

MTD Sales  
2,010.88 L

Brand Share %  
15.15 %

Information:

MTD : 01-08-2025 To 26-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **15.15 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 705.96      | 17.71 %       |
| Fridge   | 682.48      | 23.46 %       |
| Wash-Mac | 500.78      | 18.33 %       |
| Air-Cond | 115.69      | 3.46 %        |
| Oven     | 5.97        | 10.34 %       |
| Total    | 2,010.88    | 15.15 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 324.98      | 15.18 %       |
| CHENNAI-01  | 302.33      | 15.79 %       |
| TRICHY-01   | 285.15      | 16.29 %       |
| SOUTH-03    | 251.69      | 16.53 %       |
| WEST-01     | 223.29      | 21.29 %       |
| WEST-02     | 186.18      | 14.91 %       |
| CHENNAI-02  | 156.34      | 10.30 %       |
| SOUTH ARCOT | 153.56      | 14.09 %       |
| NORTH ARCOT | 89.28       | 10.01 %       |
| KL-SOUTH    | 38.08       | 26.41 %       |
| Total       | 2,010.88    | 15.15 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 119.32      | 25.58 %       |
| LED TV   | 98.69       | 16.13 %       |
| Wash-Mac | 89.86       | 20.73 %       |
| Air-Cond | 15.54       | 2.70 %        |
| Oven     | 1.56        | 15.53 %       |
| Total    | 324.98      | 15.18 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 35.44       | 14.16 %       |
| TVL1     | 32.80       | 14.33 %       |
| TUT2     | 11.36       | 14.23 %       |
| KVT1     | 10.29       | 9.48 %        |
| TKS2     | 9.59        | 10.90 %       |
| PKD1     | 7.56        | 13.18 %       |
| SKD1     | 7.43        | 12.78 %       |
| MAR1     | 6.92        | 12.11 %       |
| APK1     | 4.23        | 9.49 %        |
| SNL1     | 3.58        | 10.04 %       |
| ARM1     | 1.89        | 13.46 %       |
| KYR1     | 1.68        | 7.06 %        |
| KSM1     | 1.47        | 11.85 %       |
| COL1     | 1.27        | 10.16 %       |
| S2SD     | 1.23        | 11.53 %       |
| KGL1     | 1.23        | 5.47 %        |
| VKM1     | 1.19        | 6.49 %        |
| SVK1     | 0.81        | 1.28 %        |
| TYI1     | 0.46        | 1.54 %        |
| PDI1     | 0.35        | 1.33 %        |
| ERL1     | -0.06       | 5.94 %        |
| Total    | 324.98      | 15.18 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 103.88      | 28.88 %       |
| LED TV   | 97.25       | 20.54 %       |
| Wash-Mac | 67.86       | 19.07 %       |
| Air-Cond | 32.70       | 4.76 %        |
| Oven     | 0.64        | 6.69 %        |
| Total    | 302.33      | 15.79 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH11     | 8.59        | 9.10 %        |
| CH42     | 7.23        | 8.32 %        |
| CH38     | 4.32        | 11.80 %       |
| TKM1     | 2.19        | 7.33 %        |
| SKL1     | 1.63        | 3.39 %        |
| CH29     | 1.30        | 12.54 %       |
| CZWH     | 1.14        | 7.92 %        |
| CH26     | 1.02        | 6.05 %        |
| GUD2     | 0.90        | 1.47 %        |
| CH37     |             | 0.00 %        |
| MC02     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| WCHN     | -0.41       | 4.18 %        |
| Total    | 302.33      | 15.79 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 102.62      | 19.47 %       |
| Fridge   | 102.52      | 25.13 %       |
| Wash-Mac | 60.71       | 20.48 %       |
| Air-Cond | 18.85       | 3.85 %        |
| Oven     | 0.44        | 8.76 %        |
| Total    | 285.15      | 16.29 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 38.82       | 14.90 %       |
| TNJ1     | 15.60       | 14.75 %       |
| MDI1     | 12.91       | 12.50 %       |
| KIK1     | 8.24        | 12.95 %       |
| PTK1     | 7.68        | 9.21 %        |
| JKM1     | 3.26        | 6.61 %        |
| TRY2     | 2.14        | 7.06 %        |
| TYR1     | 1.99        | 4.53 %        |
| NCK1     | 1.74        | 7.84 %        |
| PDK1     | 1.68        | 3.89 %        |
| TVR1     | 1.07        | 2.58 %        |
| PBR1     | 1.02        | 3.20 %        |
| KRN1     | 0.90        | 4.43 %        |
| NGT1     | 0.69        | 1.20 %        |
| NMM1     | 0.43        | 1.67 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 285.15      | 16.29 %       |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 99.04       | 21.33 %       |
| Fridge   | 82.15       | 22.26 %       |
| Wash-Mac | 57.88       | 17.27 %       |
| Air-Cond | 12.33       | 3.84 %        |
| Oven     | 0.29        | 5.93 %        |
| Total    | 251.69      | 16.53 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU2     | 15.09       | 13.55 %       |
| KKD2     | 6.05        | 12.89 %       |
| SVG1     | 5.41        | 14.68 %       |
| TEN2     | 4.92        | 14.49 %       |
| TMM1     | 4.45        | 10.61 %       |
| MDU3     | 3.04        | 8.02 %        |
| MDU4     | 2.34        | 5.77 %        |
| BNR1     | 1.63        | 6.59 %        |
| TDI1     | 1.33        | 6.00 %        |
| MLR1     | 0.87        | 1.80 %        |
| SGP1     | 0.71        | 2.54 %        |
| TPT1     | 0.45        | 1.22 %        |
| PNI1     | 0.34        | 1.65 %        |
| PKM1     | 0.17        | 0.95 %        |
| WHMD     |             | 0.00 %        |
| Total    | 251.69      | 16.53 %       |

