

MTD Sales  
2,876.26 L

Brand Share %  
28.68 %

Information:

MTD : 01-11-2025 To 25-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **28.68 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1,129.72    | 31.62 %       |
| Wash-Mac | 649.48      | 28.03 %       |
| Fridge   | 519.36      | 27.59 %       |
| Air-Cond | 401.70      | 22.59 %       |
| Home-The | 66.50       | 26.87 %       |
| W-Purifi | 55.88       | 55.31 %       |
| Dishwash | 30.86       | 36.01 %       |
| Oven     | 22.76       | 49.67 %       |
| Total    | 2,876.26    | 28.68 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 456.05      | 29.77 %       |
| CHENNAI-01  | 404.45      | 27.31 %       |
| SOUTH-03    | 341.35      | 26.94 %       |
| CHENNAI-02  | 335.01      | 27.99 %       |
| TRICHY-01   | 320.06      | 27.27 %       |
| NORTH ARCOT | 285.47      | 37.47 %       |
| WEST-02     | 268.15      | 29.62 %       |
| SOUTH ARCOT | 226.70      | 28.82 %       |
| WEST-01     | 216.90      | 26.10 %       |
| KL-SOUTH    | 22.14       | 23.36 %       |
| Total       | 2,876.26    | 28.68 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 168.35      | 32.46 %       |
| Wash-Mac | 104.24      | 29.60 %       |
| Fridge   | 80.57       | 27.04 %       |
| Air-Cond | 77.28       | 27.80 %       |
| W-Purifi | 11.62       | 57.74 %       |
| Dishwash | 5.32        | 31.07 %       |
| Home-The | 4.37        | 10.94 %       |
| Oven     | 4.29        | 53.17 %       |
| Total    | 456.05      | 29.77 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 51.65       | 27.68 %       |
| RPM1     | 16.46       | 25.64 %       |
| RND1     | 14.60       | 27.80 %       |
| VNR2     | 13.53       | 26.27 %       |
| SVK1     | 13.06       | 23.36 %       |
| VLY1     | 8.22        | 23.18 %       |
| TKS1     | 8.15        | 19.53 %       |
| APK2     | 6.87        | 27.09 %       |
| KYR1     | 3.21        | 19.64 %       |
| STU2     | 2.89        | 12.83 %       |
| VNR1     | 2.75        | 12.82 %       |
| SNL1     | 2.54        | 8.79 %        |
| SGT1     | 2.41        | 20.80 %       |
| COL1     | 2.07        | 22.26 %       |
| S2SD     | 0.28        | 3.38 %        |
| WHTV     | -0.38       | 5.17 %        |
| Total    | 456.05      | 29.77 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 149.63      | 31.72 %       |
| Wash-Mac | 93.07       | 27.38 %       |
| Fridge   | 69.85       | 26.34 %       |
| Air-Cond | 59.48       | 18.10 %       |
| Home-The | 12.27       | 41.14 %       |
| W-Purifi | 9.11        | 50.69 %       |
| Dishwash | 8.11        | 39.14 %       |
| Oven     | 2.93        | 42.72 %       |
| Total    | 404.45      | 27.31 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH08     | 25.10       | 26.86 %       |
| CH05     | 23.05       | 22.43 %       |
| CH19     | 22.56       | 27.15 %       |
| CH28     | 21.55       | 23.73 %       |
| CH42     | 19.42       | 19.90 %       |
| CH07     | 15.75       | 24.01 %       |
| AVD1     | 15.35       | 25.15 %       |
| CH30     | 10.02       | 17.65 %       |
| SKL1     | 9.17        | 23.02 %       |
| CH22     | 8.34        | 17.93 %       |
| CH39     | 6.96        | 23.03 %       |
| KNR1     | 5.02        | 23.72 %       |
| CZWH     | 4.19        | 10.84 %       |
| CH26     | 1.44        | 15.08 %       |
| MC10     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| WCHN     | -5.06       | 20.45 %       |
| Total    | 404.45      | 27.31 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 130.88      | 29.23 %       |
| Wash-Mac | 76.08       | 25.01 %       |
| Fridge   | 67.71       | 27.15 %       |
| Air-Cond | 45.51       | 22.69 %       |
| W-Purifi | 8.18        | 51.74 %       |
| Home-The | 7.53        | 22.60 %       |
| Oven     | 3.56        | 63.09 %       |
| Dishwash | 1.90        | 18.05 %       |
| Total    | 341.35      | 26.94 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 36.19       | 23.47 %       |
