

MTD Sales  
400.21 L

Brand Share %  
10.01 %

Information:

MTD : 01-08-2025 To 09-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **10.01 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 220.63      | 17.48 %       |
| Wash-Mac | 169.93      | 14.38 %       |
| Air-Cond | 9.64        | 0.62 %        |
| Total    | 400.21      | 10.01 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-03    | 62.13       | 13.31 %       |
| TRICHY-01   | 58.60       | 10.54 %       |
| SOUTH-01    | 56.47       | 9.58 %        |
| CHENNAI-01  | 46.73       | 7.29 %        |
| WEST-01     | 41.25       | 13.56 %       |
| CHENNAI-02  | 39.67       | 8.59 %        |
| WEST-02     | 38.41       | 10.14 %       |
| NORTH ARCOT | 29.08       | 11.02 %       |
| SOUTH ARCOT | 24.63       | 7.92 %        |
| KL-SOUTH    | 3.24        | 13.62 %       |
| Total       | 400.21      | 10.01 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 31.70       | 19.64 %       |
| Wash-Mac | 29.06       | 19.88 %       |
| Air-Cond | 1.36        | 0.86 %        |
| Total    | 62.13       | 13.31 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU6     | 2.22        | 7.73 %        |
| MLR1     | 1.86        | 8.61 %        |
| ATG1     | 1.65        | 8.30 %        |
| MDU3     | 1.61        | 8.47 %        |
| SGP1     | 1.39        | 9.00 %        |
| SVG1     | 1.06        | 8.21 %        |
| TEN2     | 0.86        | 9.80 %        |
| DGL2     | 0.57        | 7.53 %        |
| MNM1     | 0.40        | 7.99 %        |
| CMR1     | 0.37        | 9.64 %        |
| NKI1     | 0.15        | 2.46 %        |
| PNV1     | 0.11        | 1.14 %        |
| BTU1     |             | 0.00 %        |
| KPT1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| WHMD     |             | 0.00 %        |
| PVI1     | -0.12       | -1.17 %       |
| Total    | 62.13       | 13.31 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 35.46       | 19.58 %       |
| Wash-Mac | 20.65       | 15.90 %       |
| Air-Cond | 2.50        | 1.02 %        |
| Total    | 58.60       | 10.54 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PBR2     | 2.69        | 6.34 %        |
| TNJ2     | 2.37        | 7.36 %        |
| PTK1     | 2.29        | 8.78 %        |
| MDI1     | 1.78        | 7.80 %        |
| TRY3     | 1.78        | 9.60 %        |
| KUM1     | 1.66        | 4.25 %        |
| TVR1     | 1.40        | 9.90 %        |
| TVR2     | 1.23        | 5.61 %        |
| TTP1     | 1.18        | 7.48 %        |
| NGT1     | 0.89        | 4.40 %        |
| PBR1     | 0.52        | 6.97 %        |
| AYR1     | 0.46        | 4.86 %        |
| APM1     | 0.35        | 5.12 %        |
| KRN1     | 0.25        | 3.85 %        |
| NMM1     |             | 0.00 %        |
| TZSD     |             | 0.00 %        |
| Total    | 58.60       | 10.54 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 30.87       | 16.86 %       |
| Wash-Mac | 23.50       | 12.83 %       |
| Air-Cond | 2.10        | 0.94 %        |
| Total    | 56.47       | 9.58 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 5.85        | 8.75 %        |
| TVL1     | 2.63        | 4.04 %        |
| TKS2     | 1.84        | 7.96 %        |
| SKD1     | 1.65        | 6.96 %        |
| MAR1     | 1.55        | 9.55 %        |
| PKD1     | 1.20        | 6.58 %        |
| NGR1     | 0.92        | 4.48 %        |
| TUT2     | 0.90        | 3.22 %        |
| VLV1     | 0.81        | 4.29 %        |
| TYI1     | 0.72        | 8.56 %        |
| RND1     | 0.72        | 3.26 %        |
| SDI1     | 0.38        | 4.85 %        |
| TVL2     | 0.31        | 3.53 %        |
| TKY1     | 0.19        | 2.15 %        |
| COL1     |             | 0.00 %        |
| KGL1     |             | 0.00 %        |
| S2SD     |             | 0.00 %        |
| SGT1     |             | 0.00 %        |
| WHTV     |             | 0.00 %        |
| Total    | 56.47       | 9.58 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 25.19       | 16.84 %       |
| Wash-Mac | 20.97       | 14.65 %       |
| Air-Cond | 0.57        | 0.16 %        |
| Total    | 46.73       | 7.29 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 3.98        | 9.42 %        |
| CH05     | 2.87        | 6.63 %        |
| CH11     | 2.63        | 5.16 %        |
| CH42     | 2.48        | 7.52 %        |
| CH14     | 2.12        | 5.41 %        |
| CH08     | 1.76        | 3.61 %        |
| CH28     | 1.62        | 7.06 %        |
| CH19     | 1.58        | 4.11 %        |
| GUD1     | 1.49        | 5.58 %        |
| CH22     | 1.44        | 6.09 %        |
| CH48     | 1.41        | 4.05 %        |
| CH07     | 1.38        | 5.42 %        |
| CH30     | 0.84        | 5.48 %        |
| MRM1     | 0.84        | 5.02 %        |
| AVD1     | 0.48        | 2.26 %        |
| CH26     | 0.15        | 3.10 %        |
