

MTD Sales  
3,233.53 L

Brand Share %  
28.19 %

Information:

MTD : 01-08-2025 To 19-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **28.19 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1,075.29    | 31.06 %       |
| Wash-Mac | 774.57      | 33.33 %       |
| Fridge   | 722.55      | 29.24 %       |
| Air-Cond | 520.40      | 18.59 %       |
| W-Purifi | 60.68       | 62.40 %       |
| Home-The | 34.98       | 16.82 %       |
| Oven     | 27.12       | 58.23 %       |
| Dishwash | 17.95       | 28.14 %       |
| Total    | 3,233.53    | 28.19 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 534.51      | 29.45 %       |
| CHENNAI-01  | 449.83      | 26.94 %       |
| TRICHY-01   | 400.49      | 26.15 %       |
| CHENNAI-02  | 372.63      | 28.14 %       |
| SOUTH-03    | 345.48      | 25.85 %       |
| WEST-02     | 313.88      | 29.11 %       |
| WEST-01     | 290.22      | 30.57 %       |
| NORTH ARCOT | 259.48      | 33.84 %       |
| SOUTH ARCOT | 241.87      | 26.51 %       |
| KL-SOUTH    | 25.15       | 28.78 %       |
| Total       | 3,233.53    | 28.19 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 158.24      | 29.22 %       |
| Wash-Mac | 129.26      | 35.87 %       |
| Fridge   | 113.75      | 29.58 %       |
| Air-Cond | 112.57      | 24.70 %       |
| W-Purifi | 10.43       | 58.00 %       |
| Oven     | 5.52        | 66.46 %       |
| Home-The | 2.52        | 6.50 %        |
| Dishwash | 2.23        | 28.26 %       |
| Total    | 534.51      | 29.45 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KVT1     | 23.83       | 25.86 %       |
| VNR2     | 21.76       | 24.29 %       |
| TKS1     | 18.76       | 27.65 %       |
| RPM1     | 18.71       | 25.80 %       |
| NGR1     | 17.11       | 20.64 %       |
| SKD1     | 14.47       | 27.08 %       |
| SVK1     | 13.63       | 23.95 %       |
| ERL2     | 13.52       | 25.23 %       |
| TCN1     | 12.45       | 25.52 %       |
| SNL1     | 8.03        | 25.34 %       |
| VLY1     | 7.51        | 14.49 %       |
| UDN1     | 6.47        | 25.63 %       |
| TVL2     | 5.09        | 18.91 %       |
| VKM1     | 4.61        | 26.34 %       |
| KYR1     | 4.16        | 19.68 %       |
| VNR1     | 3.68        | 16.44 %       |
| STU2     | 2.63        | 12.35 %       |
| ARM1     | 1.65        | 14.82 %       |
| SGT1     | 0.62        | 5.62 %        |
| S2SD     |             | 0.00 %        |
| WHTV     |             | 0.00 %        |
| Total    | 534.51      | 29.45 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 142.61      | 34.25 %       |
| Air-Cond | 103.59      | 17.93 %       |
| Wash-Mac | 101.30      | 33.17 %       |
| Fridge   | 78.47       | 25.27 %       |
| W-Purifi | 8.91        | 61.27 %       |
| Home-The | 7.81        | 30.01 %       |
| Dishwash | 3.95        | 29.90 %       |
| Oven     | 3.20        | 52.00 %       |
| Total    | 449.83      | 26.94 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 29.15       | 25.64 %       |
| CH05     | 23.25       | 20.41 %       |
| CH07     | 20.63       | 27.25 %       |
| CH28     | 19.58       | 27.09 %       |
| CH11     | 19.21       | 23.98 %       |
| CH48     | 16.94       | 22.64 %       |
| CH30     | 13.86       | 16.29 %       |
| CH42     | 12.65       | 15.78 %       |
| AVD1     | 10.73       | 18.51 %       |
| CH22     | 10.48       | 19.10 %       |
| KNR1     | 8.33        | 26.25 %       |
| CH39     | 7.32        | 21.47 %       |
| CGL1     | 5.85        | 20.05 %       |
| CZWH     | 2.72        | 21.29 %       |
| CH40     | 1.70        | 11.70 %       |
| MC02     | 0.16        | 23.62 %       |
| WHC3     |             | 0.00 %        |
| WCHN     | -0.26       | 6.36 %        |
| Total    | 449.83      | 26.94 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 131.30      | 27.98 %       |
| Fridge   | 99.86       | 28.20 %       |
| Wash-Mac | 87.17       | 34.06 %       |
| Air-Cond | 69.72       | 16.91 %       |
