

MTD Sales  
**3,717.00 L**

Brand Share %  
**27.16 %**

Information:

**MTD :** 01-07-2025 To 29-07-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **27.16 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1,161.69    | 31.45 %       |
| Air-Cond | 862.04      | 21.17 %       |
| Fridge   | 793.49      | 27.50 %       |
| Wash-Mac | 735.88      | 28.76 %       |
| W-Purifi | 70.61       | 60.07 %       |
| Home-The | 42.53       | 18.07 %       |
| Oven     | 27.39       | 52.54 %       |
| Dishwash | 23.35       | 32.54 %       |
| Total    | 3,717.00    | 27.16 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 719.67      | 29.71 %       |
| CHENNAI-01  | 526.93      | 24.91 %       |
| TRICHY-01   | 474.57      | 26.59 %       |
| CHENNAI-02  | 413.30      | 25.42 %       |
| SOUTH-03    | 396.80      | 24.99 %       |
| WEST-02     | 366.38      | 28.75 %       |
| NORTH ARCOT | 293.87      | 34.90 %       |
| SOUTH ARCOT | 255.17      | 25.56 %       |
| WEST-01     | 241.13      | 26.18 %       |
| KL-SOUTH    | 29.18       | 25.65 %       |
| Total       | 3,717.00    | 27.16 %       |

