

MTD Sales  
377.63 L

Brand Share %  
27.59 %

Information:

MTD : 01-09-2025 To 04-09-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **27.59 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 130.42      | 33.98 %       |
| Air-Cond | 84.54       | 22.50 %       |
| Fridge   | 79.02       | 24.89 %       |
| Wash-Mac | 65.55       | 26.84 %       |
| W-Purifi | 9.12        | 58.90 %       |
| Home-The | 4.26        | 19.23 %       |
| Oven     | 2.79        | 52.10 %       |
| Dishwash | 1.91        | 45.60 %       |
| Total    | 377.63      | 27.59 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 76.70       | 30.88 %       |
| TRICHY-01   | 59.52       | 28.16 %       |
| SOUTH-03    | 42.45       | 24.26 %       |
| CHENNAI-01  | 41.17       | 24.65 %       |
| CHENNAI-02  | 36.94       | 30.49 %       |
| WEST-02     | 28.36       | 26.61 %       |
| WEST-01     | 25.54       | 25.45 %       |
| SOUTH ARCOT | 24.80       | 25.27 %       |
| NORTH ARCOT | 24.36       | 34.67 %       |
| KL-SOUTH    | 17.78       | 25.30 %       |
| Total       | 377.63      | 27.59 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 21.78       | 39.78 %       |
| Air-Cond | 20.82       | 26.62 %       |
| Fridge   | 15.64       | 25.93 %       |
| Wash-Mac | 14.43       | 31.73 %       |
| W-Purifi | 2.17        | 67.50 %       |
| Dishwash | 0.77        | 100.00 %      |
| Home-The | 0.61        | 13.32 %       |
| Oven     | 0.48        | 45.18 %       |
| Total    | 76.70       | 30.88 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KVT1     | 2.63        | 22.63 %       |
| SVK1     | 1.80        | 24.82 %       |
| ERL2     | 1.75        | 24.82 %       |
| SNL1     | 1.50        | 25.38 %       |
| TKS1     | 1.49        | 19.35 %       |
| APK2     | 1.28        | 24.25 %       |
| MMT1     | 1.24        | 21.75 %       |
| VNR1     | 0.89        | 27.07 %       |
| VLY1     | 0.72        | 8.91 %        |
| STU2     | 0.40        | 11.36 %       |
| KGL1     | 0.25        | 25.59 %       |
| KYR1     | 0.19        | 8.70 %        |
| ASM1     | 0.13        | 10.03 %       |
| TVL2     | 0.10        | 10.13 %       |
| S2SD     |             | 0.00 %        |
| SGT1     |             | 0.00 %        |
| Total    | 76.70       | 30.88 %       |

### TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 26.20       | 44.07 %       |
| Air-Cond | 15.37       | 18.60 %       |
| Fridge   | 10.53       | 25.61 %       |
| Wash-Mac | 6.36        | 26.14 %       |
| Home-The | 0.56        | 26.50 %       |
| Dishwash | 0.38        | 50.15 %       |
| W-Purifi | 0.12        | 15.08 %       |
| Total    | 59.52       | 28.16 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MVM1     | 2.99        | 26.17 %       |
| PTK1     | 2.88        | 27.39 %       |
| TYR1     | 2.18        | 27.16 %       |
| TVR2     | 2.07        | 24.08 %       |
| KUM1     | 1.85        | 25.01 %       |
| PDK1     | 1.17        | 22.10 %       |
| KIK1     | 1.05        | 18.60 %       |
| TNJ1     | 0.89        | 10.59 %       |
| AYR1     | 0.79        | 17.53 %       |
| MSI1     | 0.76        | 20.70 %       |
| TVR1     | 0.75        | 26.43 %       |
| JKM1     | 0.48        | 21.43 %       |
| TRY2     | 0.27        | 4.42 %        |
| KRN1     | 0.22        | 20.40 %       |
| ORU1     | 0.22        | 5.18 %        |
| TRY3     |             | 0.00 %        |
| TZSD     |             | 0.00 %        |
| Total    | 59.52       | 28.16 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 13.60       | 31.20 %       |
| LED TV   | 10.18       | 22.21 %       |
| Air-Cond | 8.87        | 18.37 %       |
| Wash-Mac | 8.18        | 26.40 %       |
| W-Purifi | 1.11        | 51.63 %       |
| Oven     | 0.51        | 65.36 %       |
| Total    | 42.45       | 24.26 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 3.61        | 13.35 %       |
| MDU2     | 2.68        | 23.82 %       |
| DGL1     | 2.55        | 16.10 %       |
| MDU6     | 2.04        | 20.77 %       |
| TMM1     | 1.61        | 21.10 %       |
| TEN2     | 1.19        | 26.73 %       |
| MNM1     | 0.72        | 8.40 %        |
| ADP1     | 0.68        | 23.34 %       |
| KKD2     | 0.58        | 14.04 %       |
| MDU4     | 0.55        | 13.21 %       |
| PKM1     | 0.36        | 21.23 %       |
| NKI1     | 0.26        | 11.32 %       |
| MDU5     | 0.19        | 6.07 %        |
| NTM1     | 0.17        | 7.29 %        |
| TEN1     | 0.13        | 2.83 %        |
| BTU1     | 0.13        | 11.01 %       |
| CMR1     |             | 0.00 %        |
| DGL2     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| Total    | 42.45       | 24.26 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 13.59       | 21.63 %       |
| LED TV   | 12.24       | 37.34 %       |
| Wash-Mac | 7.57        | 23.49 %       |
| Fridge   | 5.71        | 17.36 %       |
| W-Purifi | 1.07        | 52.38 %       |
| Home-The | 0.64        | 19.95 %       |
| Oven     | 0.34        | 55.97 %       |
| Total    | 41.17       | 24.65 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 2.90        | 19.90 %       |
| CH28     | 2.07        | 18.65 %       |
| CH05     | 1.48        | 17.49 %       |
| CH08     | 1.31        | 17.53 %       |
| CH48     | 1.27        | 22.51 %       |
| CH19     | 1.15        | 12.76 %       |
| CH22     | 1.06        | 21.35 %       |
| CH07     | 1.04        | 17.83 %       |
| CGL1     | 0.98        | 24.22 %       |
| TKM1     | 0.91        | 26.17 %       |
| MRM1     | 0.80        | 22.65 %       |
| SKL1     | 0.54        | 24.20 %       |
| CH30     | 0.49        | 8.91 %        |
| AVD1     | 0.39        | 10.13 %       |
| CH42     | 0.26        | 3.93 %        |
| CH45     | 0.21        | 3.71 %        |
| CH26     | 0.13        | 13.32 %       |
| CH38     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| Total    | 41.17       | 24.65 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 16.11       | 41.05 %       |
| Air-Cond | 7.73        | 22.69 %       |
| Wash-Mac | 6.30        | 27.23 %       |
| Fridge   | 5.24        | 25.44 %       |
| Home-The | 0.90        | 51.84 %       |
| W-Purifi | 0.65        | 34.53 %       |
| Total    | 36.94       | 30.49 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 2.54        | 19.22 %       |
| CH18     | 2.40        | 21.85 %       |
| CH15     | 1.57        | 13.89 %       |
| CH44     | 1.36        | 26.09 %       |
| CH33     | 1.33        | 25.79 %       |
| CH41     | 0.99        | 21.57 %       |
| CH06     | 0.96        | 15.73 %       |
| CH24     | 0.69        | 20.51 %       |
| PON1     | 0.64        | 27.38 %       |
| CH17     | 0.45        | 26.05 %       |
| CH20     | 0.40        | 10.30 %       |
| MJR1     | 0.33        | 12.67 %       |
| GPD1     | 0.30        | 12.87 %       |
| CH32     | 0.27        | 25.14 %       |
| UKI1     | 0.27        | 25.77 %       |
