVL2     | 0.90        | 5.77 %        |
| COL1     | 0.86        | 13.16 %       |
| VKM1     | 0.79        | 5.38 %        |
| S2SD     | 0.33        | 6.65 %        |
| WHTV     |             | 0.00 %        |
| Total    | 151.25      | 13.84 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 61.60       | 18.02 %       |
| Wash-Mac | 31.90       | 16.18 %       |
| Fridge   | 30.15       | 20.45 %       |
| Air-Cond | 16.02       | 7.55 %        |
| W.Heater | 2.90        | 18.32 %       |
| Oven     | 1.13        | 22.91 %       |
| W-Disp   | 0.75        | 59.32 %       |
| D-Freez  | 0.69        | 47.10 %       |
| Chimney  | 0.14        | 4.45 %        |
| Total    | 145.28      | 15.70 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 12.27       | 12.85 %       |
| CH15     | 11.69       | 11.08 %       |
| CH24     | 8.13        | 13.90 %       |
| CH12     | 7.33        | 11.52 %       |
| CH21     | 5.92        | 14.55 %       |
| CH44     | 3.19        | 10.68 %       |
| CH09     | 2.95        | 7.30 %        |
| MJR1     | 2.69        | 7.61 %        |
| CH46     | 1.94        | 15.05 %       |
| CH27     | 0.71        | 6.00 %        |
| CH32     | 0.33        | 5.32 %        |
| CH01     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| Total    | 145.28      | 15.70 %       |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 66.61       | 19.44 %       |
| Wash-Mac | 29.72       | 12.96 %       |
| Fridge   | 26.41       | 14.22 %       |
| Air-Cond | 5.71        | 3.53 %        |
| W.Heater | 3.31        | 16.37 %       |
| D-Freez  | 1.00        | 100.00 %      |
| Oven     | 0.38        | 8.28 %        |
| W-Disp   | 0.28        | 50.75 %       |
| Chimney  | 0.24        | 5.82 %        |
| Total    | 133.67      | 14.07 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 14.89       | 13.58 %       |
| DGL1     | 7.28        | 10.56 %       |
| MDU6     | 6.76        | 12.30 %       |
| MDU2     | 6.46        | 9.96 %        |
| MDU3     | 4.52        | 8.27 %        |
| TMM1     | 3.66        | 10.65 %       |
| TEN1     | 3.35        | 13.23 %       |
| MDU4     | 3.17        | 15.21 %       |
| PNV2     | 3.04        | 9.28 %        |
| KRR1     | 2.91        | 11.53 %       |
| DKI1     | 2.29        | 9.40 %        |
| SVG1     | 2.28        | 9.66 %        |
| TEN2     | 1.43        | 6.37 %        |
| ADP1     | 1.41        | 11.15 %       |
| PKM1     | 0.94        | 8.79 %        |
| MPA1     | 0.63        | 3.40 %        |
| TDI1     | 0.56        | 5.81 %        |
| BTU1     | 0.36        | 4.16 %        |
| NTM1     | 0.33        | 4.64 %        |
| CMR1     | 0.17        | 2.07 %        |
| WHMD     | -0.24       | 8.46 %        |
| Total    | 133.67      | 14.07 %       |

**WEST-02**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 59.86       | 23.27 %       |
| Fridge   | 30.81       | 20.07 %       |
| Wash-Mac | 26.75       | 13.22 %       |
| Air-Cond | 5.13        | 7.27 %        |
| W.Heater | 4.30        | 29.51 %       |
| D-Freez  | 2.35        | 78.90 %       |
| Oven     | 0.17        | 8.37 %        |
| Chimney  | 0.13        | 2.12 %        |
| W-Disp   | 0.07        | 23.31 %       |
| Total    | 129.56      | 18.26 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 9.11        | 13.23 %       |
| ERD1     | 6.83        | 15.14 %       |
| HSR2     | 5.99        | 12.75 %       |
| HSR1     | 4.69        | 14.23 %       |
| MTR1     | 2.99        | 15.23 %       |
| SLM2     | 2.46        | 7.99 %        |
| EPI1     | 1.94        | 12.87 %       |
| OML1     | 1.80        | 9.45 %        |
| APN1     | 1.43        | 11.89 %       |
| PDR1     | 1.10        | 8.29 %        |
| PMP1     | 0.96        | 7.78 %        |
| WHPD     | -0.12       | 2.80 %        |
| Total    | 129.56      | 18.26 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 65.51       | 19.49 %       |
| Wash-Mac | 19.19       | 10.98 %       |
| Fridge   | 19.19       | 11.58 %       |
| Air-Cond | 15.11       | 6.73 %        |
| W.Heater | 3.93        | 19.58 %       |
| D-Freez  | 0.85        | 86.72 %       |
| W-Disp   | 0.30        | 100.00 %      |