| W-Purifi | 6.17        | 63.92 %       |
| Home-The | 2.48        | 11.60 %       |
| Oven     | 2.19        | 47.48 %       |
| Dishwash | 1.60        | 40.99 %       |
| Total    | 400.49      | 26.15 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 57.51       | 25.99 %       |
| MVM1     | 26.91       | 24.36 %       |
| MDI1     | 23.92       | 25.74 %       |
| PBR2     | 22.55       | 24.94 %       |
| TVR2     | 21.45       | 25.06 %       |
| TNJ2     | 20.08       | 24.46 %       |
| TNJ1     | 18.91       | 20.19 %       |
| KIK1     | 11.72       | 21.00 %       |
| PBR1     | 6.85        | 23.77 %       |
| MSI1     | 6.59        | 23.65 %       |
| TRY3     | 5.70        | 13.06 %       |
| TRY2     | 2.82        | 9.90 %        |
| ORU1     | 1.38        | 4.98 %        |
| TZSD     |             | 0.00 %        |
| WTRZ     | -0.17       | 13.82 %       |
| Total    | 400.49      | 26.15 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 130.91      | 34.91 %       |
| Fridge   | 81.27       | 33.68 %       |
| Wash-Mac | 80.28       | 32.26 %       |
| Air-Cond | 59.75       | 14.39 %       |
| W-Purifi | 8.48        | 76.09 %       |
| Home-The | 5.63        | 29.62 %       |
| Oven     | 3.95        | 55.55 %       |
| Dishwash | 2.35        | 35.80 %       |
| Total    | 372.63      | 28.14 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 34.42       | 23.97 %       |
| CH15     | 29.53       | 20.56 %       |
| CH18     | 21.69       | 27.93 %       |
| CH20     | 19.16       | 28.09 %       |
| CH12     | 15.46       | 18.09 %       |
| CH06     | 15.43       | 25.00 %       |
| MJR1     | 15.30       | 24.85 %       |
| CH44     | 10.92       | 24.28 %       |
| PON1     | 8.71        | 27.26 %       |
| CH24     | 6.60        | 16.38 %       |
| CH32     | 2.96        | 20.05 %       |
| MC06     | 0.87        | 26.06 %       |
| MC05     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 372.63      | 28.14 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 108.63      | 26.61 %       |
| Fridge   | 87.54       | 27.79 %       |
| Wash-Mac | 80.93       | 28.06 %       |
| Air-Cond | 52.98       | 19.37 %       |
| W-Purifi | 9.63        | 56.29 %       |
| Home-The | 2.52        | 9.85 %        |
| Oven     | 2.06        | 51.42 %       |
| Dishwash | 1.18        | 25.93 %       |
| Total    | 345.48      | 25.85 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 35.46       | 19.62 %       |
| DGL1     | 18.59       | 19.16 %       |
| MDU2     | 17.63       | 18.50 %       |
| TMM1     | 10.65       | 26.96 %       |
| MDU4     | 9.81        | 26.52 %       |
| KKD2     | 8.47        | 20.22 %       |
| MDU3     | 8.14        | 23.81 %       |
| KRR1     | 7.21        | 24.87 %       |
| PNV1     | 4.68        | 26.23 %       |
| TEN1     | 3.27        | 10.05 %       |
| MNM1     | 2.95        | 20.82 %       |
| DGL2     | 2.38        | 7.99 %        |
| ADP1     | 1.98        | 8.70 %        |
| ODM1     | 1.93        | 14.64 %       |
| KPT1     | 1.88        | 16.60 %       |
| BTU1     | 1.48        | 9.34 %        |
| MDU5     | 1.29        | 6.99 %        |
| CMR1     | 0.75        | 5.80 %        |
| NKI1     | 0.41        | 2.21 %        |
| SZSD     |             | 0.00 %        |
| Total    | 345.48      | 25.85 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 116.26      | 31.66 %       |
| Wash-Mac | 84.95       | 31.97 %       |
| Fridge   | 74.58       | 28.95 %       |
| Air-Cond | 25.25       | 16.78 %       |
| W-Purifi | 4.70        | 67.29 %       |
| Home-The | 3.78        | 19.79 %       |
| Dishwash | 2.35        | 33.87 %       |
| Oven     | 2.02        | 49.11 %       |
| Total    | 313.88      | 29.11 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 19.50       | 20.81 %       |
| HSR2     | 17.13       | 25.41 %       |
| ERD1     | 14.45       | 24.57 %       |
| SLM2     | 11.13       | 23.68 %       |