**SOUTH-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 214.17      | 31.58 %       |
| Air-Cond | 205.87      | 29.06 %       |
| Wash-Mac | 139.71      | 30.14 %       |
| Fridge   | 125.12      | 26.25 %       |
| W-Purifi | 18.09       | 67.69 %       |
| Dishwash | 5.69        | 33.19 %       |
| Home-The | 5.68        | 13.42 %       |
| Oven     | 5.35        | 57.17 %       |
| Total    | 719.67      | 29.71 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TKS1     | 22.61       | 25.35 %       |
| VNR2     | 22.39       | 22.90 %       |
| SVK1     | 18.44       | 25.36 %       |
| RPM1     | 17.48       | 21.08 %       |
| VLY1     | 16.94       | 22.83 %       |
| ASM1     | 7.71        | 26.24 %       |
| VNR1     | 7.39        | 17.00 %       |
| SNL1     | 5.41        | 13.03 %       |
| ARM1     | 5.00        | 25.18 %       |
| STU2     | 4.28        | 9.68 %        |
| VKM1     | 3.94        | 16.32 %       |
| KSM1     | 3.64        | 24.86 %       |
| S2SD     | 3.36        | 13.40 %       |
| SGT1     | 2.09        | 12.42 %       |
| Total    | 719.67      | 29.71 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 152.15      | 18.30 %       |
| LED TV   | 144.38      | 31.74 %       |
| Fridge   | 102.22      | 24.50 %       |
| Wash-Mac | 97.66       | 28.32 %       |
| W-Purifi | 12.29       | 60.97 %       |
| Home-The | 8.89        | 32.77 %       |
| Dishwash | 5.10        | 46.15 %       |
| Oven     | 4.25        | 50.62 %       |
| Total    | 526.93      | 24.91 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH05     | 40.66       | 24.52 %       |
| CH08     | 39.66       | 26.64 %       |
| CH14     | 34.48       | 24.52 %       |
| CH19     | 33.75       | 26.03 %       |
| CH07     | 23.26       | 25.47 %       |
| CH28     | 20.56       | 23.39 %       |
| CH22     | 14.26       | 16.34 %       |
| CH38     | 11.63       | 26.59 %       |
| CH42     | 11.37       | 11.95 %       |
| KNR1     | 11.18       | 21.45 %       |
| MRM1     | 11.17       | 24.35 %       |
| WHC3     | 10.51       | 13.16 %       |
| CH30     | 8.89        | 13.75 %       |
| CGL1     | 7.33        | 17.75 %       |
| AVD1     | 7.23        | 10.74 %       |
| CH29     | 4.88        | 20.83 %       |
| CZWH     | 4.59        | 10.51 %       |
| MC02     |             | 0.00 %        |
| MC09     |             | 0.00 %        |
| WCHN     | -2.37       | 26.91 %       |
| Total    | 526.93      | 24.91 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 145.71      | 31.32 %       |
| Air-Cond | 144.43      | 22.05 %       |
| Fridge   | 105.20      | 29.10 %       |
| Wash-Mac | 67.78       | 25.89 %       |
| W-Purifi | 4.11        | 44.32 %       |
| Oven     | 2.94        | 63.15 %       |
| Home-The | 2.82        | 12.66 %       |
| Dishwash | 1.57        | 30.25 %       |
| Total    | 474.57      | 26.59 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 111.85      | 27.05 %       |
| TNJ1     | 24.96       | 20.31 %       |
| TVR2     | 23.32       | 26.74 %       |
| TNJ2     | 22.75       | 23.57 %       |
| PBR2     | 19.67       | 18.11 %       |
| MDI1     | 17.26       | 26.60 %       |
| KIK1     | 12.34       | 20.61 %       |
| TRY2     | 10.30       | 23.98 %       |
| PDK1     | 7.93        | 21.80 %       |
| TRY3     | 7.86        | 18.50 %       |
| AYR1     | 6.45        | 20.88 %       |
| APM1     | 3.29        | 15.32 %       |
| TZSD     | 2.02        | 12.89 %       |
| ORU1     | 1.80        | 7.04 %        |
| WTRZ     | -0.29       | 11.03 %       |
| Total    | 474.57      | 26.59 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 141.81      | 33.36 %       |
| Air-Cond | 100.63      | 17.08 %       |
| Fridge   | 77.89       | 27.28 %       |
| Wash-Mac | 71.39       | 26.34 %       |
| W-Purifi | 9.21        | 62.02 %       |
| Home-The | 7.23        | 26.61 %       |
| Dishwash | 3.18        | 41.67 %       |
| Oven     | 1.95        | 36.54 %       |
| Total    | 413.30      | 25.42 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 42.73       | 21.58 %       |
| CH15     | 31.98       | 18.12 %       |
| CH21     | 25.49       | 27.12 %       |
| CH18     | 20.13       | 22.92 %       |
| CH09     | 19.15       | 25.73 %       |
| CH20     | 18.66       | 26.60 %       |
| CH06     | 17.61       | 21.58 %       |
| CH12     | 16.69       | 18.17 %       |
| MJR1     | 14.03       | 21.04 %       |
| CH44     | 13.17       | 24.54 %       |
| CH24     | 12.15       | 20.09 %       |
| CH17     | 11.36       | 22.18 %       |
| CH41     | 11.05       | 17.32 %       |
| GPD1     | 8.59        | 26.76 %       |
| CH46     | 6.63        | 18.39 %       |
| CH32     | 1.99        | 15.13 %       |
| MC06     | 1.08        | 25.00 %       |
| CH01     | 0.50        | 11.25 %       |
| Total    | 413.30      | 25.42 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 122.05      | 27.90 %       |
| Fridge   | 95.05       | 26.99 %       |
| Air-Cond | 88.75       | 20.37 %       |
| Wash-Mac | 75.34       | 24.64 %       |
| W-Purifi | 7.97        | 48.38 %       |
| Oven     | 3.34        | 57.34 %       |
| Home-The | 3.13        | 11.28 %       |
| Dishwash | 1.17        | 17.36 %       |
| Total    | 396.80      | 24.99 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 44.39       | 20.04 %       |
| DGL1     | 23.92       | 18.73 %       |
| MDU2     | 15.76       | 14.14 %       |