**WEST-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 88.14       | 23.53 %       |
| Fridge   | 69.06       | 27.72 %       |
| Wash-Mac | 60.78       | 21.32 %       |
| Air-Cond | 4.17        | 3.85 %        |
| Oven     | 1.14        | 15.40 %       |
| Total    | 223.29      | 21.29 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 27.96       | 15.08 %       |
| PLI1     | 7.90        | 15.07 %       |
| CBE4     | 4.12        | 7.85 %        |
| KMD1     | 2.32        | 9.84 %        |
| PPI1     | 1.42        | 6.76 %        |
| ANR1     | 1.18        | 11.66 %       |
| KGI1     | 0.97        | 6.25 %        |
| GDR1     | 0.39        | 2.85 %        |
| KGM1     | 0.30        | 2.48 %        |
| Total    | 223.29      | 21.29 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 65.91       | 15.34 %       |
| Fridge   | 59.99       | 19.73 %       |
| Wash-Mac | 52.44       | 17.04 %       |
| Air-Cond | 7.39        | 4.11 %        |
| Oven     | 0.45        | 9.17 %        |
| Total    | 186.18      | 14.91 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 15.48       | 15.04 %       |
| MTR1     | 7.67        | 13.25 %       |
| SLM3     | 5.81        | 10.86 %       |
| SLM2     | 4.09        | 7.99 %        |
| OML1     | 2.41        | 6.06 %        |
| TCG1     | 1.82        | 7.14 %        |
| VKL1     | 1.39        | 7.73 %        |
| EDP1     | 1.13        | 5.23 %        |
| APN1     | 0.71        | 3.69 %        |
| RSP1     | 0.67        | 1.91 %        |
| KMM1     | 0.65        | 3.54 %        |
| HRR1     | 0.64        | 3.84 %        |
| SGG1     | 0.44        | 3.61 %        |
| PDR1     | 0.30        | 1.66 %        |
| EPI1     | 0.24        | 0.76 %        |
| BMD1     | 0.15        | 0.63 %        |
| DPR2     | 0.14        | 0.71 %        |
| SGI1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| Total    | 186.18      | 14.91 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 50.51       | 18.36 %       |
| LED TV   | 50.05       | 11.53 %       |
| Wash-Mac | 42.80       | 14.57 %       |
| Air-Cond | 12.41       | 2.56 %        |
| Oven     | 0.57        | 6.79 %        |
| Total    | 156.34      | 10.30 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH06     | 8.50        | 11.49 %       |
| CH34     | 5.63        | 8.84 %        |
| CH20     | 4.52        | 5.97 %        |
| CH24     | 3.12        | 7.01 %        |
| CH33     | 2.85        | 5.31 %        |
| CH17     | 1.95        | 4.84 %        |
| CH43     | 1.90        | 3.59 %        |
| MJR1     | 1.82        | 2.57 %        |
| UKI1     | 1.50        | 4.54 %        |
| CH09     | 1.37        | 2.28 %        |
| CH32     | 1.06        | 7.25 %        |
| CH23     | 0.97        | 2.83 %        |
| PON1     | 0.53        | 1.38 %        |
| CH27     | 0.44        | 1.75 %        |
