

MTD Sales  
646.60 L

Brand Share %  
14.09 %

Information:

MTD : 01-11-2025 To 18-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **14.09 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 327.06      | 18.71 %       |
| Fridge   | 313.91      | 22.07 %       |
| Air-Cond | 5.63        | 0.40 %        |
| Total    | 646.60      | 14.09 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 99.53       | 14.60 %       |
| SOUTH-03    | 90.95       | 15.77 %       |
| TRICHY-01   | 81.71       | 14.46 %       |
| CHENNAI-02  | 78.61       | 14.12 %       |
| CHENNAI-01  | 76.10       | 10.78 %       |
| WEST-01     | 65.64       | 16.94 %       |
| WEST-02     | 60.19       | 14.12 %       |
| NORTH ARCOT | 46.02       | 15.96 %       |
| SOUTH ARCOT | 39.80       | 11.29 %       |
| KL-SOUTH    | 8.04        | 17.04 %       |
| Total       | 646.60      | 14.09 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 51.75       | 20.13 %       |
| Fridge   | 46.32       | 21.20 %       |
| Air-Cond | 1.46        | 0.71 %        |
| Total    | 99.53       | 14.60 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVL1     | 3.63        | 5.77 %        |
| RPM1     | 3.20        | 11.29 %       |
| RND1     | 2.92        | 11.56 %       |
| TKS2     | 2.05        | 10.44 %       |
| NGR1     | 2.05        | 5.26 %        |
| PKD1     | 1.95        | 11.20 %       |
| TKS1     | 1.92        | 9.65 %        |
| MAR1     | 1.82        | 7.28 %        |
| APK1     | 1.71        | 12.28 %       |
| VLY1     | 1.00        | 5.42 %        |
| ARM1     | 0.80        | 11.89 %       |
| TVL2     | 0.35        | 3.52 %        |
| COL1     | 0.31        | 8.10 %        |
| TKY1     | 0.15        | 2.92 %        |
| KGL1     | 0.14        | 2.41 %        |
| SGT1     | 0.09        | 1.79 %        |
| WHTV     |             | 0.00 %        |
| Total    | 99.53       | 14.60 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 46.59       | 20.31 %       |
| Fridge   | 43.80       | 23.59 %       |
| Air-Cond | 0.55        | 0.34 %        |
| Total    | 90.95       | 15.77 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KKD3     | 5.46        | 13.67 %       |
| MDU2     | 4.61        | 11.07 %       |
| MDU3     | 3.44        | 8.67 %        |
| ATG1     | 2.38        | 11.84 %       |
| MDU4     | 1.54        | 11.98 %       |
| KRR1     | 1.35        | 10.96 %       |
| TEN2     | 1.25        | 9.65 %        |
| PVI1     | 0.97        | 9.23 %        |
| MLR1     | 0.78        | 10.65 %       |
| PNV2     | 0.76        | 4.90 %        |
| KYK1     | 0.46        | 5.74 %        |
| KPT1     | 0.37        | 6.18 %        |
| CMR1     | 0.30        | 6.97 %        |
| NKI1     | 0.28        | 4.50 %        |
| ODM1     | 0.19        | 4.81 %        |
| BTU1     | 0.12        | 2.51 %        |
| MNM1     | -0.11       | -2.01 %       |
| Total    | 90.95       | 15.77 %       |

### TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 45.89       | 27.70 %       |
| Wash-Mac | 33.80       | 19.34 %       |
| Air-Cond | 2.02        | 0.90 %        |
| Total    | 81.71       | 14.46 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PBR2     | 5.09        | 12.20 %       |
| TNJ2     | 3.39        | 13.50 %       |
| KUM1     | 3.25        | 9.49 %        |
| TVR2     | 2.41        | 7.56 %        |
| TRY4     | 2.20        | 13.23 %       |
| MDI1     | 2.10        | 10.66 %       |
| TRY2     | 2.04        | 9.20 %        |
| PTK1     | 1.30        | 6.41 %        |
| NMM1     | 1.26        | 14.06 %       |
| TTP1     | 1.21        | 10.52 %       |
| NGT1     | 0.82        | 4.38 %        |
| PBR1     | 0.61        | 6.26 %        |
| Total    | 81.71       | 14.46 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 44.85       | 22.74 %       |
| Fridge   | 33.50       | 22.72 %       |
| Air-Cond | 0.26        | 0.12 %        |
| Total    | 78.61       | 14.12 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 8.07        | 10.45 %       |
| CH03     | 7.13        | 13.37 %       |
| CH24     | 5.10        | 13.05 %       |
| CH18     | 3.71        | 10.88 %       |
| CH34     | 2.52        | 10.92 %       |
| CH21     | 2.21        | 9.27 %        |
| CH44     | 1.92        | 10.70 %       |
| CH43     | 1.76        | 12.22 %       |
| CH09     | 1.60        | 8.34 %        |
| CH46     | 1.29        | 11.93 %       |
| UKI1     | 1.19        | 12.94 %       |
| CH23     | 0.47        | 3.29 %        |
| CH36     | 0.35        | 3.51 %        |
| CH01     |             | 0.00 %        |
| Total    | 78.61       | 14.12 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 46.17       | 18.31 %       |
| Fridge   | 29.67       | 15.72 %       |
| Air-Cond | 0.26        | 0.10 %        |
| Total    | 76.10       | 10.78 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 7.09        | 12.01 %       |
| CH05     | 4.93        | 9.12 %        |
| CH08     | 4.83        | 10.05 %       |
| CH42     | 4.34        | 8.75 %        |
| CH14     | 3.92        | 12.24 %       |
| GUD1     | 3.32        | 11.30 %       |
| CH19     | 2.64        | 6.48 %        |
| CH22     | 2.42        | 9.72 %        |
| AVD1     | 2.16        | 7.52 %        |
| CH39     | 2.08        | 12.43 %       |
| CH28     | 1.96        | 6.13 %        |
| MRM1     | 1.92        | 12.07 %       |
| CH07     | 1.70        | 5.02 %        |
| CH30     | 1.55        | 6.36 %        |
| KNR1     | 1.04        | 8.79 %        |
| CH48     | 0.69        | 2.31 %        |
| TKM1     | 0.33        | 4.66 %        |
| CGL1     | 0.25        | 1.78 %        |
| CH29     | 0.15        | 4.46 %        |
| CH40     |             | 0.00 %        |
| MC09     |             | 0.00 %        |
| WHC3     | -0.52       | -20.36 %      |
| WCHN     | -1.45       | 12.58 %       |
| Total    | 76.10       | 10.78 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 34.32       | 18.45 %       |
| Fridge   | 30.82       | 21.99 %       |
| Air-Cond | 0.51        | 0.83 %        |
| Total    | 65.64       | 16.94 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TPR2     | 2.37        | 12.99 %       |
| KMR1     | 2.25        | 10.80 %       |
| CBE6     | 2.02        | 11.12 %       |
| CBE4     | 1.63        | 7.94 %        |
| UAM1     | 1.37        | 13.90 %       |
| DPM2     | 0.71        | 6.76 %        |
| SUL1     | 0.60        | 4.78 %        |
| CNR1     | 0.48        | 7.50 %        |
| SYM2     | 0.45        | 8.18 %        |
| ANR1     | 0.24        | 6.84 %        |
| TPR4     | 0.10        | 1.64 %        |
| CBE5     | 0.09        | 1.77 %        |
| Total    | 65.64       | 16.94 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 30.98       | 20.18 %       |
| Wash-Mac | 29.21       | 14.44 %       |
| Total    | 60.19       | 14.12 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 4.75        | 12.14 %       |
| ERD2     | 4.70        | 13.12 %       |
| SLM2     | 2.53        | 13.20 %       |
| HSR1     | 1.81        | 9.45 %        |
| KRI1     | 1.39        | 13.76 %       |
| EDP1     | 0.82        | 14.00 %       |
| DPR2     | 0.80        | 5.87 %        |
| PMP1     | 0.79        | 9.77 %        |
| VKL1     | 0.63        | 11.18 %       |
| CMI1     | 0.40        | 4.94 %        |
| NKL2     | 0.37        | 1.73 %        |
| KMM1     | 0.30        | 4.30 %        |
| SGG1     | 0.16        | 4.85 %        |
| MCR1     | 0.11        | 1.10 %        |
| DPR1     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| SGI1     |             | 0.00 %        |
| WHKP     | -0.13       | 13.85 %       |
| Total    | 60.19       | 14.12 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 23.85       | 23.74 %       |
| Wash-Mac | 21.90       | 18.86 %       |
| Air-Cond | 0.26        | 0.37 %        |
| Total    | 46.02       | 15.96 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 3.70        | 12.39 %       |
| SBR1     | 1.88        | 9.94 %        |
| VSI1     | 1.80        | 11.94 %       |
| VEL1     | 1.57        | 9.70 %        |
| TRR1     | 1.26        | 6.91 %        |
| TRT1     | 1.06        | 12.50 %       |
| PTU1     | 0.23        | 5.20 %        |
| PLR1     | 0.11        | 2.07 %        |
| BGR1     | 0.10        | 2.42 %        |
| CGM1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| VNB1     | -0.02       | -0.28 %       |
| Total    | 46.02       | 15.96 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 23.67       | 22.80 %       |
| Wash-Mac | 15.82       | 13.34 %       |
| Air-Cond | 0.31        | 0.24 %        |
| Total    | 39.80       | 11.29 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 5.99        | 12.96 %       |
| NVL2     | 1.78        | 8.23 %        |
| VPM2     | 1.74        | 9.10 %        |
| TRK1     | 1.57        | 11.83 %       |
| TDM1     | 1.54        | 11.13 %       |
| PRT1     | 1.31        | 8.15 %        |
| KKI2     | 0.90        | 4.60 %        |
| POY2     | 0.74        | 1.57 %        |
| SJI2     | 0.72        | 5.75 %        |
| VPM1     | 0.38        | 13.90 %       |
| VCM1     | 0.12        | 0.87 %        |
| WHUT     |             | 0.00 %        |
| TVM2     | -0.16       | -2.67 %       |
| Total    | 39.80       | 11.29 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 5.40        | 29.55 %       |
| Wash-Mac | 2.64        | 18.50 %       |
| Total    | 8.04        | 17.04 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KLR1     | 0.31        | 4.44 %        |
| Total    | 8.04        | 17.04 %       |