

MTD Sales
88.00 L

Brand Share %
5.03 %

Information:

MTD : 01-09-2025 To 07-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.03 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	87.14	8.91 %
Air-Cool	0.65	12.24 %
Fridge	0.21	0.03 %
Total	88.00	5.03 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	15.97	9.10 %
SOUTH-01	13.12	4.82 %
TRICHY-01	11.57	5.19 %
SOUTH-03	9.64	4.22 %
CHENNAI-02	9.54	5.65 %
CHENNAI-01	8.29	4.18 %
WEST-01	7.35	4.72 %
NORTH ARCOT	6.37	5.65 %
SOUTH ARCOT	5.21	3.60 %
KL-SOUTH	0.94	1.31 %
Total	88.00	5.03 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	15.90	15.91 %
Air-Cool	0.07	14.08 %
Total	15.97	9.10 %

Branch *	MTD Sales L	Brand Share %
APN1	0.16	4.33 %
OML1	0.10	1.65 %
BMD1	0.08	2.44 %
ERD1	0.08	0.90 %
KRI1	0.08	1.30 %
NKL2	0.08	1.14 %
PMP1	0.08	3.07 %
TCG1	0.08	1.97 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
SGG1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	15.97	9.10 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	12.97	9.47 %
Air-Cool	0.15	8.61 %
Total	13.12	4.82 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.81	4.70 %
TUT1	0.49	1.62 %
NGR1	0.42	2.62 %
ERL2	0.23	3.40 %
PKD1	0.20	2.58 %
KYR1	0.14	3.46 %
TKS2	0.12	1.10 %
ARM1	0.08	3.86 %
PDI1	0.08	2.09 %
STU2	0.08	2.87 %
VNR1	0.08	1.80 %
MMT1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TUT2		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VLY1		0.00 %
ASM1	-0.07	-1.68 %
Total	13.12	4.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	11.57	9.08 %
Total	11.57	5.19 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.04	2.30 %
NGT1	0.48	4.66 %
PBR2	0.30	1.80 %
MDI1	0.29	2.67 %
NMM1	0.24	3.61 %
ORU1	0.23	4.32 %
KUM1	0.15	1.37 %
TVR1	0.14	3.13 %
APM1	0.08	1.93 %
AYR1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	11.57	5.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	9.64	8.22 %
Total	9.64	4.22 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.04	3.70 %
TMM1	0.41	3.85 %
PVI1	0.32	2.01 %
ATG1	0.21	5.02 %
TPT1	0.21	2.56 %
ADP1	0.16	3.02 %
TDI1	0.13	4.53 %
CBM1	0.12	2.53 %
USL1	0.12	1.84 %
DKI1	0.10	1.94 %
ODM1	0.10	2.91 %
KKD2	0.08	1.93 %
MDU3	0.08	1.35 %
NKI1	0.08	3.68 %
TEN2	0.08	1.44 %
BNR1		0.00 %
DGL2		0.00 %
KYK1		0.00 %
MDU6		0.00 %
MLR1		0.00 %
MNM1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
Total	9.64	4.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	9.48	8.85 %
Air-Cool	0.07	11.68 %
Total	9.54	5.65 %

Branch *	MTD Sales L	Brand Share %
CH21	0.33	2.48 %
CH43	0.32	4.38 %
CH41	0.21	3.36 %
CH34	0.21	2.89 %
CH17	0.12	2.92 %
CH24	0.12	2.52 %
CH15		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
CH03		-0.03 %
Total	9.54	5.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	8.29	7.36 %
Total	8.29	4.18 %

Branch *	MTD Sales L	Brand Share %
CH42	0.30	4.47 %
CH07	0.25	3.32 %
GUD1	0.21	2.53 %
CGL1	0.16	3.38 %
KNR1	0.16	4.22 %
CH45	0.12	1.51 %
CH11	0.10	1.76 %
TKM1	0.10	2.16 %
CH38	0.08	1.67 %
AVD1		0.00 %
CH16		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
CH39		0.00 %
CH40		0.00 %
CH48		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	8.29	4.18 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	7.29	8.25 %
Air-Cool	0.06	9.92 %
Total	7.35	4.72 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.35	3.57 %
UMP1	0.24	4.92 %
KGI1	0.14	4.12 %
CBE1	0.12	2.42 %
KMR1	0.12	1.01 %
TPR3	0.10	2.12 %
CBE5	0.10	3.25 %
KMD1	0.10	2.30 %
CBE6	0.10	1.53 %
GBM1	0.08	2.81 %
SUL1	0.08	2.86 %
SYM2	0.08	2.11 %
AVI1		0.00 %
CBE4		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
WZSD		0.00 %
Total	7.35	4.72 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.16	9.41 %
Fridge	0.21	0.45 %
Total	6.37	5.65 %

Branch *	MTD Sales L	Brand Share %
ARC2	0.12	1.84 %
ABR1	0.11	2.12 %
TRR1	0.10	1.91 %
VSI1	0.10	4.21 %
VNB1	0.08	2.24 %
AKM1		0.00 %
BGR1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	6.37	5.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.91	6.03 %
Air-Cool	0.31	73.45 %
Total	5.21	3.60 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.54	3.86 %
KML1	0.23	3.53 %
KKI2	0.20	3.42 %
POY1	0.20	1.89 %
POY2	0.16	1.71 %
PRT1	0.16	2.88 %
SJI1	0.12	1.62 %
VCM1	0.12	2.79 %
NVL2	0.08	1.00 %
ULP1	0.06	0.59 %
KLM1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	5.21	3.60 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.94	2.28 %
Total	0.94	1.31 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.47	2.69 %
TVP1	0.47	1.10 %
KLR1		0.00 %
Total	0.94	1.31 %