

MTD Sales  
1,728.35 L

Brand Share %  
15.21 %

Information:

MTD : 01-08-2025 To 20-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **15.21 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 627.34      | 17.71 %       |
| Fridge   | 580.46      | 22.93 %       |
| Wash-Mac | 426.63      | 17.89 %       |
| Air-Cond | 88.68       | 3.10 %        |
| Oven     | 5.25        | 10.39 %       |
| Total    | 1,728.35    | 15.21 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 279.39      | 15.44 %       |
| CHENNAI-01  | 262.69      | 16.01 %       |
| TRICHY-01   | 250.77      | 16.41 %       |
| SOUTH-03    | 218.60      | 16.61 %       |
| WEST-01     | 201.47      | 21.63 %       |
| WEST-02     | 158.95      | 14.90 %       |
| CHENNAI-02  | 132.04      | 10.08 %       |
| SOUTH ARCOT | 122.32      | 13.61 %       |
| NORTH ARCOT | 74.40       | 9.84 %        |
| KL-SOUTH    | 27.74       | 26.04 %       |
| Total       | 1,728.35    | 15.21 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 98.20       | 24.66 %       |
| LED TV   | 93.58       | 16.76 %       |
| Wash-Mac | 74.57       | 19.82 %       |
| Air-Cond | 11.71       | 2.50 %        |
| Oven     | 1.33        | 15.40 %       |
| Total    | 279.39      | 15.44 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVL1     | 29.34       | 14.72 %       |
| TUT2     | 9.64        | 14.05 %       |
| KVT1     | 8.57        | 9.38 %        |
| TKS2     | 8.26        | 10.83 %       |
| SKD1     | 6.82        | 12.93 %       |
| PKD1     | 6.10        | 12.53 %       |
| MAR1     | 5.91        | 11.48 %       |
| APK1     | 3.35        | 8.57 %        |
| SNL1     | 3.27        | 10.38 %       |
| KYR1     | 1.68        | 8.27 %        |
| ARM1     | 1.50        | 14.20 %       |
| S2SD     | 1.23        | 12.44 %       |
| VKM1     | 1.19        | 6.90 %        |
| KSM1     | 1.17        | 11.11 %       |
| COL1     | 1.07        | 9.99 %        |
| KGL1     | 0.80        | 4.72 %        |
| SVK1     | 0.59        | 1.10 %        |
| PDI1     | 0.35        | 1.54 %        |
| TYI1     | 0.32        | 1.23 %        |
| ERL1     | -0.06       | -1.22 %       |
| Total    | 279.39      | 15.44 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 92.72       | 29.48 %       |
| LED TV   | 85.78       | 20.38 %       |
| Wash-Mac | 56.06       | 18.09 %       |
| Air-Cond | 27.49       | 4.69 %        |
| Oven     | 0.64        | 7.56 %        |
| Total    | 262.69      | 16.01 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH42     | 6.97        | 8.81 %        |
| CH11     | 6.36        | 7.90 %        |
| CH38     | 4.32        | 12.99 %       |
| TKM1     | 2.08        | 8.81 %        |
| CZWH     | 1.14        | 9.27 %        |
| CH26     | 0.67        | 4.53 %        |
| SKL1     | 0.54        | 1.54 %        |
| GUD2     | 0.51        | 1.01 %        |
| CH37     |             | 0.00 %        |
| MC02     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| WCHN     | -0.41       | 4.31 %        |
| Total    | 262.69      | 16.01 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 92.87       | 19.40 %       |
| Fridge   | 90.56       | 24.94 %       |
| Wash-Mac | 52.06       | 19.91 %       |
| Air-Cond | 14.93       | 3.55 %        |
| Oven     | 0.35        | 7.43 %        |
| Total    | 250.77      | 16.41 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TNJ1     | 13.33       | 14.20 %       |
| MDI1     | 10.73       | 11.71 %       |
| PTK1     | 7.52        | 10.55 %       |
| KIK1     | 7.40        | 12.84 %       |
| JKM1     | 2.87        | 6.49 %        |
| TRY2     | 2.14        | 7.52 %        |
| TYR1     | 1.99        | 5.17 %        |
| PDK1     | 1.68        | 4.52 %        |
| NCK1     | 1.58        | 8.08 %        |
| KRN1     | 0.90        | 4.90 %        |
| PBR1     | 0.87        | 3.04 %        |
| TVR1     | 0.86        | 2.35 %        |
| NGT1     | 0.48        | 0.92 %        |
| NMM1     | 0.43        | 1.92 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 250.77      | 16.41 %       |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 87.57       | 21.15 %       |
| Fridge   | 70.85       | 22.00 %       |
| Wash-Mac | 50.10       | 16.99 %       |
| Air-Cond | 9.88        | 3.52 %        |
| Oven     | 0.19        | 4.43 %        |
| Total    | 218.60      | 16.61 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU2     | 13.12       | 13.96 %       |
| KKD2     | 5.00        | 11.93 %       |
| TMM1     | 4.31        | 11.26 %       |
| SVG1     | 4.02        | 12.63 %       |
| TEN2     | 3.74        | 13.14 %       |
| MDU3     | 2.14        | 6.19 %        |
| MDU4     | 1.75        | 4.83 %        |
| BNR1     | 1.63        | 7.21 %        |
| MLR1     | 0.74        | 1.65 %        |
| SGP1     | 0.71        | 2.82 %        |
| TDI1     | 0.63        | 3.55 %        |
| PNI1     | 0.34        | 2.04 %        |
| PKM1     | 0.17        | 1.04 %        |
| TPT1     | 0.14        | 0.43 %        |
| WHMD     |             | 0.00 %        |
| Total    | 218.60      | 16.61 %       |

