

MTD Sales
368.88 L

Brand Share %
5.29 %

Information:

MTD : 01-11-2025 To 30-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.29 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	369.95	7.99 %
Fridge	-1.07	-0.05 %
Total	368.88	5.29 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	69.76	6.50 %
TRICHY-01	68.82	8.47 %
WEST-02	43.68	6.22 %
SOUTH-03	41.35	4.85 %
CHENNAI-01	40.07	4.23 %
SOUTH ARCOT	33.79	6.10 %
CHENNAI-02	33.42	3.99 %
WEST-01	19.48	3.36 %
NORTH ARCOT	18.17	3.26 %
KL-SOUTH	0.36	0.60 %
Total	368.88	5.29 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	70.55	10.20 %
Fridge	-0.79	-0.21 %
Total	69.76	6.50 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.70	4.31 %
TUT1	2.81	2.56 %
TUT2	1.83	4.10 %
MAR1	1.24	4.06 %
TKS2	0.58	1.17 %
STU2	0.47	3.13 %
TVL2	0.31	3.20 %
ASM1	0.29	1.19 %
APK1	0.17	0.74 %
KSM1	0.12	2.08 %
ARM1	0.09	0.61 %
SGT1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
WHTV		0.00 %
ERL2		0.00 %
VLY1	-0.02	-0.07 %
UDN1	-0.08	-0.49 %
MMT1	-0.11	-0.58 %
Total	69.76	6.50 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	69.10	12.33 %
Fridge	-0.28	-0.11 %
Total	68.82	8.47 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.80	3.96 %
MDI1	1.64	4.83 %
TRY3	0.57	2.40 %
AYR1	0.56	2.72 %
APM1	0.49	5.09 %
TRY2	0.46	4.21 %
NMM1	0.41	2.40 %
PDK1	0.29	1.56 %
PTK1	0.22	0.71 %
ORU1	0.20	1.70 %
TRY4		0.00 %
WTRZ		0.00 %
Total	68.82	8.47 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	43.68	9.68 %
Total	43.68	6.22 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.15	4.83 %
ERD2	0.74	1.40 %
APN1	0.58	4.03 %
MCR1	0.47	2.50 %
NKL2	0.45	1.49 %
BMD1	0.41	2.32 %
TCG1	0.32	1.78 %
MTR1	0.29	1.72 %
SGG1	0.23	3.84 %
PDR1	0.23	2.07 %
PLC1	0.22	1.24 %
KVP1	0.22	1.38 %
KMM1	0.21	1.60 %
DPR1	0.19	1.32 %
HRR1	0.17	1.85 %
KRI1	0.11	0.57 %
CM11	0.08	1.03 %
DPR2	0.05	0.43 %
WHKP		0.00 %
WHPD	-0.13	3.78 %
Total	43.68	6.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	41.35	7.51 %
Total	41.35	4.85 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.97	2.95 %
DGL1	2.41	3.83 %
BNR1	0.75	4.94 %
MPA1	0.59	3.39 %
NTM1	0.56	4.97 %
NKI1	0.56	5.28 %
SVG1	0.46	2.17 %
PNV2	0.44	1.60 %
PKM1	0.37	4.23 %
KYK1	0.36	3.10 %
MDU6	0.36	0.82 %
MNM1	0.34	3.65 %
USL1	0.31	2.14 %
MDU3	0.30	0.99 %
TEN2	0.26	1.20 %
KKD3	0.20	0.48 %
CBM1	0.19	0.78 %
KPT1	0.14	1.50 %
ADP1	0.12	0.96 %
CMR1	0.11	1.26 %
MLR1	0.11	0.82 %
ODM1	0.09	0.92 %
DGL2	0.02	0.19 %
PVI1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
ATG1	-0.02	-0.06 %
Total	41.35	4.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	40.07	6.50 %
Total	40.07	4.23 %