| CH41     | 0.41        | 0.64 %        |
| CH36     | 0.37        | 1.31 %        |
| CH01     | 0.15        | 12.54 %       |
| CH31     | 0.14        | 0.61 %        |
| CH46     |             | 0.00 %        |
| MC05     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 156.34      | 10.30 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 55.17       | 16.25 %       |
| Fridge   | 50.19       | 21.46 %       |
| Wash-Mac | 42.17       | 18.92 %       |
| Air-Cond | 5.93        | 2.19 %        |
| Oven     | 0.10        | 3.65 %        |
| Total    | 153.56      | 14.09 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 12.46       | 12.85 %       |
| POY1     | 11.99       | 9.69 %        |
| POY2     | 11.72       | 10.75 %       |
| VPM2     | 9.79        | 11.54 %       |
| KKI2     | 7.65        | 11.76 %       |
| VCM1     | 5.41        | 14.40 %       |
| KML1     | 4.47        | 12.27 %       |
| TDM1     | 3.42        | 8.78 %        |
| TVM2     | 1.86        | 8.53 %        |
| STP1     | 1.34        | 7.87 %        |
| MKM1     | 0.86        | 3.82 %        |
| TVM1     | 0.54        | 2.57 %        |
| VPM1     |             | 0.00 %        |
| WHNV     |             | 0.00 %        |
| WHUT     |             | 0.00 %        |
| Total    | 153.56      | 14.09 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 34.84       | 12.22 %       |
| Fridge   | 30.40       | 15.08 %       |
| Wash-Mac | 18.68       | 10.69 %       |
| Air-Cond | 5.18        | 2.52 %        |
| Oven     | 0.19        | 5.38 %        |
| Total    | 89.28       | 10.01 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 11.28       | 13.60 %       |
| TRR1     | 8.76        | 14.33 %       |
| AKM1     | 4.46        | 8.45 %        |
| ARC2     | 3.26        | 7.39 %        |
| SBR1     | 2.28        | 3.95 %        |
| VEL1     | 1.78        | 3.40 %        |
| VNB1     | 1.37        | 5.79 %        |
| VEL2     | 1.20        | 2.25 %        |
| VSI1     | 1.08        | 2.84 %        |
| SLG1     | 0.65        | 3.39 %        |
| PTU1     | 0.60        | 6.44 %        |
| GDM1     | 0.44        | 1.53 %        |
| CPT1     | 0.44        | 1.82 %        |
| WJD1     | 0.40        | 1.88 %        |
| WJP1     | 0.35        | 1.29 %        |
| UGI1     | 0.25        | 1.66 %        |
| KPM1     | 0.14        | 0.33 %        |
| ANI1     | 0.13        | 0.56 %        |
| BGR1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 89.28       | 10.01 %       |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 14.46       | 34.49 %       |
| LED TV   | 14.25       | 30.99 %       |
| Wash-Mac | 7.60        | 27.67 %       |
| Air-Cond | 1.18        | 4.80 %        |
| Oven     | 0.61        | 41.41 %       |
| Total    | 38.08       | 26.41 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 38.08       | 26.41 %       |