| DGL1     | 19.08       | 20.72 %       |
| MDU2     | 17.25       | 19.37 %       |
| MDU6     | 16.39       | 24.23 %       |
| MDU3     | 12.58       | 18.75 %       |
| TMM1     | 12.53       | 28.59 %       |
| BNR1     | 4.98        | 23.45 %       |
| ODM1     | 2.86        | 20.85 %       |
| TEN1     | 2.74        | 7.82 %        |
| BTU1     | 2.52        | 19.71 %       |
| CMR1     | 2.15        | 18.90 %       |
| ADP1     | 2.02        | 11.90 %       |
| NKI1     | 1.80        | 12.26 %       |
| MNM1     | 1.48        | 11.52 %       |
| DGL2     | 1.41        | 6.41 %        |
| MDU5     | 0.85        | 3.81 %        |
| PNV1     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| Total    | 341.35      | 26.94 %       |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 154.13      | 34.70 %       |
| Wash-Mac | 60.89       | 24.35 %       |
| Fridge   | 53.49       | 28.43 %       |
| Air-Cond | 45.32       | 17.14 %       |
| Home-The | 9.74        | 38.98 %       |
| W-Purifi | 6.06        | 57.89 %       |
| Oven     | 3.09        | 43.98 %       |
| Dishwash | 2.28        | 29.31 %       |
| Total    | 335.01      | 27.99 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 33.95       | 26.23 %       |
| CH15     | 22.99       | 17.12 %       |
| CH12     | 20.30       | 23.12 %       |
| CH18     | 18.95       | 28.50 %       |
| CH21     | 14.20       | 23.23 %       |
| CH24     | 13.54       | 19.62 %       |
| MJR1     | 12.49       | 26.76 %       |
| CH17     | 11.69       | 21.31 %       |
| CH44     | 10.22       | 26.13 %       |
| CH06     | 5.54        | 15.88 %       |
| CH31     | 4.00        | 21.80 %       |
| GPD1     | 1.87        | 10.26 %       |
| Total    | 335.01      | 27.99 %       |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 126.65      | 29.04 %       |
| Air-Cond | 69.02       | 26.46 %       |
| Wash-Mac | 56.49       | 24.42 %       |
| Fridge   | 54.93       | 27.07 %       |
| Home-The | 5.16        | 22.71 %       |
| W-Purifi | 3.20        | 39.82 %       |
| Dishwash | 2.72        | 34.30 %       |
| Oven     | 1.91        | 48.41 %       |
| Total    | 320.06      | 27.27 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVR2     | 19.10       | 26.56 %       |
| PBR2     | 16.47       | 22.82 %       |
| TNJ1     | 16.25       | 21.76 %       |
| MVM1     | 15.75       | 22.86 %       |
| TNJ2     | 12.55       | 21.73 %       |
| MDI1     | 11.39       | 25.77 %       |
| TRY4     | 10.37       | 27.53 %       |
| AYR1     | 7.60        | 26.51 %       |
| JKM1     | 7.44        | 26.28 %       |
| PDK1     | 6.78        | 23.64 %       |
| TRY3     | 6.34        | 14.70 %       |
| KIK1     | 4.91        | 16.55 %       |
| NCK1     | 4.20        | 28.23 %       |
| MSI1     | 3.17        | 14.91 %       |
| APM1     | 2.14        | 15.54 %       |
| ORU1     | 0.31        | 2.16 %        |
| TZSD     |             | 0.00 %        |
| WTRZ     | -1.48       | 25.14 %       |
| Total    | 320.06      | 27.27 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 132.92      | 44.13 %       |
| Wash-Mac | 59.30       | 35.28 %       |
| Fridge   | 48.44       | 33.62 %       |
| Air-Cond | 26.75       | 25.00 %       |
| Home-The | 10.96       | 39.56 %       |
| W-Purifi | 4.25        | 67.27 %       |
| Oven     | 1.72        | 51.21 %       |
| Dishwash | 1.14        | 27.70 %       |
| Total    | 285.47      | 37.47 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VEL2     | 18.03       | 27.26 %       |
| ABR1     | 9.37        | 28.27 %       |
| KPM1     | 6.45        | 23.32 %       |
| TRT1     | 5.13        | 25.98 %       |
| CYR1     | 3.87        | 20.54 %       |
| WJD1     | 2.94        | 11.88 %       |
| ANI1     | 2.49        | 19.32 %       |
| SLG1     | 2.29        | 22.78 %       |
| WHVL     | -0.32       | 19.59 %       |
