

MTD Sales  
2,716.26 L

Brand Share %  
28.58 %

Information:

MTD : 01-10-2025 To 14-10-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **28.58 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1,152.05    | 31.86 %       |
| Wash-Mac | 518.80      | 29.76 %       |
| Fridge   | 486.09      | 27.02 %       |
| Air-Cond | 426.03      | 21.94 %       |
| Home-The | 45.63       | 19.91 %       |
| W-Purifi | 42.29       | 60.01 %       |
| Dishwash | 30.94       | 45.32 %       |
| Oven     | 14.44       | 41.31 %       |
| Total    | 2,716.26    | 28.58 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 510.65      | 33.90 %       |
| CHENNAI-01  | 377.60      | 29.93 %       |
| WEST-02     | 334.85      | 31.42 %       |
| SOUTH-03    | 332.91      | 24.72 %       |
| TRICHY-01   | 286.65      | 24.56 %       |
| CHENNAI-02  | 251.48      | 25.71 %       |
| WEST-01     | 223.53      | 25.72 %       |
| NORTH ARCOT | 205.54      | 36.12 %       |
| SOUTH ARCOT | 173.98      | 26.15 %       |
| KL-SOUTH    | 19.08       | 26.03 %       |
| Total       | 2,716.26    | 28.58 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 179.45      | 36.53 %       |
| Air-Cond | 125.74      | 32.50 %       |
| Wash-Mac | 98.90       | 35.96 %       |
| Fridge   | 88.21       | 30.72 %       |
| W-Purifi | 8.89        | 67.93 %       |
| Dishwash | 3.73        | 36.96 %       |
| Oven     | 2.99        | 57.19 %       |
| Home-The | 2.74        | 7.26 %        |
| Total    | 510.65      | 33.90 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VNR2     | 16.82       | 28.26 %       |
| TKS1     | 12.29       | 22.06 %       |
| TCN1     | 9.31        | 24.78 %       |
| SNL1     | 5.17        | 19.85 %       |
| SKD1     | 5.09        | 28.05 %       |
| KYR1     | 2.76        | 18.51 %       |
| SGT1     | 1.69        | 18.03 %       |
| TVL2     | 1.31        | 8.80 %        |
| Total    | 510.65      | 33.90 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 160.39      | 36.67 %       |
| Air-Cond | 67.33       | 19.42 %       |
| Wash-Mac | 66.21       | 31.40 %       |
| Fridge   | 60.16       | 28.87 %       |
| Home-The | 10.73       | 44.69 %       |
| Dishwash | 5.83        | 34.25 %       |
| W-Purifi | 5.25        | 42.69 %       |
| Oven     | 1.71        | 33.92 %       |
| Total    | 377.60      | 29.93 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH08     | 25.75       | 28.10 %       |
| CH14     | 24.15       | 28.45 %       |
| CH42     | 17.92       | 26.23 %       |
| CH05     | 16.85       | 22.52 %       |
| CH28     | 16.69       | 24.47 %       |
| AVD1     | 15.98       | 21.85 %       |
| CH19     | 15.92       | 21.27 %       |
| CH07     | 12.59       | 23.38 %       |
| CH22     | 10.14       | 26.03 %       |
| MRM1     | 9.24        | 26.75 %       |
| KNR1     | 7.72        | 22.26 %       |
| CH30     | 7.03        | 15.58 %       |
| CH39     | 5.05        | 23.20 %       |
| CZWH     | 2.13        | 8.40 %        |
| CH26     | 0.80        | 11.43 %       |
| MC09     |             | 0.00 %        |
| Total    | 377.60      | 29.93 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 146.74      | 33.02 %       |
| Wash-Mac | 77.77       | 31.98 %       |
| Fridge   | 69.88       | 30.50 %       |
| Air-Cond | 23.14       | 22.25 %       |
| Home-The | 6.31        | 22.05 %       |
| W-Purifi | 5.64        | 81.69 %       |
| Dishwash | 3.92        | 65.19 %       |
| Oven     | 1.46        | 42.56 %       |
| Total    | 334.85      | 31.42 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 20.38       | 18.69 %       |
| ERD1     | 17.46       | 23.57 %       |
| ERD2     | 16.21       | 24.84 %       |
| MCR1     | 6.42        | 26.00 %       |
| TRM1     | 5.63        | 23.28 %       |
| PLC1     | 4.89        | 20.84 %       |
| OML1     | 4.08        | 12.60 %       |