**WEST-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 79.51       | 23.31 %       |
| Fridge   | 60.85       | 27.18 %       |
| Wash-Mac | 56.00       | 21.42 %       |
| Air-Cond | 4.17        | 4.23 %        |
| Oven     | 0.94        | 14.73 %       |
| Total    | 201.47      | 21.63 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE4     | 3.13        | 6.65 %        |
| KMD1     | 1.96        | 9.38 %        |
| PPI1     | 1.42        | 7.52 %        |
| ANR1     | 1.18        | 13.43 %       |
| KGI1     | 0.75        | 5.60 %        |
| KGM1     | 0.30        | 2.49 %        |
| GDR1     | 0.23        | 1.95 %        |
| Total    | 201.47      | 21.63 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 55.47       | 14.83 %       |
| Fridge   | 50.83       | 19.39 %       |
| Wash-Mac | 46.41       | 17.02 %       |
| Air-Cond | 5.79        | 3.77 %        |
| Oven     | 0.45        | 10.57 %       |
| Total    | 158.95      | 14.90 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 13.11       | 14.04 %       |
| SLM3     | 5.49        | 11.24 %       |
| SLM2     | 3.26        | 6.92 %        |
| OML1     | 2.07        | 5.79 %        |
| TCG1     | 1.60        | 7.47 %        |
| VKL1     | 1.21        | 7.89 %        |
| EDP1     | 1.13        | 5.77 %        |
| APN1     | 0.71        | 4.23 %        |
| RSP1     | 0.67        | 2.16 %        |
| SGG1     | 0.44        | 3.98 %        |
| KMM1     | 0.31        | 1.93 %        |
| PDR1     | 0.30        | 1.92 %        |
| HRR1     | 0.28        | 1.90 %        |
| EPI1     | 0.24        | 0.86 %        |
| BMD1     | 0.15        | 0.70 %        |
| DPR2     | 0.14        | 0.78 %        |
| SGI1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| Total    | 158.95      | 14.90 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 45.49       | 11.92 %       |
| Fridge   | 42.26       | 17.35 %       |
| Wash-Mac | 36.15       | 14.27 %       |
| Air-Cond | 7.58        | 1.79 %        |
| Oven     | 0.57        | 7.33 %        |
| Total    | 132.04      | 10.08 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 19.45       | 13.70 %       |
| CH18     | 11.65       | 14.99 %       |
| CH06     | 7.36        | 11.67 %       |
| CH34     | 4.16        | 7.74 %        |
| CH20     | 3.74        | 5.53 %        |
| CH24     | 2.62        | 6.69 %        |
| CH33     | 2.40        | 5.08 %        |
| MJR1     | 1.82        | 2.93 %        |
| CH17     | 1.62        | 4.47 %        |
| UKI1     | 1.50        | 6.20 %        |
| CH43     | 1.15        | 2.56 %        |
| CH32     | 1.06        | 7.31 %        |
| CH09     | 1.00        | 1.98 %        |
| CH23     | 0.97        | 3.20 %        |
| PON1     | 0.53        | 1.66 %        |
| CH36     | 0.37        | 1.62 %        |
| CH27     | 0.27        | 1.18 %        |
