

MTD Sales  
2,033.70 L

Brand Share %  
29.58 %

Information:

MTD : 01-08-2025 To 11-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **29.58 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 641.20      | 32.39 %       |
| Wash-Mac | 492.17      | 35.25 %       |
| Fridge   | 477.56      | 31.87 %       |
| Air-Cond | 338.66      | 19.24 %       |
| W-Purifi | 35.06       | 59.68 %       |
| Home-The | 21.77       | 18.13 %       |
| Oven     | 16.86       | 60.78 %       |
| Dishwash | 10.42       | 30.90 %       |
| Total    | 2,033.70    | 29.58 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 327.71      | 32.21 %       |
| CHENNAI-01  | 270.84      | 27.00 %       |
| TRICHY-01   | 251.47      | 27.47 %       |
| SOUTH-03    | 224.74      | 27.43 %       |
| CHENNAI-02  | 219.93      | 28.36 %       |
| WEST-02     | 213.79      | 30.77 %       |
| WEST-01     | 191.25      | 31.63 %       |
| NORTH ARCOT | 160.88      | 34.83 %       |
| SOUTH ARCOT | 157.91      | 29.58 %       |
| KL-SOUTH    | 15.18       | 31.26 %       |
| Total       | 2,033.70    | 29.58 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 85.73       | 40.35 %       |
| LED TV   | 82.85       | 29.28 %       |
| Fridge   | 77.12       | 35.57 %       |
| Air-Cond | 68.96       | 25.95 %       |
| W-Purifi | 7.02        | 59.97 %       |
| Oven     | 2.91        | 63.59 %       |
| Home-The | 1.64        | 8.21 %        |
| Dishwash | 1.50        | 47.27 %       |
| Total    | 327.71      | 32.21 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| RPM1     | 12.23       | 26.20 %       |
| TKS1     | 11.59       | 29.08 %       |
| NGR1     | 10.67       | 29.14 %       |
| SVK1     | 8.58        | 24.58 %       |
| TCN1     | 7.30        | 24.34 %       |
| VNR2     | 6.74        | 23.88 %       |
| SNL1     | 4.48        | 25.03 %       |
| TVL2     | 3.52        | 21.70 %       |
| VLY1     | 3.33        | 10.82 %       |
| VKM1     | 2.78        | 24.50 %       |
| VNR1     | 2.55        | 17.97 %       |
| KYR1     | 2.47        | 20.46 %       |
| STU2     | 1.91        | 14.74 %       |
| ARM1     | 0.71        | 12.28 %       |
| SGT1     | 0.41        | 7.59 %        |
| S2SD     |             | 0.00 %        |
| WHTV     |             | 0.00 %        |
| Total    | 327.71      | 32.21 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 82.31       | 37.48 %       |
| Air-Cond | 74.03       | 18.83 %       |
| Wash-Mac | 57.37       | 33.66 %       |
| Fridge   | 44.63       | 23.83 %       |
| Home-The | 4.68        | 31.36 %       |
| W-Purifi | 4.33        | 51.10 %       |
| Oven     | 2.31        | 59.96 %       |
| Dishwash | 1.17        | 21.47 %       |
| Total    | 270.84      | 27.00 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 18.36       | 26.46 %       |
| CH07     | 13.23       | 29.56 %       |
| CH05     | 12.80       | 19.50 %       |
| CH28     | 12.71       | 28.16 %       |
| CH11     | 12.08       | 19.58 %       |
| CH48     | 9.73        | 20.34 %       |
