

MTD Sales  
618.06 L

Brand Share %  
14.33 %

Information:

MTD : 01-09-2025 To 21-09-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **14.33 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 332.11      | 23.07 %       |
| Wash-Mac | 271.57      | 20.82 %       |
| Air-Cond | 14.38       | 0.92 %        |
| Total    | 618.06      | 14.33 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 100.67      | 12.64 %       |
| CHENNAI-01  | 89.60       | 12.92 %       |
| SOUTH-03    | 77.25       | 14.37 %       |
| TRICHY-01   | 74.00       | 14.26 %       |
| CHENNAI-02  | 65.53       | 13.66 %       |
| WEST-02     | 61.93       | 17.52 %       |
| WEST-01     | 57.00       | 18.02 %       |
| NORTH ARCOT | 43.06       | 17.25 %       |
| SOUTH ARCOT | 32.49       | 11.68 %       |
| KL-SOUTH    | 16.52       | 18.53 %       |
| Total       | 618.06      | 14.33 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 56.00       | 22.96 %       |
| Wash-Mac | 41.63       | 19.72 %       |
| Air-Cond | 3.04        | 0.89 %        |
| Total    | 100.67      | 12.64 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| NGR1     | 5.58        | 13.15 %       |
| RPM1     | 4.90        | 8.43 %        |
| TUT2     | 4.31        | 10.17 %       |
| TVL1     | 3.72        | 6.18 %        |
| KVT1     | 3.65        | 10.54 %       |
| PKD1     | 2.97        | 13.89 %       |
| TYI1     | 2.16        | 13.44 %       |
| MAR1     | 1.90        | 6.95 %        |
| RND1     | 1.87        | 6.52 %        |
| TKS1     | 1.84        | 10.09 %       |
| TKS2     | 1.25        | 6.14 %        |
| VNR1     | 0.54        | 5.41 %        |
| VLY1     | 0.50        | 2.38 %        |
| ARM1     | 0.49        | 7.73 %        |
| STU2     | 0.31        | 5.32 %        |
| TVL2     | 0.28        | 4.36 %        |
| KGL1     | 0.11        | 2.67 %        |
| TKY1     | 0.08        | 0.66 %        |
| SGT1     |             | 0.00 %        |
| COL1     | -0.14       | -3.10 %       |
| Total    | 100.67      | 12.64 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 46.56       | 24.04 %       |
| Wash-Mac | 39.51       | 19.53 %       |
| Air-Cond | 3.54        | 1.19 %        |
| Total    | 89.60       | 12.92 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 4.37        | 9.01 %        |
| CH19     | 3.48        | 8.91 %        |
| CH08     | 3.16        | 6.75 %        |
| CH11     | 3.09        | 12.49 %       |
| AVD1     | 3.05        | 13.22 %       |
| CH05     | 2.87        | 6.56 %        |
| CH45     | 2.83        | 11.08 %       |
| CH07     | 2.06        | 6.12 %        |
| CH30     | 1.87        | 7.80 %        |
| CH39     | 1.58        | 9.45 %        |
| GUD1     | 1.24        | 5.32 %        |
| KNR1     | 1.20        | 8.33 %        |
| CGL1     | 0.82        | 6.61 %        |
| TKM1     | 0.77        | 8.40 %        |
| CH48     | 0.59        | 2.17 %        |
| CH40     | 0.09        | 2.42 %        |
| CH29     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| MRM1     |             | 0.00 %        |
| Total    | 89.60       | 12.92 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 41.10       | 19.74 %       |
| Wash-Mac | 34.58       | 20.72 %       |
| Air-Cond | 1.57        | 0.97 %        |
| Total    | 77.25       | 14.37 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU6     | 3.73        | 13.12 %       |
| ATG1     | 3.17        | 10.41 %       |
| MPA1     | 1.73        | 9.76 %        |
| PVI1     | 1.67        | 6.81 %        |
| TEN2     | 1.23        | 11.65 %       |
| TDI1     | 1.04        | 12.05 %       |
| USL1     | 1.02        | 9.80 %        |
| NTM1     | 0.98        | 9.78 %        |
| BNR1     | 0.86        | 9.81 %        |
| KYK1     | 0.84        | 7.35 %        |
| SVG1     | 0.69        | 7.05 %        |
| KRR1     | 0.68        | 8.05 %        |
| PNV1     | 0.64        | 5.82 %        |
| SGP1     | 0.57        | 11.64 %       |
| PNI1     | 0.48        | 12.34 %       |
| CMR1     | 0.35        | 8.52 %        |
| NKI1     | 0.25        | 6.05 %        |
| ODM1     | 0.23        | 4.27 %        |
| KPT1     | 0.15        | 2.54 %        |
| MNM1     | 0.14        | 1.15 %        |
| BTU1     |             | 0.00 %        |
| Total    | 77.25       | 14.37 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 43.66       | 26.01 %       |
| Wash-Mac | 29.06       | 23.43 %       |
| Air-Cond | 1.28        | 0.57 %        |
| Total    | 74.00       | 14.26 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 13.29       | 11.25 %       |
| TVR2     | 3.15        | 10.56 %       |
| PBR2     | 2.94        | 11.04 %       |
| KUM1     | 2.17        | 7.51 %        |
| MDI1     | 1.70        | 9.87 %        |
| PTK1     | 1.35        | 5.09 %        |
| TRY2     | 1.21        | 8.64 %        |