| CH41     | 0.17        | 0.32 %        |
| CH01     | 0.15        | 13.64 %       |
| CH31     | 0.14        | 0.73 %        |
| CH46     |             | 0.00 %        |
| MC05     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 132.04      | 10.08 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 44.19       | 15.39 %       |
| Fridge   | 39.77       | 20.11 %       |
| Wash-Mac | 33.96       | 18.30 %       |
| Air-Cond | 4.40        | 1.94 %        |
| Total    | 122.32      | 13.61 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 10.97       | 13.27 %       |
| POY2     | 10.92       | 10.78 %       |
| POY1     | 10.71       | 9.27 %        |
| TRK1     | 8.45        | 13.93 %       |
| KKI2     | 6.19        | 10.57 %       |
| VPM2     | 5.50        | 12.51 %       |
| VCM1     | 4.88        | 14.23 %       |
| KML1     | 3.83        | 11.44 %       |
| TDM1     | 3.20        | 9.08 %        |
| TVM2     | 1.27        | 6.81 %        |
| STP1     | 1.05        | 6.98 %        |
| MKM1     | 0.86        | 4.01 %        |
| TVM1     | 0.39        | 2.32 %        |
| VPM1     |             | 0.00 %        |
| WHNV     |             | 0.00 %        |
| WHUT     |             | 0.00 %        |
| Total    | 122.32      | 13.61 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 31.59       | 12.58 %       |
| Fridge   | 25.24       | 14.36 %       |
| Wash-Mac | 15.53       | 10.50 %       |
| Air-Cond | 1.85        | 1.04 %        |
| Oven     | 0.19        | 5.69 %        |
| Total    | 74.40       | 9.84 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 7.41        | 11.23 %       |
| TRR1     | 6.83        | 12.91 %       |
| AKM1     | 4.11        | 9.15 %        |
| ARC2     | 3.01        | 7.50 %        |
| VEL1     | 1.46        | 3.33 %        |
| SBR1     | 1.44        | 3.11 %        |
| VNB1     | 1.19        | 5.70 %        |
| VSI1     | 0.95        | 2.70 %        |
| VEL2     | 0.70        | 1.50 %        |
| SLG1     | 0.65        | 4.28 %        |
| PTU1     | 0.47        | 5.99 %        |
| GDM1     | 0.44        | 1.85 %        |
| CPT1     | 0.44        | 2.26 %        |
| WJD1     | 0.40        | 2.15 %        |
| WJP1     | 0.35        | 1.53 %        |
| UGI1     | 0.25        | 1.83 %        |
| ANI1     | 0.13        | 0.67 %        |
| BGR1     |             | 0.00 %        |
| KPM1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 74.40       | 9.84 %        |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 11.28       | 33.09 %       |
| Fridge   | 9.18        | 30.52 %       |
| Wash-Mac | 5.79        | 27.28 %       |
| Air-Cond | 0.87        | 4.42 %        |
| Oven     | 0.61        | 46.73 %       |
| Total    | 27.74       | 26.04 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 27.74       | 26.04 %       |