| CH45     | 9.46        | 27.75 %       |
| MRM1     | 8.02        | 27.60 %       |
| AVD1     | 7.61        | 22.71 %       |
| CH22     | 7.07        | 20.20 %       |
| CH35     | 5.64        | 28.16 %       |
| CH42     | 5.14        | 11.27 %       |
| KNR1     | 4.91        | 25.85 %       |
| CH39     | 4.82        | 20.57 %       |
| CH30     | 4.24        | 18.75 %       |
| CGL1     | 3.48        | 18.02 %       |
| CH26     | 1.86        | 28.30 %       |
| CH40     | 1.70        | 16.94 %       |
| MC02     | 0.16        | 23.62 %       |
| WCHN     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 270.84      | 27.00 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 73.95       | 27.55 %       |
| Fridge   | 70.14       | 33.39 %       |
| Wash-Mac | 53.38       | 36.22 %       |
| Air-Cond | 47.77       | 17.85 %       |
| W-Purifi | 3.43        | 56.82 %       |
| Oven     | 1.08        | 48.96 %       |
| Home-The | 0.95        | 8.19 %        |
| Dishwash | 0.79        | 36.10 %       |
| Total    | 251.47      | 27.47 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 34.45       | 26.15 %       |
| MVM1     | 17.67       | 25.57 %       |
| PBR2     | 15.15       | 24.23 %       |
| TNJ1     | 12.73       | 21.50 %       |
| TNJ2     | 11.81       | 23.28 %       |
| TVR2     | 10.80       | 27.33 %       |
| KIK1     | 7.20        | 19.88 %       |
| PKD1     | 6.32        | 28.88 %       |
| MSI1     | 5.33        | 28.83 %       |
| TRY3     | 4.06        | 13.90 %       |
| TRY2     | 2.25        | 11.99 %       |
| ORU1     | 0.57        | 4.18 %        |
| TZSD     |             | 0.00 %        |
| Total    | 251.47      | 27.47 %       |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 64.71       | 27.44 %       |
| Fridge   | 61.72       | 31.71 %       |
| Wash-Mac | 52.49       | 29.37 %       |
| Air-Cond | 36.27       | 20.33 %       |
| W-Purifi | 5.74        | 54.55 %       |
| Home-The | 1.81        | 10.89 %       |
| Oven     | 1.22        | 51.91 %       |
| Dishwash | 0.78        | 35.08 %       |
| Total    | 224.74      | 27.43 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 24.25       | 21.50 %       |
| MDU2     | 11.50       | 21.54 %       |
| DGL1     | 10.05       | 18.81 %       |
| TMM1     | 7.18        | 27.19 %       |
| MDU3     | 6.88        | 25.72 %       |
| SGP1     | 5.54        | 28.50 %       |
| KKD2     | 5.31        | 20.67 %       |
| KRR1     | 3.13        | 15.33 %       |
| USL1     | 2.85        | 27.76 %       |
| TEN1     | 2.61        | 12.76 %       |
| MNM1     | 1.82        | 23.91 %       |
| ODM1     | 1.56        | 18.91 %       |
| ADP1     | 1.36        | 9.77 %        |
| KPT1     | 1.32        | 18.30 %       |
| DGL2     | 1.25        | 7.56 %        |
| MDU5     | 1.11        | 10.10 %       |
| BTU1     | 1.10        | 11.18 %       |
| CMR1     | 0.75        | 8.95 %        |
| NKI1     | 0.29        | 2.71 %        |
| SZSD     |             | 0.00 %        |
| Total    | 224.74      | 27.43 %       |