Branch *	MTD Sales L	Brand Share %
CH19	2.56	5.23 %
CH08	2.08	3.61 %
CH11	1.19	3.62 %
CGL1	1.17	4.32 %
CH48	0.50	1.23 %
SKL1	0.43	1.84 %
CH29	0.25	4.21 %
CH26	0.24	3.25 %
AVD1	0.24	0.70 %
CH35	0.20	0.97 %
CH38	0.17	1.02 %
MRM1	0.15	0.43 %
GUD2	0.13	0.55 %
CH30	0.11	0.26 %
CH45	0.10	0.29 %
TKM1	0.10	0.68 %
KNR1	0.08	0.63 %
CH07		0.00 %
CH16		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD1		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-0.11	0.78 %
Total	40.07	4.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.79	8.77 %
Total	33.79	6.10 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	1.19 %
ULP1	0.46	1.75 %
TDM1	0.34	1.55 %
SJI2	0.31	0.87 %
TVM2	0.24	1.78 %
TVM1	0.22	1.65 %
KML1	0.20	1.05 %
MKM1	0.19	1.76 %
POY2	0.18	0.43 %
VPM1	0.14	1.50 %
STP1	0.10	0.91 %
KLM1		0.00 %
VCM1		0.00 %
Total	33.79	6.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	33.42	5.57 %
Total	33.42	3.99 %

Branch *	MTD Sales L	Brand Share %
CH03	4.35	4.11 %
CH15	2.92	3.85 %
CH12	2.51	4.19 %
CH20	2.23	4.50 %
CH23	0.76	5.22 %
MJR1	0.48	1.37 %
CH17	0.44	1.09 %
CH46	0.39	4.46 %
CH43	0.38	1.26 %
CH33	0.38	1.42 %
UKI1	0.32	2.43 %
PON1	0.25	1.24 %
CH21	0.22	0.44 %
GPD1	0.21	1.50 %
CH24	0.11	0.29 %
CH32	0.08	1.54 %
CH27		0.00 %
CH01		0.00 %
CH36		0.00 %
CH41		0.00 %
MC06		0.00 %
Total	33.42	3.99 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.48	5.40 %
Total	19.48	3.36 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.59	4.04 %
TPR1	1.58	5.08 %
TPR2	0.73	2.54 %
CBE1	0.44	2.27 %
TPR3	0.39	2.79 %
TPR4	0.28	2.18 %
UMP1	0.27	1.99 %
CBE4	0.26	0.78 %
CBE6	0.23	0.88 %
KGI1	0.22	1.68 %
SYM2	0.22	1.40 %
KMD1	0.15	1.11 %
KGM1	0.13	1.69 %
ANR1	0.12	3.73 %
DPM2	0.12	0.78 %
GDR1	0.12	1.27 %
GBM1	0.10	0.71 %
CBE3	0.08	0.81 %
PDM1	0.08	0.68 %
AVI1		0.00 %
CBE5		0.00 %
KMR1		0.00 %
SNR1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
Total	19.48	3.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.17	4.82 %
Total	18.17	3.26 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.95	4.91 %
TRR1	1.00	2.90 %
ARC2	0.91	3.07 %
SBR1	0.78	1.68 %
VSI1	0.64	2.10 %
WJP1	0.53	4.23 %
VEL1	0.50	1.89 %
VNB1	0.42	2.67 %
SLG1	0.28	2.98 %
ABR1	0.26	1.02 %
KPM2	0.22	0.40 %
KPM1	0.21	1.42 %
AKM1	0.11	0.38 %
TRT1	0.11	0.65 %
WJD1	0.10	0.64 %
GDM1	0.10	0.55 %
BGR1		0.00 %
PLR1		0.00 %
WHVL		0.00 %
Total	18.17	3.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.36	1.04 %
Total	0.36	0.60 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.36	0.98 %
KLR1		0.00 %
PAS1		0.00 %
TVSD		0.00 %
WTVP		0.00 %
Total	0.36	0.60 %