

MTD Sales
256.22 L

Brand Share %
16.59 %

Information:

MTD : 01-08-2026 To 09-08-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.59 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	206.99	14.42 %
Home-The	49.23	45.14 %
Total	256.22	16.59 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	52.46	21.46 %
SOUTH-03	42.67	18.65 %
TRICHY-01	35.33	18.32 %
CHENNAI-02	30.95	17.30 %
CHENNAI-01	25.09	13.04 %
WEST-01	23.04	21.07 %
SOUTH ARCOT	16.74	15.88 %
WEST-02	15.25	13.11 %
NORTH ARCOT	10.29	10.29 %
WEST-03	4.40	5.80 %
Total	256.22	16.59 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	37.16	16.70 %
Home-The	15.30	69.77 %
Total	52.46	21.46 %

Branch *	MTD Sales L	Brand Share %
ASM1	0.68	11.83 %
SKD1	0.67	14.37 %
RPM1	0.50	8.11 %
STU2	0.47	14.41 %
APK1	0.41	9.99 %
MAR1	0.35	3.54 %
TCN1	0.22	6.91 %
UDN1	0.19	9.63 %
KGL1	0.14	3.92 %
PKD1	0.14	2.12 %
COL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
RND1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
RND2	-0.35	-5.74 %
Total	52.46	21.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	35.14	16.49 %
Home-The	7.53	48.32 %
Total	42.67	18.65 %

Branch *	MTD Sales L	Brand Share %
MPA1	0.89	14.58 %
PNV2	0.41	7.71 %
PVI1	0.40	11.71 %
CMR1	0.28	7.14 %
DGL2	0.27	6.86 %
PNI1	0.21	13.34 %
MNM1	0.15	5.15 %
ATG1	0.14	1.40 %
TDI1	0.13	3.15 %
BTU1	0.11	3.15 %
NKI1	0.08	1.83 %
ADP1		0.00 %
CBM1		0.00 %
DKI1		0.00 %
KKD3		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	42.67	18.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	30.95	17.11 %
Home-The	4.38	36.69 %
Total	35.33	18.32 %

Branch *	MTD Sales L	Brand Share %
TRY4	0.69	12.98 %
KUM2	0.67	15.34 %
JKM1	0.66	10.57 %
MVM1	0.63	4.44 %
NMM1	0.53	15.39 %
ORU1	0.21	6.31 %
KIK1	0.08	1.75 %
APM1		0.00 %
AYR1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	35.33	18.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	26.66	15.88 %
Home-The	4.29	38.60 %
Total	30.95	17.30 %

Branch *	MTD Sales L	Brand Share %
CH50	1.23	14.86 %
CH03	0.74	4.37 %
CH17	0.50	6.71 %
CH43	0.42	10.82 %
CH44	0.35	6.29 %
GPD1	0.21	6.75 %
UKI1	0.14	7.36 %
CH01		0.00 %
CH06		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
CH34		0.00 %
CH36		0.00 %
CH46		0.00 %
PON1		0.00 %
WCHN	-0.21	8.37 %
Total	30.95	17.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	20.88	11.64 %
Home-The	4.21	32.29 %
Total	25.09	13.04 %

Branch *	MTD Sales L	Brand Share %
CH48	1.23	13.94 %
CH28	1.03	10.16 %
AVD1	0.75	9.55 %
CH30	0.74	15.04 %
CH38	0.41	7.65 %
SKL1	0.41	7.36 %
CH42	0.41	5.96 %
CH16	0.17	1.40 %
CH08	0.16	1.98 %
CH22		0.00 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH39		0.00 %
CH45		0.00 %
CH49		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC09		0.00 %
MC10		0.00 %
MRM1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	25.09	13.04 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	18.72	18.58 %
Home-The	4.33	49.93 %
Total	23.04	21.07 %

Branch *	MTD Sales L	Brand Share %
UMP1	1.30	15.35 %
CBE6	0.66	12.39 %
KMD1	0.40	13.91 %
CBE5	0.38	13.96 %
MPM1	0.21	3.68 %
CBE1	0.16	4.68 %
PDM1	0.15	3.70 %
SUL1	0.13	3.93 %
CBE3		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	23.04	21.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.84	14.88 %
Home-The	1.89	33.81 %
Total	16.74	15.88 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.89	15.31 %
ULP1	0.81	12.17 %
KLM1	0.71	10.56 %
TDM1	0.15	5.32 %
KML1	0.14	3.56 %
TVM1	0.12	2.53 %
MKM1		0.00 %
NVL2		0.00 %
PRT1		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM2		0.00 %
WHUT		0.00 %
Total	16.74	15.88 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	11.14	10.39 %
Home-The	4.11	45.27 %
Total	15.25	13.11 %

Branch *	MTD Sales L	Brand Share %
MTR1	0.30	5.84 %
KAM1	0.29	9.09 %
SLM2	0.26	6.45 %
DPR1	0.26	7.97 %
APN1	0.23	5.92 %
VPD1	0.20	6.72 %
KVP1	0.14	5.88 %
SGI1	0.13	12.07 %
ATU1		0.00 %
BMD1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
PNG1		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	15.25	13.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.97	8.60 %
Home-The	2.32	31.81 %
Total	10.29	10.29 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.65	15.06 %
GDM1	0.58	15.21 %
UGI1	0.54	13.84 %
KPM1	0.51	15.04 %
PLR1	0.20	9.56 %
CGM1	0.20	5.15 %
VSI1	0.12	3.71 %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
WJD1		0.00 %
Total	10.29	10.29 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	3.54	4.98 %
Home-The	0.86	17.90 %
Total	4.40	5.80 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.87	13.61 %
TPR2	0.28	4.47 %
TPR3	0.27	13.05 %
ERD2	0.23	1.77 %
KMM1	0.08	4.37 %
AVI1		0.00 %
CMI1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
TPR1		0.00 %
VKL1		0.00 %
Total	4.40	5.80 %