

MTD Sales  
2,503.09 L

Brand Share %  
15.16 %

Information:

MTD : 01-10-2025 To 19-10-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **15.16 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1,238.82    | 18.03 %       |
| Fridge   | 518.60      | 15.95 %       |
| Wash-Mac | 474.17      | 14.82 %       |
| Air-Cond | 187.52      | 6.62 %        |
| W.Heater | 41.01       | 20.77 %       |
| D-Freez  | 27.39       | 75.54 %       |
| Oven     | 7.76        | 14.33 %       |
| W-Disp   | 4.64        | 58.63 %       |
| Chimney  | 3.16        | 5.40 %        |
| Total    | 2,503.09    | 15.16 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-03    | 383.69      | 14.77 %       |
| WEST-02     | 338.84      | 17.07 %       |
| SOUTH-01    | 333.59      | 12.04 %       |
| TRICHY-01   | 293.32      | 14.40 %       |
| CHENNAI-01  | 282.84      | 14.96 %       |
| CHENNAI-02  | 249.55      | 16.40 %       |
| WEST-01     | 218.40      | 14.95 %       |
| SOUTH ARCOT | 202.13      | 18.02 %       |
| NORTH ARCOT | 190.67      | 18.57 %       |
| KL-SOUTH    | 10.07       | 10.27 %       |
| Total       | 2,503.09    | 15.16 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 180.93      | 16.86 %       |
| Fridge   | 93.43       | 16.48 %       |
| Wash-Mac | 76.46       | 14.54 %       |
| Air-Cond | 21.46       | 5.66 %        |
| W.Heater | 5.47        | 19.57 %       |
| D-Freez  | 4.28        | 76.86 %       |
| Oven     | 0.84        | 10.80 %       |
| W-Disp   | 0.42        | 58.55 %       |
| Chimney  | 0.41        | 3.70 %        |
| Total    | 383.69      | 14.77 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 40.68       | 10.54 %       |
| DGL1     | 34.27       | 13.95 %       |
| MDU6     | 23.17       | 14.73 %       |
| MDU2     | 20.84       | 11.27 %       |
| KRR1     | 10.50       | 11.88 %       |
| ATG1     | 9.20        | 11.94 %       |
| TMM1     | 8.21        | 9.65 %        |
| SVG1     | 7.54        | 11.54 %       |
| MDU4     | 7.00        | 13.95 %       |
| TEN2     | 5.52        | 8.78 %        |
| TEN1     | 5.03        | 7.89 %        |
| DKI1     | 4.89        | 7.84 %        |
| BTU1     | 3.29        | 11.56 %       |
| CMR1     | 1.32        | 4.93 %        |
| NTM1     | 1.02        | 3.13 %        |
| SZSD     | 0.30        | 2.49 %        |
| Total    | 383.69      | 14.77 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 170.62      | 19.18 %       |
| Wash-Mac | 72.02       | 15.60 %       |
| Fridge   | 71.68       | 16.52 %       |
| Air-Cond | 14.09       | 8.77 %        |
| W.Heater | 5.52        | 32.06 %       |
| D-Freez  | 3.50        | 83.15 %       |
| Oven     | 0.70        | 13.52 %       |
| Chimney  | 0.42        | 3.64 %        |
| W-Disp   | 0.28        | 54.80 %       |
| Total    | 338.84      | 17.07 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 21.54       | 11.41 %       |
| ERD1     | 15.37       | 11.45 %       |
| HSR2     | 13.34       | 12.50 %       |
| SLM3     | 12.33       | 12.70 %       |
| SLM2     | 11.17       | 14.64 %       |
| OML1     | 8.20        | 14.63 %       |
| TRM1     | 7.89        | 15.16 %       |
| KVP1     | 4.49        | 12.35 %       |
| KRI1     | 4.10        | 9.43 %        |
| PDR1     | 3.45        | 10.70 %       |
| PMP1     | 2.19        | 7.06 %        |
| APN1     | 1.94        | 5.82 %        |
| WZWH     | 1.14        | 12.45 %       |
| Total    | 338.84      | 17.07 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 141.47      | 13.31 %       |
| Fridge   | 77.01       | 14.13 %       |
| Wash-Mac | 69.32       | 12.95 %       |
| Air-Cond | 35.45       | 6.16 %        |
| D-Freez  | 5.12        | 71.76 %       |
| W.Heater | 3.65        | 13.20 %       |
| Oven     | 0.90        | 9.39 %        |
| W-Disp   | 0.42        | 52.44 %       |
| Chimney  | 0.25        | 4.77 %        |