| TMM1     | 15.46       | 23.00 %       |
| KKD2     | 9.42        | 20.35 %       |
| MDU3     | 9.29        | 19.45 %       |
| MDU4     | 9.10        | 25.31 %       |
| MDU5     | 5.08        | 12.97 %       |
| SZSD     | 3.99        | 15.04 %       |
| ODM1     | 3.66        | 25.65 %       |
| TEN1     | 3.35        | 11.94 %       |
| MNM1     | 2.34        | 13.11 %       |
| BTU1     | 2.08        | 16.25 %       |
| DGL2     | 1.67        | 4.49 %        |
| CMR1     | 1.44        | 14.99 %       |
| ADP1     | 0.91        | 4.86 %        |
| KPT1     | 0.85        | 4.94 %        |
| NKI1     | 0.76        | 5.07 %        |
| MDWH     |             | 0.00 %        |
| Total    | 396.80      | 24.99 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 131.45      | 31.35 %       |
| Wash-Mac | 96.13       | 30.53 %       |
| Fridge   | 94.55       | 28.26 %       |
| Air-Cond | 30.37       | 19.09 %       |
| W-Purifi | 7.34        | 76.68 %       |
| Home-The | 2.83        | 10.34 %       |
| Oven     | 2.52        | 45.42 %       |
| Dishwash | 1.20        | 28.88 %       |
| Total    | 366.38      | 28.75 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 20.97       | 20.92 %       |
| HSR2     | 17.45       | 22.86 %       |
| ERD2     | 16.96       | 21.67 %       |
| ERD1     | 14.47       | 20.52 %       |
| MTR1     | 7.85        | 22.24 %       |
| EPI1     | 6.55        | 25.67 %       |
| TCG1     | 5.07        | 22.47 %       |
| WZWH     | 4.79        | 18.54 %       |
| PLC1     | 2.25        | 8.72 %        |
| DPR1     | 1.27        | 5.35 %        |
| CMI1     | 0.73        | 5.32 %        |
| WHKP     |             | 0.00 %        |
| Total    | 366.38      | 28.75 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 101.06      | 41.34 %       |
| Wash-Mac | 62.53       | 40.96 %       |
| Fridge   | 58.65       | 32.12 %       |
| Air-Cond | 56.83       | 24.69 %       |
| W-Purifi | 7.03        | 74.21 %       |
| Home-The | 5.77        | 31.70 %       |
| Oven     | 1.67        | 57.02 %       |
| Dishwash | 0.34        | 19.98 %       |
| Total    | 293.87      | 34.90 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRL1     | 15.28       | 25.94 %       |
| VEL2     | 12.78       | 24.50 %       |
| ABR1     | 8.39        | 26.61 %       |
| TRT1     | 7.25        | 26.46 %       |
| WJD1     | 6.58        | 22.30 %       |
| CYR1     | 3.78        | 18.84 %       |
| SLG1     | 3.27        | 26.69 %       |
| PLR1     | 2.78        | 16.43 %       |
| NASD     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 293.87      | 34.90 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 68.76       | 28.41 %       |
| Air-Cond | 63.31       | 18.05 %       |
| Fridge   | 62.02       | 28.99 %       |
| Wash-Mac | 54.52       | 32.86 %       |
| Home-The | 2.39        | 15.31 %       |
| Oven     | 2.13        | 65.12 %       |
| W-Purifi | 1.64        | 60.59 %       |
| Dishwash | 0.39        | 9.62 %        |
| Total    | 255.17      | 25.56 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 32.21       | 25.03 %       |
| POY2     | 22.05       | 24.15 %       |
| CUD1     | 21.54       | 23.87 %       |
| CDM1     | 12.97       | 21.65 %       |
| VPM2     | 12.62       | 22.82 %       |
| NVL2     | 10.43       | 15.10 %       |
| KML1     | 9.05        | 25.71 %       |
| SJI1     | 6.15        | 18.38 %       |
| PRT1     | 5.17        | 16.20 %       |
| TVM2     | 4.72        | 22.06 %       |
| VPM1     | 3.16        | 18.04 %       |
| TVM1     | 3.09        | 21.47 %       |
| MKM1     | 3.08        | 12.16 %       |
| WHNV     |             | 0.00 %        |
| WHUT     |             | 0.00 %        |
| Total    | 255.17      | 25.56 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 85.98       | 28.75 %       |
| Wash-Mac | 66.90       | 25.95 %       |
| Fridge   | 62.97       | 27.50 %       |
| Air-Cond | 13.30       | 15.68 %       |
| Home-The | 3.21        | 12.66 %       |
| Dishwash | 3.19        | 26.40 %       |
| Oven     | 2.81        | 45.80 %       |
| W-Purifi | 2.76        | 40.05 %       |
| Total    | 241.13      | 26.18 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 33.46       | 20.54 %       |
| TPR2     | 10.64       | 21.77 %       |
| UAM1     | 9.84        | 24.82 %       |
| SNR1     | 8.87        | 23.50 %       |
| CBE6     | 8.39        | 25.34 %       |
| KMR1     | 7.10        | 22.84 %       |
| TPR1     | 6.88        | 19.63 %       |
| UMP1     | 6.17        | 18.74 %       |
| TPR3     | 4.13        | 16.56 %       |
| SYM2     | 3.26        | 16.47 %       |
| WZSD     | 2.73        | 15.00 %       |
| PDM1     | 2.26        | 12.59 %       |
| CBE1     | 1.99        | 5.99 %        |
| WHCB     |             | 0.00 %        |
| Total    | 241.13      | 26.18 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 9.83        | 30.17 %       |
| Air-Cond | 6.40        | 23.88 %       |
| LED TV   | 6.33        | 22.62 %       |
| Wash-Mac | 3.93        | 19.45 %       |
| Dishwash | 1.51        | 76.85 %       |
| Home-The | 0.58        | 26.90 %       |
| Oven     | 0.43        | 63.67 %       |
| W-Purifi | 0.17        | 11.87 %       |
| Total    | 29.18       | 25.65 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PAS1     | 3.71        | 15.81 %       |
| WTVP     |             | 0.00 %        |
| Total    | 29.18       | 25.65 %       |