| CMI1     | 3.60        | 20.34 %       |
| DPR1     | 2.06        | 14.17 %       |
| WZWH     | -0.09       | -1.67 %       |
| Total    | 334.85      | 31.42 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 139.62      | 27.18 %       |
| Wash-Mac | 69.17       | 26.57 %       |
| Fridge   | 62.68       | 22.13 %       |
| Air-Cond | 43.86       | 19.04 %       |
| W-Purifi | 5.53        | 52.63 %       |
| Home-The | 5.22        | 15.33 %       |
| Dishwash | 5.00        | 49.06 %       |
| Oven     | 1.84        | 40.50 %       |
| Total    | 332.91      | 24.72 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| DGL1     | 36.24       | 25.07 %       |
| MDU6     | 27.25       | 25.71 %       |
| MDU1     | 23.01       | 21.48 %       |
| MDU2     | 19.87       | 16.95 %       |
| KKD3     | 12.72       | 17.97 %       |
| MDU3     | 9.60        | 23.64 %       |
| TMM1     | 9.28        | 21.45 %       |
| BNR1     | 5.15        | 23.13 %       |
| TEN1     | 5.12        | 13.81 %       |
| PNV1     | 2.70        | 16.07 %       |
| BTU1     | 2.29        | 16.68 %       |
| NKI1     | 2.24        | 9.60 %        |
| ODM1     | 2.24        | 16.74 %       |
| MNM1     | 2.09        | 13.03 %       |
| ADP1     | 2.09        | 10.06 %       |
| CMR1     | 1.98        | 14.85 %       |
| DGL2     | 1.27        | 4.69 %        |
| SZSD     | 0.85        | 11.51 %       |
| KKD2     | 0.66        | 7.90 %        |
| MDU5     | 0.54        | 2.61 %        |
| Total    | 332.91      | 24.72 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 131.15      | 27.59 %       |
| Air-Cond | 51.27       | 18.71 %       |
| Fridge   | 48.69       | 23.43 %       |
| Wash-Mac | 44.58       | 25.37 %       |
| Dishwash | 3.49        | 76.34 %       |
| W-Purifi | 3.23        | 57.95 %       |
| Home-The | 2.91        | 14.72 %       |
| Oven     | 1.33        | 30.38 %       |
| Total    | 286.65      | 24.56 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 48.24       | 25.38 %       |
| TNJ1     | 17.57       | 19.77 %       |
| KUM1     | 17.04       | 23.91 %       |
| TNJ2     | 14.05       | 20.85 %       |
| TVR2     | 13.63       | 25.18 %       |
| PBR2     | 12.92       | 20.82 %       |
| MVM1     | 12.89       | 19.66 %       |
| MDI1     | 12.12       | 27.46 %       |
| TYR1     | 8.61        | 24.51 %       |
| JKM1     | 6.67        | 21.13 %       |
| TRY2     | 6.44        | 21.56 %       |
| PDK1     | 6.13        | 19.77 %       |
| AYR1     | 5.96        | 22.93 %       |
| TRY3     | 5.94        | 11.94 %       |
| KIK1     | 5.81        | 19.62 %       |
| MSI1     | 4.08        | 19.70 %       |
| APM1     | 3.73        | 27.66 %       |
| ORU1     | 0.69        | 3.55 %        |
| TZSD     |             | 0.00 %        |
| Total    | 286.65      | 24.56 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 112.01      | 30.39 %       |
| Fridge   | 46.13       | 28.43 %       |
| Wash-Mac | 43.80       | 26.24 %       |
| Air-Cond | 34.54       | 14.13 %       |
| Home-The | 5.57        | 28.38 %       |
| W-Purifi | 4.82        | 71.94 %       |
| Dishwash | 2.72        | 47.54 %       |
| Oven     | 1.88        | 48.05 %       |
| Total    | 251.48      | 25.71 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 26.75       | 23.60 %       |
| CH15     | 21.00       | 17.87 %       |
| CH12     | 18.41       | 23.57 %       |
| CH21     | 17.52       | 28.23 %       |
| CH18     | 13.58       | 23.44 %       |
| CH41     | 10.23       | 23.87 %       |
| CH44     | 9.96        | 28.55 %       |
| CH24     | 9.11        | 21.06 %       |
| CH09     | 9.02        | 21.32 %       |
| CH06     | 8.76        | 28.06 %       |
| CH20     | 8.01        | 16.87 %       |
| MJR1     | 5.69        | 19.76 %       |
| CH46     | 5.08        | 24.88 %       |
| GPD1     | 3.61        | 26.85 %       |
