

MTD Sales
123.16 L

Brand Share %
4.56 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **4.56 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	120.54	8.01 %
Fridge	1.49	0.13 %
Air-Cool	1.12	1.78 %
Total	123.16	4.56 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	21.10	5.68 %
WEST-02	20.71	6.58 %
SOUTH-01	16.40	4.26 %
CHENNAI-02	12.56	4.75 %
SOUTH-03	12.07	3.89 %
CHENNAI-01	11.78	3.42 %
WEST-01	10.48	3.86 %
SOUTH ARCOT	10.37	4.57 %
NORTH ARCOT	6.11	3.20 %
KL-SOUTH	1.57	8.34 %
Total	123.16	4.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	20.75	9.99 %
Fridge	0.34	0.21 %
Total	21.10	5.68 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.44	3.06 %
MVM1	1.13	3.78 %
MDI1	0.45	2.77 %
NGT1	0.38	4.56 %
TYR1	0.36	2.53 %
ORU1	0.31	3.56 %
NMM1	0.28	3.25 %
KRN1	0.17	3.15 %
APM1	0.13	3.46 %
PDK1	0.10	1.24 %
TVR1	0.08	1.01 %
KUM1		0.00 %
NCK1		0.00 %
PTK1		0.00 %
Total	21.10	5.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	20.51	11.42 %
Air-Cool	0.20	24.47 %
Total	20.71	6.58 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.81	3.27 %
KRI1	0.35	2.80 %
MCR1	0.24	2.73 %
PLC1	0.24	4.05 %
HSR2	0.20	1.44 %
VKL1	0.20	4.40 %
KVP1	0.17	2.18 %
DPR1	0.17	3.14 %
PMP1	0.17	3.85 %
ERD1	0.11	0.81 %
NKL2	0.10	0.68 %
APN1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
Total	20.71	6.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	16.09	7.37 %
Fridge	0.25	0.15 %
Air-Cool	0.05	4.28 %
Total	16.40	4.26 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.56	1.51 %
TVL1	0.40	0.90 %
MAR1	0.30	2.67 %
TKS2	0.25	1.28 %
TUT2	0.25	1.88 %
TKY1	0.24	4.27 %
NGR1	0.21	1.79 %
VLY1	0.17	1.95 %
ASM1	0.17	1.44 %
RPM1	0.10	0.58 %
ERL1	0.08	4.23 %
PDI1	0.08	1.27 %
UDN1	0.06	1.38 %
ARM1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
SGT1		0.00 %
STU2		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VNR1		0.00 %
Total	16.40	4.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	12.25	7.45 %
Fridge	0.25	0.26 %
Air-Cool	0.05	7.12 %
Total	12.56	4.75 %

Branch *	MTD Sales L	Brand Share %
CH15	1.05	3.35 %
CH03	0.67	2.36 %
CH20	0.49	4.50 %
CH34	0.23	1.98 %
UK11	0.20	3.79 %
CH21	0.18	0.76 %
CH17	0.11	2.39 %
CH33	0.10	1.32 %
MJR1	0.10	1.03 %
CH43	0.08	1.10 %
CH01		0.00 %
CH24		0.00 %
CH32		0.00 %
CH46		0.00 %
MC05		0.00 %
PON1		0.00 %
Total	12.56	4.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	11.57	7.00 %
Fridge	0.34	0.24 %
Air-Cool	0.15	14.04 %
Total	12.07	3.89 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.24	3.07 %
DGL1	0.62	2.81 %
MPA1	0.42	3.76 %
TMM1	0.36	3.55 %
MDU4	0.30	3.92 %
DKI1	0.29	3.64 %
MDU6	0.27	1.70 %
TEN1	0.19	1.82 %
ADP1	0.18	3.21 %
ATG1	0.10	0.93 %
KRR1	0.10	1.71 %
MNM1	0.10	3.12 %
NTM1	0.10	4.09 %
TEN2	0.10	1.24 %
KKD2	0.08	0.87 %
KPT1	0.07	1.56 %
CBM1		0.00 %
DGL2		0.00 %
MDU3		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	12.07	3.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	11.44	7.31 %
Air-Cool	0.34	0.60 %
Total	11.78	3.42 %

Branch *	MTD Sales L	Brand Share %
CZWH	2.00	3.35 %
CH22	0.41	3.63 %
CH19	0.26	1.42 %
AVD1	0.19	1.89 %
CH35	0.11	1.52 %
CH11	0.10	1.22 %
GUD1	0.10	0.72 %
MRM1	0.10	0.99 %
GUD2	0.06	0.51 %
CH38	0.05	0.59 %
CH40	0.05	2.09 %
CGL1		0.00 %
CH07		0.00 %
CH16		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
CH39		0.00 %
CH42		0.00 %
CH45		0.00 %
CH48		0.00 %
MC02		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	11.78	3.42 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	9.92	6.20 %
Fridge	0.30	0.27 %
Air-Cool	0.27	71.56 %
Total	10.48	3.86 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.31	1.06 %
TPR3	0.29	4.33 %
UMP1	0.28	2.28 %
PPI1	0.26	3.35 %
AVI1	0.20	2.56 %
TPR2	0.19	1.44 %
TPR4	0.18	4.02 %
UAM1	0.17	1.04 %
PDM1	0.11	2.19 %
PLI1	0.10	0.89 %
CBE1	0.10	1.04 %
GBM1	0.08	1.95 %
CBE6	0.07	0.51 %
CBE3		0.00 %
CBE4		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	10.48	3.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.37	7.88 %
Total	10.37	4.57 %

Branch *	MTD Sales L	Brand Share %
POY1	0.36	1.54 %
ULP1	0.31	1.87 %
NVL2	0.28	2.88 %
POY2	0.25	2.73 %
PRT1	0.20	3.05 %
SJI1	0.08	0.77 %
STP1	0.08	1.50 %
TRK1	0.08	0.51 %
VPM1	0.08	1.92 %
KLM1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	10.37	4.57 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.05	5.59 %
Air-Cool	0.06	4.87 %
Total	6.11	3.20 %

Branch *	MTD Sales L	Brand Share %
CGM1	0.30	3.84 %
TRR1	0.26	1.57 %
AKM1	0.18	1.63 %
SBR1	0.18	1.76 %
TRT1	0.18	2.62 %
ABR1	0.11	1.39 %
WJD1	0.10	1.74 %
CYR1	0.08	1.51 %
WJP1	0.06	0.82 %
ARC2		0.00 %
BGR1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
Total	6.11	3.20 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.57	12.65 %
Total	1.57	8.34 %

Branch *	MTD Sales L	Brand Share %
Total	1.57	8.34 %