| MC06     |             | 0.00 %        |
| Total    | 36.94       | 30.49 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 10.16       | 28.52 %       |
| Fridge   | 7.10        | 24.43 %       |
| Wash-Mac | 6.88        | 26.38 %       |
| Air-Cond | 2.14        | 18.35 %       |
| W-Purifi | 1.55        | 92.37 %       |
| Oven     | 0.36        | 100.00 %      |
| Home-The | 0.18        | 8.68 %        |
| Total    | 28.36       | 26.61 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 1.50        | 15.70 %       |
| HSR2     | 1.38        | 19.06 %       |
| TRM1     | 1.10        | 22.21 %       |
| MCR1     | 1.02        | 25.76 %       |
| ERD2     | 0.75        | 11.62 %       |
| RSP1     | 0.67        | 21.23 %       |
| HSR1     | 0.52        | 16.00 %       |
| SLM2     | 0.47        | 15.68 %       |
| APN1     | 0.28        | 13.22 %       |
| DPR1     | 0.26        | 21.58 %       |
| MTR1     | 0.19        | 10.09 %       |
| ERD1     | 0.13        | 3.05 %        |
| EDP1     | 0.13        | 10.05 %       |
| CMI1     |             | 0.00 %        |
| PMP1     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| PLC1     | -0.26       | -14.61 %      |
| Total    | 28.36       | 26.61 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 8.33        | 28.72 %       |
| Wash-Mac | 7.81        | 31.87 %       |
| Fridge   | 5.61        | 19.26 %       |
| Air-Cond | 1.65        | 12.61 %       |
| W-Purifi | 0.80        | 92.81 %       |
| Home-The | 0.48        | 24.07 %       |
| Oven     | 0.48        | 42.59 %       |
| Dishwash | 0.39        | 55.69 %       |
| Total    | 25.54       | 25.45 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 2.03        | 12.64 %       |
| KMR1     | 1.66        | 19.90 %       |
| SNR1     | 1.52        | 24.48 %       |
| UMP1     | 0.81        | 17.75 %       |
| TPR1     | 0.75        | 21.67 %       |
| KMD1     | 0.70        | 19.43 %       |
| CBE5     | 0.43        | 19.55 %       |
| DPM2     | 0.22        | 13.77 %       |
| CBE3     | 0.19        | 11.82 %       |
| CBE1     | 0.18        | 10.65 %       |
| TPR4     | 0.13        | 13.44 %       |
| UAM1     | 0.13        | 3.45 %        |
| MPM1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 25.54       | 25.45 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 9.15        | 27.60 %       |
| Air-Cond | 6.86        | 31.13 %       |
| Fridge   | 4.91        | 21.36 %       |
| Wash-Mac | 2.89        | 16.44 %       |
| W-Purifi | 0.62        | 82.05 %       |
| Home-The | 0.26        | 17.55 %       |
| Oven     | 0.12        | 68.93 %       |
| Total    | 24.80       | 25.27 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY2     | 2.02        | 26.13 %       |
| VPM2     | 1.69        | 16.77 %       |
| CUD1     | 1.25        | 19.21 %       |
| POY1     | 1.24        | 15.77 %       |
| CDM1     | 0.97        | 22.05 %       |
| PRT1     | 0.69        | 15.06 %       |
| KKI2     | 0.61        | 15.74 %       |
| TDM1     | 0.46        | 11.52 %       |
| MKM1     | 0.24        | 7.25 %        |
| SJI1     | 0.22        | 7.00 %        |
| TVM1     | 0.15        | 5.33 %        |
| TVM2     |             | 0.00 %        |
| VPM1     |             | 0.00 %        |
| Total    | 24.80       | 25.27 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 10.28       | 43.28 %       |
| Fridge   | 5.66        | 32.76 %       |
| Air-Cond | 4.33        | 28.14 %       |
| Wash-Mac | 2.26        | 22.27 %       |
| W-Purifi | 1.05        | 65.49 %       |
| Oven     | 0.41        | 77.95 %       |
| Home-The | 0.37        | 31.73 %       |
| Total    | 24.36       | 34.67 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| WJD1     | 0.77        | 22.70 %       |
| VEL1     | 0.64        | 19.22 %       |
| TRL1     | 0.34        | 6.14 %        |
| ABR1     | 0.20        | 5.22 %        |
| CYR1     | 0.19        | 11.44 %       |
| UGI1     | 0.13        | 19.27 %       |
| CGM1     |             | 0.00 %        |
| PLR1     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| Total    | 24.36       | 34.67 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 5.99        | 19.82 %       |
| Fridge   | 5.01        | 24.43 %       |
| Air-Cond | 3.19        | 42.22 %       |
| Wash-Mac | 2.87        | 29.48 %       |
| Dishwash | 0.37        | 54.29 %       |
| Home-The | 0.26        | 28.12 %       |
| Oven     | 0.09        | 100.00 %      |
| Total    | 17.78       | 25.30 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PAS1     | 0.66        | 4.44 %        |
| Total    | 17.78       | 25.30 %       |