| CH29     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WCHN     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 46.73       | 7.29 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 20.12       | 16.90 %       |
| Wash-Mac | 19.80       | 13.57 %       |
| Air-Cond | 1.32        | 3.37 %        |
| Total    | 41.25       | 13.56 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KMR1     | 3.52        | 9.47 %        |
| CBE4     | 1.24        | 8.31 %        |
| UAM1     | 0.70        | 8.49 %        |
| SYM2     | 0.48        | 7.74 %        |
| GBM1     | 0.45        | 5.93 %        |
| PPI1     | 0.35        | 5.16 %        |
| CNR1     | 0.31        | 6.90 %        |
| GDR1     | 0.19        | 4.92 %        |
| SNR1     | 0.19        | 2.22 %        |
| PDM1     | 0.18        | 2.53 %        |
| DPM2     | 0.09        | 0.85 %        |
| TPR4     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 41.25       | 13.56 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 21.27       | 17.86 %       |
| Fridge   | 17.48       | 14.96 %       |
| Air-Cond | 0.92        | 0.41 %        |
| Total    | 39.67       | 8.59 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 4.70        | 9.84 %        |
| CH15     | 3.75        | 6.81 %        |
| CH12     | 2.66        | 9.21 %        |
| CH18     | 2.37        | 9.19 %        |
| CH06     | 2.13        | 7.97 %        |
| CH21     | 1.94        | 7.02 %        |
| CH20     | 1.10        | 5.84 %        |
| CH27     | 0.76        | 8.35 %        |
| CH43     | 0.68        | 5.09 %        |
| CH34     | 0.65        | 3.11 %        |
| CH44     | 0.55        | 3.77 %        |
| CH09     | 0.48        | 2.84 %        |
| CH24     | 0.37        | 2.11 %        |
| CH23     | 0.26        | 3.55 %        |
| CH32     | 0.14        | 3.82 %        |
| CH01     |             | 0.00 %        |
| CH36     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 39.67       | 8.59 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 24.05       | 16.07 %       |
| Wash-Mac | 13.75       | 9.81 %        |
| Air-Cond | 0.61        | 0.68 %        |
| Total    | 38.41       | 10.14 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 3.02        | 8.53 %        |
| SLM2     | 1.70        | 9.67 %        |
| SLM3     | 1.68        | 9.98 %        |
| HSR1     | 1.19        | 7.18 %        |
| HSR2     | 1.11        | 5.64 %        |
| EPI1     | 0.58        | 8.41 %        |
| NKL2     | 0.40        | 2.29 %        |
| KRI1     | 0.36        | 3.39 %        |
| MCR1     | 0.31        | 2.48 %        |
| TRM1     | 0.29        | 3.73 %        |
| SGG1     | 0.28        | 8.08 %        |
| HRR1     | 0.27        | 7.97 %        |
| APN1     | 0.22        | 3.85 %        |
| KMM1     | 0.17        | 3.45 %        |
| VKL1     | 0.12        | 2.29 %        |
| DPR1     |             | 0.00 %        |
| DPR2     |             | 0.00 %        |
| SGI1     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| Total    | 38.41       | 10.14 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 18.16       | 20.30 %       |
| Wash-Mac | 10.66       | 13.96 %       |
| Air-Cond | 0.26        | 0.27 %        |
| Total    | 29.08       | 11.02 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 2.05        | 9.19 %        |
| VEL2     | 1.96        | 9.92 %        |
| TRR1     | 1.74        | 9.05 %        |
| KPM1     | 1.20        | 9.25 %        |
| VSI1     | 0.51        | 4.44 %        |
| ARC2     | 0.51        | 3.76 %        |
| TRT1     | 0.48        | 4.05 %        |
| SLG1     | 0.47        | 9.37 %        |
| UGI1     | 0.20        | 5.77 %        |
| PTU1     | 0.17        | 6.06 %        |
| CGM1     | 0.14        | 1.55 %        |
| BGR1     |             | 0.00 %        |
| PLR1     |             | 0.00 %        |
| VNB1     |             | 0.00 %        |
| Total    | 29.08       | 11.02 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 15.67       | 15.05 %       |
| Wash-Mac | 8.96        | 9.94 %        |
| Total    | 24.63       | 7.92 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 4.12        | 10.00 %       |
| CUD1     | 2.55        | 7.94 %        |
| KML1     | 1.54        | 8.93 %        |
| CDM1     | 1.40        | 6.84 %        |
| SJI1     | 0.90        | 7.99 %        |
| TRK1     | 0.82        | 4.37 %        |
| TVM2     | 0.73        | 9.58 %        |
| NVL2     | 0.39        | 2.50 %        |
| POY2     | 0.34        | 2.58 %        |
| STP1     | 0.20        | 2.71 %        |
| VPM2     | 0.16        | 0.76 %        |
| TDM1     | 0.10        | 0.76 %        |
| VCM1     |             | 0.00 %        |
| WHNV     |             | 0.00 %        |
| WHUT     |             | 0.00 %        |
| Total    | 24.63       | 7.92 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 1.94        | 24.17 %       |
| Wash-Mac | 1.31        | 17.14 %       |
| Total    | 3.24        | 13.62 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 3.24        | 13.62 %       |