

MTD Sales  
6,169.80 L

Brand Share %  
28.86 %

Information:

MTD : 01-10-2025 To 25-10-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **28.86 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 2,819.72    | 31.93 %       |
| Wash-Mac | 1,223.40    | 28.93 %       |
| Fridge   | 1,124.66    | 27.40 %       |
| Air-Cond | 723.12      | 21.68 %       |
| Home-The | 107.87      | 20.27 %       |
| W-Purifi | 88.76       | 60.56 %       |
| Dishwash | 53.65       | 39.88 %       |
| Oven     | 28.62       | 42.36 %       |
| Total    | 6,169.80    | 28.86 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 1,128.07    | 32.13 %       |
| WEST-02     | 861.00      | 30.84 %       |
| SOUTH-03    | 806.84      | 25.55 %       |
| CHENNAI-01  | 746.03      | 30.33 %       |
| TRICHY-01   | 611.02      | 24.74 %       |
| CHENNAI-02  | 541.21      | 26.91 %       |
| WEST-01     | 538.91      | 27.52 %       |
| NORTH ARCOT | 515.74      | 35.84 %       |
| SOUTH ARCOT | 387.95      | 26.68 %       |
| KL-SOUTH    | 33.01       | 25.50 %       |
| Total       | 6,169.80    | 28.86 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 454.17      | 34.14 %       |
| Wash-Mac | 232.73      | 33.81 %       |
| Air-Cond | 206.48      | 30.68 %       |
| Fridge   | 195.64      | 29.04 %       |
| W-Purifi | 17.29       | 60.21 %       |
| Home-The | 8.27        | 10.06 %       |
| Dishwash | 7.59        | 32.98 %       |
| Oven     | 5.90        | 52.47 %       |
| Total    | 1,128.07    | 32.13 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VNR2     | 37.80       | 25.98 %       |
| SVK1     | 31.48       | 25.92 %       |
| TKS1     | 28.86       | 24.02 %       |
| TCN1     | 22.10       | 26.90 %       |
| VNR1     | 14.42       | 27.06 %       |
| SNL1     | 13.25       | 19.66 %       |
| SKD1     | 10.26       | 23.61 %       |
| STU2     | 10.17       | 22.63 %       |
| KYR1     | 9.75        | 23.59 %       |
| TVL2     | 6.78        | 19.31 %       |
| SGT1     | 5.03        | 21.45 %       |
| S2SD     | 3.27        | 16.61 %       |
| WHTV     |             | 0.00 %        |
| Total    | 1,128.07    | 32.13 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 410.72      | 33.00 %       |
| Wash-Mac | 197.43      | 30.79 %       |
| Fridge   | 175.54      | 29.50 %       |
| Air-Cond | 43.27       | 20.85 %       |
| Home-The | 13.42       | 18.83 %       |
| W-Purifi | 10.56       | 80.06 %       |
| Dishwash | 6.54        | 55.09 %       |
| Oven     | 3.53        | 49.92 %       |
| Total    | 861.00      | 30.84 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ERD2     | 52.70       | 22.25 %       |
| SLM1     | 51.65       | 19.75 %       |
| ERD1     | 43.23       | 23.19 %       |
| HSR2     | 41.33       | 28.58 %       |
| ATU1     | 29.63       | 27.57 %       |
| MTR1     | 22.51       | 26.22 %       |
| OML1     | 16.70       | 18.53 %       |
| PLC1     | 10.49       | 19.68 %       |
| CMI1     | 9.36        | 23.57 %       |
| DPR1     | 5.83        | 15.92 %       |
| WZWH     | -0.09       | -0.82 %       |
| Total    | 861.00      | 30.84 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 358.03      | 28.04 %       |
| Wash-Mac | 164.28      | 25.53 %       |
| Fridge   | 160.40      | 23.73 %       |
| Air-Cond | 87.87       | 20.34 %       |
| W-Purifi | 13.96       | 57.96 %       |
| Home-The | 11.84       | 15.47 %       |
| Dishwash | 6.85        | 34.26 %       |
| Oven     | 3.62        | 39.87 %       |
| Total    | 806.84      | 25.55 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 95.30       | 21.03 %       |
| DGL1     | 73.03       | 23.80 %       |
| MDU6     | 44.72       | 25.45 %       |
| MDU2     | 40.99       | 18.70 %       |
| KKD3     | 25.49       | 21.04 %       |
| MDU3     | 24.13       | 25.74 %       |
| TMM1     | 23.36       | 21.51 %       |
| BNR1     | 13.35       | 25.20 %       |
| TEN1     | 8.96        | 11.71 %       |
| ODM1     | 6.91        | 22.65 %       |
| BTU1     | 6.44        | 17.83 %       |
| MNM1     | 6.05        | 16.10 %       |
| ADP1     | 5.88        | 10.08 %       |
| PNV1     | 5.55        | 15.98 %       |
| NKI1     | 5.17        | 9.16 %        |
| CMR1     | 5.06        | 16.15 %       |
| DGL2     | 4.43        | 7.19 %        |
| MDU5     | 2.22        | 5.53 %        |
| KKD2     | 1.59        | 11.20 %       |
| SZSD     | 0.85        | 6.20 %        |
| Total    | 806.84      | 25.55 %       |

### CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 327.69      | 35.72 %       |
| Wash-Mac | 140.14      | 29.73 %       |
| Fridge   | 131.12      | 30.31 %       |
| Air-Cond | 105.25      | 19.87 %       |
| Home-The | 20.31       | 39.95 %       |
| W-Purifi | 10.28       | 49.94 %       |
| Dishwash | 7.67        | 27.66 %       |
| Oven     | 3.58        | 38.14 %       |
| Total    | 746.03      | 30.33 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 50.84       | 28.23 %       |
| CH08     | 44.37       | 27.52 %       |
| CH05     | 38.30       | 24.55 %       |
| CH19     | 32.77       | 23.61 %       |
| CH28     | 32.13       | 27.53 %       |
| CH42     | 31.70       | 26.31 %       |
| AVD1     | 25.01       | 23.60 %       |
| CH07     | 24.55       | 24.48 %       |
| MRM1     | 24.27       | 27.69 %       |
| CH22     | 18.17       | 24.95 %       |
| CH30     | 14.06       | 17.42 %       |
| KNR1     | 13.09       | 22.22 %       |
| CH38     | 12.93       | 27.78 %       |
| CZWH     | 9.59        | 16.82 %       |
| CH26     | 3.59        | 21.29 %       |
| MC09     |             | 0.00 %        |
| Total    | 746.03      | 30.33 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 301.04      | 27.35 %       |
| Fridge   | 110.91      | 24.65 %       |
| Wash-Mac | 99.49       | 25.49 %       |
| Air-Cond | 74.94       | 16.82 %       |
| Home-The | 8.86        | 16.97 %       |
| W-Purifi | 8.00        | 59.10 %       |
| Dishwash | 5.41        | 51.91 %       |
| Oven     | 2.38        | 35.48 %       |
| Total    | 611.02      | 24.74 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 83.91       | 23.38 %       |
| KUM1     | 37.81       | 28.12 %       |
| TNJ1     | 34.28       | 21.24 %       |
| TRY4     | 32.66       | 27.31 %       |
| TNJ2     | 30.56       | 21.73 %       |
| PBR2     | 30.47       | 21.06 %       |
| MVM1     | 28.84       | 20.88 %       |
| TVR2     | 27.40       | 23.02 %       |
| MDI1     | 27.36       | 27.67 %       |
| TYR1     | 25.35       | 26.21 %       |
| JKM1     | 20.89       | 26.15 %       |
| KIK1     | 14.56       | 24.32 %       |
| AYR1     | 13.06       | 21.95 %       |
| PDK1     | 12.93       | 21.02 %       |
| MSI1     | 10.02       | 18.76 %       |
| TRY2     | 8.80        | 15.50 %       |
| TRY3     | 6.69        | 7.50 %        |
| APM1     | 5.47        | 20.63 %       |
| ORU1     | 2.41        | 6.45 %        |
| TZSD     |             | 0.00 %        |
| Total    | 611.02      | 24.74 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 261.83      | 32.49 %       |
| Wash-Mac | 96.25       | 25.51 %       |
| Fridge   | 94.81       | 28.43 %       |
| Air-Cond | 58.41       | 14.01 %       |
| Home-The | 11.93       | 27.55 %       |
| W-Purifi | 9.42        | 68.15 %       |
| Dishwash | 5.09        | 41.95 %       |
| Oven     | 3.47        | 43.50 %       |
| Total    | 541.21      | 26.91 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 47.25       | 21.62 %       |
| CH15     | 46.67       | 21.89 %       |
| CH21     | 34.00       | 28.19 %       |
| CH12     | 32.52       | 22.31 %       |
| CH06     | 29.95       | 28.38 %       |
| CH18     | 26.64       | 26.12 %       |
| MJR1     | 23.81       | 24.84 %       |
| CH20     | 22.35       | 22.16 %       |
| CH41     | 22.14       | 26.92 %       |
| CH09     | 21.90       | 25.16 %       |
| CH24     | 18.25       | 22.51 %       |
| CH44     | 15.26       | 24.62 %       |
| CH17     | 14.65       | 25.24 %       |
| GPD1     | 11.17       | 23.11 %       |
| PON1     | 9.03        | 23.17 %       |
| CH32     | 0.91        | 10.48 %       |