| Total    | 333.59      | 12.04 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVL1     | 30.87       | 12.90 %       |
| RPM1     | 16.62       | 12.26 %       |
| TUT1     | 15.28       | 4.47 %        |
| TKS2     | 14.94       | 14.54 %       |
| NGR1     | 13.94       | 7.74 %        |
| KVT1     | 12.20       | 8.83 %        |
| PKD1     | 10.73       | 10.85 %       |
| TCN1     | 9.57        | 14.29 %       |
| SVK1     | 9.42        | 10.44 %       |
| VNR2     | 8.58        | 8.09 %        |
| APK1     | 7.93        | 11.72 %       |
| TUT2     | 6.42        | 5.52 %        |
| ARM1     | 6.12        | 15.12 %       |
| STU2     | 5.21        | 14.35 %       |
| TYI1     | 4.16        | 10.69 %       |
| SKD1     | 4.11        | 12.39 %       |
| TKY1     | 3.77        | 8.02 %        |
| MMT1     | 3.70        | 9.33 %        |
| KGL1     | 2.30        | 8.55 %        |
| UDN1     | 2.29        | 6.08 %        |
| ASM1     | 2.24        | 5.71 %        |
| TVL2     | 2.24        | 8.04 %        |
| VKM1     | 1.23        | 3.37 %        |
| COL1     | 0.56        | 5.54 %        |
| S2SD     | 0.10        | 0.58 %        |
| Total    | 333.59      | 12.04 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 172.38      | 18.77 %       |
| Fridge   | 49.33       | 12.93 %       |
| Wash-Mac | 41.54       | 13.50 %       |
| Air-Cond | 21.45       | 5.51 %        |
| W.Heater | 4.11        | 16.08 %       |
| D-Freez  | 3.66        | 84.06 %       |
| Oven     | 0.47        | 8.35 %        |
| W-Disp   | 0.21        | 56.62 %       |
| Chimney  | 0.18        | 4.57 %        |
| Total    | 293.32      | 14.40 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 37.95       | 12.61 %       |
| TNJ2     | 15.18       | 13.43 %       |
| MDI1     | 11.82       | 14.24 %       |
| TRY3     | 11.00       | 14.29 %       |
| TVR2     | 10.39       | 10.22 %       |
| KUM1     | 7.37        | 6.87 %        |
| TNJ1     | 6.73        | 5.08 %        |
| PBR1     | 6.38        | 14.37 %       |
| TTP1     | 2.69        | 6.70 %        |
| APM1     | 0.59        | 2.66 %        |
| ORU1     | 0.56        | 1.70 %        |
| TZSD     | 0.17        | 1.85 %        |
| MSI1     |             | 0.00 %        |
| Total    | 293.32      | 14.40 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 136.52      | 19.52 %       |
| Fridge   | 52.22       | 15.11 %       |
| Wash-Mac | 51.65       | 14.98 %       |
| Air-Cond | 30.90       | 6.84 %        |
| W.Heater | 5.78        | 19.97 %       |
| D-Freez  | 2.40        | 63.00 %       |
| Oven     | 1.63        | 21.88 %       |
| W-Disp   | 1.20        | 55.04 %       |
| Chimney  | 0.53        | 7.86 %        |
| Total    | 282.84      | 14.96 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 17.53       | 12.55 %       |
| CH08     | 16.35       | 12.64 %       |
| CH05     | 10.05       | 8.57 %        |
| CH48     | 5.61        | 7.99 %        |
| KNR1     | 5.58        | 11.67 %       |
| CZWH     | 5.57        | 12.12 %       |
| CH19     | 5.06        | 4.74 %        |
| CH22     | 4.64        | 8.06 %        |
| CGL1     | 3.49        | 9.39 %        |
| WHC3     | 1.84        | 7.45 %        |
| MC10     | 0.29        | 8.79 %        |
| CH29     | 0.15        | 1.37 %        |
| CH40     |             | 0.00 %        |
| MC09     |             | 0.00 %        |
| WCHN     |             | 0.00 %        |
| Total    | 282.84      | 14.96 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 106.85      | 17.68 %       |
| Wash-Mac | 55.01       | 19.80 %       |
| Fridge   | 51.89       | 20.05 %       |
| Air-Cond | 26.53       | 7.58 %        |
| W.Heater | 5.39        | 28.63 %       |
| Oven     | 1.20        | 19.24 %       |
| D-Freez  | 1.14        | 82.61 %       |
| W-Disp   | 1.04        | 60.33 %       |
| Chimney  | 0.51        | 15.70 %       |