| Oven     | 0.13        | 4.34 %        |
| Total    | 124.20      | 13.39 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 18.10       | 12.48 %       |
| PBR2     | 8.19        | 13.54 %       |
| KUM1     | 7.64        | 12.85 %       |
| MVM1     | 7.61        | 13.61 %       |
| TVR2     | 5.71        | 10.85 %       |
| TNJ2     | 4.95        | 10.71 %       |
| PTK1     | 4.50        | 13.13 %       |
| TRY3     | 4.04        | 12.22 %       |
| JKM1     | 3.04        | 12.94 %       |
| TVR1     | 3.00        | 13.33 %       |
| TNJ1     | 2.60        | 4.29 %        |
| TRY2     | 2.58        | 8.84 %        |
| TTP1     | 2.22        | 9.94 %        |
| KRN1     | 2.18        | 15.29 %       |
| PBR1     | 1.22        | 8.04 %        |
| APM1     | 0.80        | 6.98 %        |
| MSI1     | 0.64        | 4.32 %        |
| TZSD     | 0.56        | 9.38 %        |
| ORU1     | 0.19        | 1.89 %        |
| WTRZ     | -0.48       | 9.94 %        |
| Total    | 124.20      | 13.39 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 55.36       | 24.21 %       |
| Fridge   | 20.46       | 19.71 %       |
| Wash-Mac | 16.84       | 14.20 %       |
| Air-Cond | 13.02       | 10.02 %       |
| W.Heater | 2.48        | 19.22 %       |
| D-Freez  | 1.11        | 84.48 %       |
| Oven     | 0.45        | 22.05 %       |
| Chimney  | 0.31        | 30.57 %       |
| W-Disp   | 0.23        | 59.31 %       |
| Total    | 110.27      | 18.42 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VPM2     | 4.67        | 13.21 %       |
| TRK1     | 3.04        | 11.20 %       |
| KML1     | 2.81        | 11.71 %       |
| WHUT     | -0.12       | 3.99 %        |
| Total    | 110.27      | 18.42 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 51.45       | 23.09 %       |
| Fridge   | 23.09       | 16.47 %       |
| Wash-Mac | 18.61       | 10.00 %       |
| Air-Cond | 3.75        | 6.12 %        |
| W.Heater | 2.62        | 17.51 %       |
| D-Freez  | 0.74        | 33.39 %       |
| Chimney  | 0.58        | 8.10 %        |
| Oven     | 0.46        | 11.36 %       |
| W-Disp   | 0.37        | 54.29 %       |
| Total    | 101.67      | 15.90 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 7.91        | 6.78 %        |
| TPR2     | 4.96        | 15.54 %       |
| TPR1     | 4.12        | 12.58 %       |
| CBE6     | 3.68        | 13.32 %       |
| CBE4     | 3.21        | 8.64 %        |
| MPM1     | 2.47        | 14.50 %       |
| KGM1     | 1.33        | 15.54 %       |
| TPR4     | 1.21        | 9.08 %        |
| KMR1     | 0.60        | 1.76 %        |
| KGI1     | 0.53        | 4.01 %        |
| WZSD     | 0.35        | 9.71 %        |
| WHCB     |             | 0.00 %        |
| Total    | 101.67      | 15.90 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 49.20       | 24.01 %       |
| Wash-Mac | 18.06       | 15.55 %       |
| Fridge   | 15.85       | 15.78 %       |
| Air-Cond | 8.58        | 11.97 %       |
| W.Heater | 2.70        | 24.73 %       |
| D-Freez  | 2.19        | 58.44 %       |
| Oven     | 0.39        | 20.05 %       |
| Chimney  | 0.23        | 12.12 %       |
| W-Disp   | 0.22        | 32.12 %       |
| Total    | 97.42       | 19.01 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 8.76        | 14.60 %       |
| AKM1     | 5.02        | 14.31 %       |
| SBR1     | 4.91        | 15.15 %       |
| VEL1     | 4.32        | 15.05 %       |
| TRL1     | 3.21        | 6.59 %        |
| ARC2     | 2.06        | 14.79 %       |
| CPT1     | 0.97        | 9.92 %        |
| BGR1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 97.42       | 19.01 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 1.67        | 9.13 %        |
| Wash-Mac | 1.57        | 10.95 %       |
| D-Freez  | 1.43        | 91.76 %       |
| LED TV   | 1.21        | 5.20 %        |
| W.Heater | 0.09        | 16.20 %       |
| Oven     | 0.06        | 10.58 %       |
| Total    | 6.03        | 8.23 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 3.22        | 6.73 %        |
| PAS1     | 0.59        | 3.95 %        |
| Total    | 6.03        | 8.23 %        |