| Total    | 285.47      | 37.47 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 96.38       | 29.25 %       |
| Wash-Mac | 78.46       | 31.29 %       |
| Fridge   | 55.07       | 28.11 %       |
| Air-Cond | 21.18       | 24.14 %       |
| W-Purifi | 6.93        | 83.12 %       |
| Home-The | 6.23        | 24.11 %       |
| Dishwash | 2.70        | 55.63 %       |
| Oven     | 1.19        | 47.44 %       |
| Total    | 268.15      | 29.62 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 17.18       | 20.65 %       |
| ERD2     | 17.00       | 21.33 %       |
| ERD1     | 14.19       | 25.24 %       |
| HSR2     | 14.17       | 24.94 %       |
| HSR1     | 10.20       | 26.85 %       |
| MTR1     | 6.61        | 24.97 %       |
| TRM1     | 4.97        | 23.77 %       |
| EDP1     | 4.04        | 28.63 %       |
| PLC1     | 3.61        | 19.53 %       |
| DPR1     | 2.22        | 12.15 %       |
| OML1     | 1.40        | 5.84 %        |
| WZWH     |             | 0.00 %        |
| WHPD     | -1.05       | 21.34 %       |
| Total    | 268.15      | 29.62 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 89.50       | 29.27 %       |
| Wash-Mac | 54.47       | 34.32 %       |
| Fridge   | 37.10       | 27.27 %       |
| Air-Cond | 32.60       | 21.09 %       |
| Home-The | 5.55        | 26.98 %       |
| W-Purifi | 3.83        | 65.88 %       |
| Dishwash | 2.24        | 77.90 %       |
| Oven     | 1.41        | 65.35 %       |
| Total    | 226.70      | 28.82 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 26.73       | 27.58 %       |
| POY2     | 22.35       | 27.41 %       |
| CUD1     | 18.87       | 23.87 %       |
| VPM2     | 13.51       | 28.45 %       |
| KLM1     | 12.86       | 28.11 %       |
| NVL2     | 10.80       | 25.71 %       |
| SJI2     | 7.26        | 18.69 %       |
| CDM1     | 4.55        | 9.57 %        |
| STP1     | 3.13        | 25.84 %       |
| VPM1     | 2.16        | 20.72 %       |
| TVM2     | 2.09        | 11.22 %       |
| MKM1     | 1.20        | 8.77 %        |
| Total    | 226.70      | 28.82 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 78.53       | 27.31 %       |
| Wash-Mac | 60.82       | 25.07 %       |
| Fridge   | 45.07       | 25.23 %       |
| Air-Cond | 18.97       | 23.73 %       |
| Home-The | 4.31        | 21.04 %       |
| Dishwash | 4.08        | 43.37 %       |
| W-Purifi | 2.70        | 39.47 %       |
| Oven     | 2.42        | 43.94 %       |
| Total    | 216.90      | 26.10 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 30.77       | 20.89 %       |
| KMR1     | 12.42       | 26.64 %       |
| CBE4     | 10.64       | 23.18 %       |
| TPR2     | 10.52       | 26.01 %       |
| PLI1     | 10.19       | 25.83 %       |
| SNR1     | 9.84        | 28.04 %       |
| TPR1     | 8.93        | 20.47 %       |
| UMP1     | 5.88        | 27.26 %       |
| MPM1     | 5.31        | 24.99 %       |
| AVI1     | 4.84        | 20.04 %       |
| TPR3     | 4.84        | 22.29 %       |
| UAM1     | 4.21        | 14.49 %       |
| CBE1     | 4.15        | 12.46 %       |
| CBE3     | 2.61        | 19.28 %       |
| SYM2     | 1.72        | 9.39 %        |
| PDM1     | 1.65        | 9.43 %        |
| WZSD     |             | 0.00 %        |
| Total    | 216.90      | 26.10 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 7.13        | 29.68 %       |
| Wash-Mac | 5.67        | 29.99 %       |
| Air-Cond | 5.60        | 32.90 %       |
| LED TV   | 2.76        | 9.10 %        |
| Home-The | 0.38        | 17.88 %       |
| Dishwash | 0.37        | 100.00 %      |
| Oven     | 0.24        | 31.91 %       |
| Total    | 22.14       | 23.36 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 16.41       | 26.65 %       |
| PAS1     | 3.02        | 17.02 %       |
| KLR1     | 2.71        | 19.37 %       |
| TVSD     |             | 0.00 %        |
| Total    | 22.14       | 23.36 %       |