

MTD Sales
57.91 L

Brand Share %
4.57 %

Information:

MTD : 01-08-2025 To 04-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.57 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	56.12	8.08 %
Fridge	0.98	0.19 %
Air-Cool	0.80	1.75 %
Total	57.91	4.57 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	11.68	7.25 %
TRICHY-01	8.02	5.31 %
SOUTH-03	6.67	4.13 %
CHENNAI-02	6.40	5.48 %
SOUTH-01	6.10	3.17 %
WEST-01	5.88	3.90 %
CHENNAI-01	5.71	3.37 %
SOUTH ARCOT	4.50	5.70 %
NORTH ARCOT	2.21	2.89 %
KL-SOUTH	0.75	9.19 %
Total	57.91	4.57 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	11.48	11.80 %
Air-Cool	0.20	33.82 %
Total	11.68	7.25 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.32	2.36 %
KRI1	0.18	2.31 %
MCR1	0.07	1.44 %
APN1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
PDR1		0.00 %
PMP1		0.00 %
Total	11.68	7.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	7.68	9.18 %
Fridge	0.34	0.51 %
Total	8.02	5.31 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.47	3.71 %
PBR2	0.42	3.67 %
TVR2	0.32	4.47 %
JKM1	0.25	4.00 %
NGT1	0.10	2.76 %
AYR1		0.00 %
KRN1		0.00 %
KUM1		0.00 %
MDI1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TYR1		0.00 %
Total	8.02	5.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	6.24	7.01 %
Fridge	0.34	0.48 %
Air-Cool	0.09	11.84 %
Total	6.67	4.13 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.55	2.22 %
DKI1	0.21	4.33 %
MDU6	0.18	1.63 %
DGL1	0.16	1.39 %
KRR1	0.10	3.03 %
MNM1	0.10	4.46 %
TEN1	0.10	1.56 %
NTM1	0.10	4.44 %
ADP1	0.10	4.27 %
TMM1	0.10	2.76 %
TEN2	0.10	2.02 %
ATG1		0.00 %
CBM1		0.00 %
DGL2		0.00 %
KKD2		0.00 %
KPT1		0.00 %
MDU3		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	6.67	4.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	6.35	8.77 %
Air-Cool	0.05	15.44 %
Total	6.40	5.48 %

Branch *	MTD Sales L	Brand Share %
CH03	0.54	4.23 %
CH15	0.39	2.68 %
CH18	0.22	3.32 %
CH09	0.20	4.16 %
MJR1	0.10	2.78 %
CH21	0.10	1.04 %
CH17		0.00 %
CH20		0.00 %
CH23		0.00 %
CH24		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH43		0.00 %
CH46		0.00 %
PON1		0.00 %
Total	6.40	5.48 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	6.05	5.62 %
Air-Cool	0.05	5.25 %
Total	6.10	3.17 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.56	3.58 %
TUT1	0.46	2.23 %
TKS1	0.30	3.97 %
TVL1	0.15	0.60 %
RPM1	0.10	0.96 %
UDN1	0.06	3.14 %
ARM1		0.00 %
ASM1		0.00 %
ERL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
NGR1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
SNL1		0.00 %
STU2		0.00 %
TKS2		0.00 %
TUT2		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
TKY1	-0.06	-3.66 %
Total	6.10	3.17 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.51	6.38 %
Fridge	0.30	0.46 %
Air-Cool	0.07	100.00 %
Total	5.88	3.90 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.20	3.57 %
KMR1	0.18	0.90 %
CBE1	0.10	1.81 %
CBE3		0.00 %
CBE4		0.00 %
CBE6		0.00 %
CNR1		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	5.88	3.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	5.42	8.32 %
Air-Cool	0.29	0.70 %
Total	5.71	3.37 %

Branch *	MTD Sales L	Brand Share %
CH08	0.33	3.63 %
CH14	0.26	3.22 %
CH11	0.10	2.77 %
MRM1	0.10	2.60 %
KNR1	0.07	4.52 %
GUD2	0.06	1.01 %
AVD1		0.00 %
CGL1		0.00 %
CH07		0.00 %
CH16		0.00 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH42		0.00 %
CH45		0.00 %
CH48		0.00 %
GUD1		0.00 %
MC10		0.00 %
Total	5.71	3.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.50	10.10 %
Total	4.50	5.70 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.10	1.28 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
POY1		0.00 %
POY2		0.00 %
SJI1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	4.50	5.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.15	5.09 %
Air-Cool	0.06	6.56 %
Total	2.21	2.89 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.24	4.16 %
TRR1	0.17	1.97 %
VNB1	0.10	3.92 %
AKM1	0.10	1.84 %
WJP1	0.06	1.47 %
ABR1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
Total	2.21	2.89 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.75	12.02 %
Total	0.75	9.19 %

Branch *	MTD Sales L	Brand Share %
PAS1		0.00 %
Total	0.75	9.19 %