| CH17     | 3.20        | 22.59 %       |
| PON1     | 3.17        | 20.72 %       |
| CH32     | 0.14        | 3.00 %        |
| MC05     |             | 0.00 %        |
| Total    | 251.48      | 25.71 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 101.02      | 27.39 %       |
| Wash-Mac | 46.31       | 24.50 %       |
| Fridge   | 41.51       | 23.58 %       |
| Air-Cond | 25.16       | 27.04 %       |
| Home-The | 3.69        | 14.05 %       |
| Dishwash | 3.14        | 40.64 %       |
| W-Purifi | 1.94        | 46.72 %       |
| Oven     | 0.77        | 19.64 %       |
| Total    | 223.53      | 25.72 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 31.11       | 18.13 %       |
| CBE4     | 12.43       | 28.07 %       |
| KMR1     | 10.39       | 17.83 %       |
| PLI1     | 8.59        | 22.49 %       |
| SNR1     | 6.26        | 26.28 %       |
| UAM1     | 6.19        | 17.31 %       |
| MPM1     | 6.04        | 19.39 %       |
| CBE1     | 5.48        | 21.82 %       |
| UMP1     | 4.23        | 27.05 %       |
| TPR1     | 2.87        | 9.58 %        |
| SYM2     | 1.98        | 9.32 %        |
| PDM1     | 1.97        | 14.69 %       |
| WZSD     | 1.94        | 26.83 %       |
| TPR3     | 1.81        | 5.52 %        |
| ANR1     | 1.52        | 22.83 %       |
| Total    | 223.53      | 25.72 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 101.44      | 43.95 %       |
| Wash-Mac | 36.74       | 35.47 %       |
| Fridge   | 30.59       | 30.50 %       |
| Air-Cond | 24.05       | 22.96 %       |
| Home-The | 5.41        | 28.13 %       |
| W-Purifi | 3.61        | 66.80 %       |
| Dishwash | 2.31        | 82.97 %       |
| Oven     | 1.39        | 65.95 %       |
| Total    | 205.54      | 36.12 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VEL2     | 9.60        | 25.28 %       |
| TRT1     | 8.60        | 20.44 %       |
| KPM2     | 7.69        | 23.70 %       |
| ABR1     | 5.01        | 26.92 %       |
| ARC2     | 4.47        | 27.42 %       |
| KPM1     | 4.37        | 17.75 %       |
| ANI1     | 4.11        | 27.59 %       |
| WJD1     | 2.77        | 16.88 %       |
| CYR1     | 0.95        | 11.67 %       |
| Total    | 205.54      | 36.12 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 74.10       | 28.43 %       |
| Fridge   | 35.14       | 27.29 %       |
| Wash-Mac | 34.18       | 31.12 %       |
| Air-Cond | 22.86       | 16.70 %       |
| W-Purifi | 3.38        | 66.57 %       |
| Home-The | 2.90        | 15.80 %       |
| Oven     | 0.99        | 50.74 %       |
| Dishwash | 0.43        | 11.23 %       |
| Total    | 173.98      | 26.15 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 21.10       | 25.91 %       |
| CUD1     | 12.00       | 19.06 %       |
| SJI2     | 11.98       | 18.49 %       |
| KKI2     | 11.43       | 25.32 %       |
| NVL2     | 10.39       | 22.86 %       |
| KLM1     | 9.47        | 28.43 %       |
| VPM2     | 9.27        | 23.30 %       |
| CDM1     | 4.11        | 15.99 %       |
| STP1     | 1.66        | 16.28 %       |
| TVM2     | 1.40        | 12.64 %       |
| MKM1     | 0.94        | 8.05 %        |
| VPM1     | 0.67        | 6.01 %        |
| SJI1     |             | 0.00 %        |
| Total    | 173.98      | 26.15 %       |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 8.08        | 39.47 %       |
| LED TV   | 6.14        | 24.61 %       |
| Fridge   | 3.11        | 19.62 %       |
| Wash-Mac | 1.13        | 12.78 %       |
| Dishwash | 0.38        | 100.00 %      |
| Home-The | 0.15        | 9.79 %        |
| Oven     | 0.09        | 18.93 %       |
| Total    | 19.08       | 26.03 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 13.24       | 27.86 %       |
| KLR1     | 1.20        | 9.79 %        |
| TVSD     |             | 0.00 %        |
| Total    | 19.08       | 26.03 %       |