| Total    | 249.55      | 16.40 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 23.09       | 13.62 %       |
| CH15     | 17.12       | 11.01 %       |
| CH12     | 13.20       | 11.41 %       |
| CH21     | 8.92        | 9.55 %        |
| CH44     | 6.74        | 12.99 %       |
| CH46     | 4.45        | 13.03 %       |
| CH36     | 2.23        | 10.41 %       |
| CH27     | 2.11        | 10.50 %       |
| CH32     | 0.35        | 4.63 %        |
| MC06     | 0.27        | 6.90 %        |
| CH01     |             | 0.00 %        |
| MC05     |             | 0.00 %        |
| Total    | 249.55      | 16.40 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 115.65      | 17.91 %       |
| Fridge   | 50.21       | 16.81 %       |
| Wash-Mac | 41.20       | 11.87 %       |
| Air-Cond | 4.80        | 3.64 %        |
| W.Heater | 3.18        | 18.55 %       |
| D-Freez  | 1.78        | 63.49 %       |
| Oven     | 0.73        | 12.42 %       |
| Chimney  | 0.43        | 3.78 %        |
| W-Disp   | 0.43        | 85.81 %       |
| Total    | 218.40      | 14.95 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 14.57       | 5.54 %        |
| TPR2     | 10.43       | 13.91 %       |
| TPR1     | 8.30        | 14.44 %       |
| CBE4     | 7.91        | 11.46 %       |
| TPR3     | 6.36        | 14.32 %       |
| MPM1     | 6.09        | 11.28 %       |
| AVI1     | 4.92        | 11.27 %       |
| CBE6     | 4.90        | 8.62 %        |
| SUL1     | 4.82        | 10.27 %       |
| TPR4     | 3.12        | 11.90 %       |
| KGI1     | 2.33        | 10.28 %       |
| KMR1     | 1.49        | 1.70 %        |
| WZSD     | 0.28        | 2.63 %        |
| Total    | 218.40      | 14.95 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 109.41      | 22.23 %       |
| Fridge   | 37.43       | 17.45 %       |
| Wash-Mac | 30.26       | 15.50 %       |
| Air-Cond | 16.83       | 8.68 %        |
| W.Heater | 4.31        | 24.12 %       |
| D-Freez  | 3.33        | 90.64 %       |
| Oven     | 0.42        | 17.55 %       |
| W-Disp   | 0.14        | 38.46 %       |
| Total    | 202.13      | 18.02 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 16.85       | 14.27 %       |
| CUD1     | 14.96       | 15.05 %       |
| CDM1     | 12.23       | 14.90 %       |
| SJI2     | 11.91       | 12.63 %       |
| KKI2     | 11.77       | 14.44 %       |
| KML1     | 4.80        | 14.25 %       |
| SJI1     |             | 0.00 %        |
| Total    | 202.13      | 18.02 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 101.29      | 22.36 %       |
| Wash-Mac | 35.92       | 18.72 %       |
| Fridge   | 33.23       | 18.24 %       |
| Air-Cond | 13.57       | 7.81 %        |
| W.Heater | 3.57        | 22.50 %       |
| D-Freez  | 1.32        | 56.99 %       |
| Oven     | 0.84        | 25.13 %       |
| W-Disp   | 0.49        | 76.45 %       |
| Chimney  | 0.43        | 12.26 %       |
| Total    | 190.67      | 18.57 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 14.00       | 10.22 %       |
| AKM1     | 9.49        | 14.92 %       |
| TRR1     | 5.80        | 10.09 %       |
| TRL1     | 3.53        | 5.14 %        |
| CGM1     | 0.95        | 4.26 %        |
| BGR1     | 0.28        | 1.36 %        |
| Total    | 190.67      | 18.57 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 3.71        | 11.14 %       |
| Air-Cond | 2.44        | 9.29 %        |
| Fridge   | 2.17        | 9.30 %        |
| D-Freez  | 0.86        | 84.87 %       |
| Wash-Mac | 0.80        | 6.36 %        |
| Oven     | 0.05        | 6.16 %        |
| W.Heater | 0.03        | 7.10 %        |
| Total    | 10.07       | 10.27 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 6.65        | 10.41 %       |
| KLR1     | 2.08        | 13.01 %       |
| PAS1     | 1.33        | 7.49 %        |
| TVSD     |             | 0.00 %        |
| WTVP     |             | 0.00 %        |
| Total    | 10.07       | 10.27 %       |