| TTP1     | 0.86        | 11.79 %       |
| NMM1     | 0.66        | 9.36 %        |
| KRN1     | 0.56        | 8.93 %        |
| NGT1     | 0.55        | 2.68 %        |
| PBR1     | 0.42        | 4.88 %        |
| Total    | 74.00       | 14.26 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 32.88       | 23.89 %       |
| Fridge   | 31.61       | 25.80 %       |
| Air-Cond | 1.05        | 0.48 %        |
| Total    | 65.53       | 13.66 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 7.30        | 13.04 %       |
| CH06     | 2.65        | 11.19 %       |
| CH41     | 2.37        | 13.74 %       |
| CH09     | 1.59        | 8.61 %        |
| CH44     | 1.52        | 10.10 %       |
| CH43     | 1.42        | 7.73 %        |
| CH21     | 1.18        | 3.86 %        |
| CH24     | 1.08        | 4.78 %        |
| CH34     | 1.03        | 5.14 %        |
| CH23     | 0.65        | 10.03 %       |
| PON1     | 0.61        | 9.24 %        |
| CH32     | 0.49        | 7.29 %        |
| MC06     | 0.24        | 9.59 %        |
| CH36     |             | 0.00 %        |
| Total    | 65.53       | 13.66 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 32.92       | 23.28 %       |
| Wash-Mac | 27.16       | 18.29 %       |
| Air-Cond | 1.84        | 2.90 %        |
| Total    | 61.93       | 17.52 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 2.60        | 11.96 %       |
| NKL2     | 1.33        | 6.91 %        |
| ATU1     | 1.21        | 9.11 %        |
| MCR1     | 0.64        | 5.21 %        |
| KRI1     | 0.59        | 8.87 %        |
| VKL1     | 0.56        | 7.26 %        |
| HRR1     | 0.55        | 12.25 %       |
| PLC1     | 0.45        | 9.18 %        |
| DPR2     | 0.33        | 8.37 %        |
| CMI1     | 0.26        | 7.15 %        |
| SGG1     | 0.14        | 7.22 %        |
| DPR1     |             | 0.00 %        |
| SGI1     |             | 0.00 %        |
| Total    | 61.93       | 17.52 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 29.64       | 23.05 %       |
| Fridge   | 26.29       | 20.71 %       |
| Air-Cond | 1.06        | 1.75 %        |
| Total    | 57.00       | 18.02 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SNR1     | 1.54        | 9.45 %        |
| CBE4     | 1.48        | 10.57 %       |
| CBE1     | 1.39        | 13.65 %       |
| TPR3     | 0.85        | 9.34 %        |
| AVI1     | 0.80        | 11.19 %       |
| UAM1     | 0.72        | 8.26 %        |
| CBE5     | 0.70        | 5.56 %        |
| SYM2     | 0.64        | 8.20 %        |
| GDR1     | 0.53        | 11.02 %       |
| KGI1     | 0.51        | 8.95 %        |
| DPM2     | 0.50        | 6.43 %        |
| CBE3     | 0.50        | 10.18 %       |
| CNR1     | 0.25        | 5.70 %        |
| ANR1     | 0.20        | 7.80 %        |
| TPR4     | 0.20        | 3.12 %        |
| PDM1     | -0.10       | -1.85 %       |
| Total    | 57.00       | 18.02 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 22.14       | 24.32 %       |
| Wash-Mac | 19.92       | 24.53 %       |
| Air-Cond | 1.00        | 1.29 %        |
| Total    | 43.06       | 17.25 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SBR1     | 3.03        | 11.82 %       |
| VEL2     | 2.16        | 13.42 %       |
| CYR1     | 0.79        | 11.07 %       |
| VSI1     | 0.68        | 8.06 %        |
| TRT1     | 0.45        | 8.22 %        |
| PTU1     | 0.30        | 7.92 %        |
| PLR1     | 0.21        | 6.41 %        |
| CGM1     | 0.20        | 3.01 %        |
| VNB1     | 0.09        | 1.39 %        |
| BGR1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| Total    | 43.06       | 17.25 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 20.63       | 20.88 %       |
| Wash-Mac | 11.87       | 15.10 %       |
| Total    | 32.49       | 11.68 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 3.46        | 10.25 %       |
| CDM1     | 2.56        | 12.39 %       |
| CUD1     | 2.30        | 12.46 %       |
| NVL2     | 1.98        | 11.37 %       |
| TRK1     | 1.96        | 13.41 %       |
| SJI1     | 1.65        | 12.75 %       |
| TDM1     | 1.47        | 13.25 %       |
| PRT1     | 1.40        | 10.16 %       |
| POY2     | 1.17        | 4.90 %        |
| KKI2     | 1.14        | 8.12 %        |
| MKM1     | 0.82        | 12.99 %       |
| KML1     | 0.69        | 7.92 %        |
| VPM2     | 0.39        | 2.75 %        |
| VCM1     | 0.14        | 1.48 %        |
| TVM2     | 0.10        | 3.07 %        |
| Total    | 32.49       | 11.68 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 11.21       | 24.66 %       |
| Wash-Mac | 5.32        | 20.81 %       |
| Total    | 16.52       | 18.53 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KLR1     | 1.47        | 10.55 %       |
| Total    | 16.52       | 18.53 %       |