**CHENNAI-02**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 77.31       | 36.56 %       |
| Fridge   | 47.32       | 34.27 %       |
| Wash-Mac | 46.15       | 32.61 %       |
| Air-Cond | 37.46       | 14.47 %       |
| W-Purifi | 5.50        | 79.08 %       |
| Home-The | 2.74        | 26.20 %       |
| Oven     | 2.32        | 55.18 %       |
| Dishwash | 1.14        | 27.85 %       |
| Total    | 219.93      | 28.36 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 22.88       | 28.02 %       |
| CH15     | 18.78       | 20.66 %       |
| CH21     | 14.35       | 26.76 %       |
| CH18     | 12.98       | 28.86 %       |
| CH06     | 10.56       | 25.50 %       |
| CH41     | 9.04        | 25.69 %       |
| MJR1     | 9.02        | 25.47 %       |
| CH12     | 8.85        | 17.17 %       |
| CH20     | 7.99        | 25.18 %       |
| CH44     | 7.17        | 27.23 %       |
| CH17     | 4.91        | 26.16 %       |
| GPD1     | 4.59        | 23.74 %       |
| CH24     | 3.42        | 13.03 %       |
| CH23     | 2.44        | 27.34 %       |
| MC06     | 0.37        | 13.86 %       |
| MC05     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 219.93      | 28.36 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 77.76       | 33.37 %       |
| Wash-Mac | 58.30       | 34.89 %       |
| Fridge   | 51.09       | 29.59 %       |
| Air-Cond | 17.55       | 18.02 %       |
| W-Purifi | 2.95        | 67.54 %       |
| Home-The | 2.92        | 23.52 %       |
| Dishwash | 1.96        | 36.37 %       |
| Oven     | 1.26        | 52.68 %       |
| Total    | 213.79      | 30.77 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 13.83       | 21.67 %       |
| HSR2     | 9.38        | 22.28 %       |
| HSR1     | 8.97        | 27.87 %       |
| ERD2     | 8.66        | 20.52 %       |
| SLM2     | 7.71        | 25.03 %       |
| SLM3     | 7.57        | 29.23 %       |
| MTR1     | 5.34        | 24.23 %       |
| KVP1     | 5.04        | 27.87 %       |
| OML1     | 4.42        | 23.64 %       |
| TCG1     | 2.71        | 21.25 %       |
| PLC1     | 2.12        | 18.00 %       |
| CMI1     | 1.08        | 13.68 %       |
| DPR1     | 1.04        | 7.91 %        |
| WHKP     |             | 0.00 %        |
| WHPD     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| Total    | 213.79      | 30.77 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 70.63       | 33.74 %       |
| Wash-Mac | 54.18       | 31.15 %       |
| Fridge   | 47.38       | 33.83 %       |
| Air-Cond | 10.35       | 20.23 %       |
| Oven     | 3.27        | 67.34 %       |
| Home-The | 2.01        | 15.53 %       |
| W-Purifi | 1.88        | 39.10 %       |
| Dishwash | 1.56        | 20.36 %       |
| Total    | 191.25      | 31.63 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TPR2     | 9.38        | 26.33 %       |
| MPM1     | 5.55        | 28.16 %       |
| UAM1     | 5.32        | 19.43 %       |
| TPR1     | 4.67        | 18.83 %       |
| SYM2     | 2.08        | 16.19 %       |
| CBE3     | 2.03        | 21.86 %       |
| TPR3     | 1.94        | 13.26 %       |
| PDM1     | 1.87        | 14.08 %       |
| ANR1     | 1.53        | 23.31 %       |
| CBE1     | 0.83        | 4.17 %        |
| WHCB     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 191.25      | 31.63 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 55.19       | 39.98 %       |
| Wash-Mac | 39.69       | 43.88 %       |
| Fridge   | 35.31       | 33.18 %       |
| Air-Cond | 21.28       | 19.65 %       |
| Home-The | 3.70        | 33.52 %       |
| W-Purifi | 2.98        | 78.85 %       |
| Oven     | 1.58        | 86.35 %       |
| Dishwash | 1.15        | 54.87 %       |
| Total    | 160.88      | 34.83 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| AKM1     | 7.25        | 24.95 %       |
| TRL1     | 5.92        | 18.02 %       |
| KPM1     | 5.19        | 26.08 %       |
| TRT1     | 4.61        | 23.57 %       |
| ABR1     | 3.74        | 22.40 %       |
| WJD1     | 2.58        | 21.06 %       |
| PLR1     | 2.47        | 22.90 %       |
| CYR1     | 2.02        | 17.82 %       |
| SLG1     | 1.44        | 16.49 %       |
| WHVL     |             | 0.00 %        |
| Total    | 160.88      | 34.83 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 51.14       | 30.94 %       |
| Wash-Mac | 42.37       | 40.48 %       |
| Fridge   | 39.61       | 33.06 %       |
| Air-Cond | 22.31       | 17.01 %       |
| Home-The | 1.03        | 11.07 %       |
| W-Purifi | 0.87        | 54.73 %       |
| Oven     | 0.58        | 55.58 %       |
| Total    | 157.91      | 29.58 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 13.06       | 24.51 %       |
| VPM2     | 9.77        | 26.97 %       |
| CDM1     | 5.75        | 16.52 %       |
| SJI1     | 5.01        | 22.45 %       |
| NVL2     | 4.13        | 16.59 %       |
| PRT1     | 2.92        | 20.13 %       |
| VPM1     | 2.52        | 24.52 %       |
| TVM1     | 1.04        | 9.45 %        |
| MKM1     | 0.43        | 3.43 %        |
| WHNV     |             | 0.00 %        |
| Total    | 157.91      | 29.58 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 5.36        | 34.46 %       |
| Fridge   | 3.25        | 25.88 %       |
| Air-Cond | 2.70        | 30.95 %       |
| Wash-Mac | 2.52        | 26.18 %       |
| Dishwash | 0.37        | 100.00 %      |
| W-Purifi | 0.36        | 71.52 %       |
| Oven     | 0.33        | 76.40 %       |
| Home-The | 0.29        | 37.08 %       |
| Total    | 15.18       | 31.26 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PAS1     | 2.90        | 25.35 %       |
| Total    | 15.18       | 31.26 %       |