| ERD2     | 10.45       | 15.85 %       |
| MTR1     | 8.97        | 26.95 %       |
| OML1     | 8.40        | 23.53 %       |
| KVP1     | 7.06        | 28.06 %       |
| TCG1     | 3.76        | 17.21 %       |
| PLC1     | 3.45        | 18.95 %       |
| CMI1     | 1.39        | 11.91 %       |
| DPR1     | 1.39        | 7.07 %        |
| WHPD     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| Total    | 313.88      | 29.11 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 109.92      | 33.23 %       |
| Wash-Mac | 78.03       | 30.73 %       |
| Fridge   | 67.03       | 30.64 %       |
| Air-Cond | 22.51       | 23.38 %       |
| Oven     | 3.87        | 62.21 %       |
| Home-The | 3.24        | 15.34 %       |
| W-Purifi | 2.87        | 37.66 %       |
| Dishwash | 2.74        | 18.65 %       |
| Total    | 290.22      | 30.57 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MPM1     | 7.71        | 25.85 %       |
| UAM1     | 7.04        | 18.34 %       |
| TPR1     | 6.26        | 16.54 %       |
| CBE1     | 3.46        | 8.06 %        |
| CBE3     | 3.39        | 22.61 %       |
| TPR3     | 3.09        | 13.89 %       |
| PDM1     | 2.36        | 12.24 %       |
| SYM2     | 2.08        | 11.40 %       |
| ANR1     | 2.07        | 22.45 %       |
| WHCB     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 290.22      | 30.57 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 96.34       | 39.47 %       |
| Wash-Mac | 59.43       | 41.01 %       |
| Fridge   | 55.59       | 32.37 %       |
| Air-Cond | 33.41       | 18.99 %       |
| W-Purifi | 6.21        | 84.11 %       |
| Home-The | 5.13        | 28.78 %       |
| Oven     | 2.58        | 80.66 %       |
| Dishwash | 0.78        | 45.19 %       |
| Total    | 259.48      | 33.84 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ARC2     | 11.03       | 27.27 %       |
| TRL1     | 10.92       | 18.89 %       |
| KPM1     | 9.18        | 26.63 %       |
| TRT1     | 6.81        | 24.76 %       |
| ABR1     | 6.47        | 21.81 %       |
| PLR1     | 3.90        | 25.86 %       |
| CYR1     | 3.28        | 16.93 %       |
| WJD1     | 2.86        | 14.77 %       |
| SLG1     | 2.76        | 17.38 %       |
| WHVL     |             | 0.00 %        |
| Total    | 259.48      | 33.84 %       |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 73.10       | 25.84 %       |
| Wash-Mac | 68.24       | 37.30 %       |
| Fridge   | 58.16       | 29.83 %       |
| Air-Cond | 36.67       | 16.23 %       |
| W-Purifi | 2.67        | 70.86 %       |
| Home-The | 1.58        | 9.21 %        |
| Oven     | 1.05        | 66.70 %       |
| Dishwash | 0.40        | 13.04 %       |
| Total    | 241.87      | 26.51 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 31.77       | 26.94 %       |
| POY2     | 26.50       | 25.30 %       |
| CUD1     | 19.69       | 23.19 %       |
| VPM2     | 10.55       | 23.63 %       |
| CDM1     | 10.24       | 15.56 %       |
| NVL2     | 7.28        | 18.22 %       |
| SJI1     | 7.00        | 20.40 %       |
| TVM2     | 5.05        | 26.68 %       |
| PRT1     | 4.72        | 17.76 %       |
| VPM1     | 3.07        | 22.45 %       |
| TVM1     | 2.12        | 12.57 %       |
| MKM1     | 1.76        | 8.42 %        |
| WHNV     | 0.12        | 23.93 %       |
| WHUT     | -0.27       | 16.73 %       |
| Total    | 241.87      | 26.51 %       |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 7.98        | 30.61 %       |
| Fridge   | 6.30        | 27.95 %       |
| Wash-Mac | 4.98        | 28.25 %       |
| Air-Cond | 3.93        | 25.41 %       |
| Oven     | 0.69        | 53.27 %       |
| W-Purifi | 0.60        | 57.78 %       |
| Dishwash | 0.37        | 29.41 %       |
| Home-The | 0.29        | 13.99 %       |
| Total    | 25.15       | 28.78 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PAS1     | 4.45        | 18.17 %       |
| Total    | 25.15       | 28.78 %       |