| Total    | 541.21      | 26.91 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 250.14      | 29.50 %       |
| Wash-Mac | 117.27      | 24.94 %       |
| Fridge   | 99.65       | 25.40 %       |
| Air-Cond | 47.00       | 30.35 %       |
| Home-The | 10.10       | 16.80 %       |
| Dishwash | 7.98        | 50.80 %       |
| W-Purifi | 4.35        | 46.62 %       |
| Oven     | 2.43        | 32.85 %       |
| Total    | 538.91      | 27.52 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 71.05       | 20.34 %       |
| TPR2     | 34.11       | 27.72 %       |
| PLI1     | 27.11       | 28.24 %       |
| KMR1     | 24.65       | 23.06 %       |
| CBE4     | 23.44       | 26.68 %       |
| SNR1     | 16.78       | 27.79 %       |
| MPM1     | 16.25       | 24.22 %       |
| UAM1     | 13.01       | 18.16 %       |
| TPR1     | 12.33       | 15.27 %       |
| UMP1     | 11.48       | 25.13 %       |
| CBE1     | 10.44       | 20.04 %       |
| CBE3     | 7.35        | 27.65 %       |
| SYM2     | 6.82        | 11.52 %       |
| PDM1     | 5.29        | 12.36 %       |
| ANR1     | 4.47        | 27.47 %       |
| TPR3     | 3.93        | 6.59 %        |
| WZSD     | 1.94        | 17.06 %       |
| WHCB     | -0.90       | 27.86 %       |
| Total    | 538.91      | 27.52 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 265.82      | 42.51 %       |
| Wash-Mac | 92.54       | 33.25 %       |
| Fridge   | 78.87       | 31.51 %       |
| Air-Cond | 50.37       | 23.38 %       |
| Home-The | 14.82       | 30.77 %       |
| W-Purifi | 8.14        | 65.88 %       |
| Dishwash | 3.07        | 62.02 %       |
| Oven     | 2.10        | 50.77 %       |
| Total    | 515.74      | 35.84 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRL1     | 26.08       | 28.25 %       |
| VEL2     | 20.65       | 26.58 %       |
| TRT1     | 15.70       | 22.66 %       |
| ABR1     | 11.66       | 23.70 %       |
| KPM1     | 11.24       | 21.11 %       |
| CYR1     | 9.14        | 18.21 %       |
| WJD1     | 6.39        | 15.39 %       |
| Total    | 515.74      | 35.84 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 179.41      | 28.21 %       |
| Wash-Mac | 79.61       | 31.56 %       |
| Fridge   | 69.88       | 26.02 %       |
| Air-Cond | 40.05       | 17.21 %       |
| Home-The | 8.17        | 18.37 %       |
| W-Purifi | 6.76        | 72.34 %       |
| Dishwash | 2.70        | 38.70 %       |
| Oven     | 1.37        | 37.56 %       |
| Total    | 387.95      | 26.68 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KKI2     | 27.96       | 25.78 %       |
| CUD1     | 23.81       | 19.36 %       |
| SJI2     | 22.38       | 18.60 %       |
| NVL2     | 19.22       | 20.75 %       |
| VPM2     | 18.62       | 22.29 %       |
| CDM1     | 17.19       | 16.66 %       |
| STP1     | 3.54        | 12.17 %       |
| TVM2     | 3.12        | 13.21 %       |
| VPM1     | 2.79        | 12.80 %       |
| MKM1     | 2.59        | 7.95 %        |
| SJI1     |             | 0.00 %        |
| Total    | 387.95      | 26.68 %       |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 10.88       | 23.89 %       |
| Air-Cond | 9.49        | 33.89 %       |
| Fridge   | 7.85        | 24.49 %       |
| Wash-Mac | 3.65        | 21.96 %       |
| Dishwash | 0.75        | 43.78 %       |
| Oven     | 0.25        | 26.59 %       |
| Home-The | 0.15        | 5.05 %        |
| Total    | 33.01       | 25.50 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 23.32       | 27.89 %       |
| PAS1     | 6.87        | 26.28 %       |
| KLR1     | 3.06        | 15.75 %       |
| TVSD     |             | 0.00 %        |
| Total    | 33.01       | 25.50 %       |