



TN : BPL Sales Performance 10/08/2025 9:38 AM

MTD Sales
135.05 L

Brand Share %
4.49 %

Information:

MTD : 01-08-2025 To 09-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.49 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	132.25	7.87 %
Fridge	1.49	0.12 %
Air-Cool	1.31	2.06 %
Total	135.05	4.49 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	24.24	5.84 %
WEST-02	22.40	6.44 %
SOUTH-01	18.29	4.26 %
SOUTH-03	13.68	3.79 %
CHENNAI-02	13.11	4.44 %
CHENNAI-01	12.41	3.22 %
SOUTH ARCOT	11.12	4.44 %
WEST-01	11.05	3.75 %
NORTH ARCOT	6.93	3.35 %
KL-SOUTH	1.83	8.62 %
Total	135.05	4.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	23.89	10.23 %
Fridge	0.34	0.19 %
Total	24.24	5.84 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.71	3.15 %
MDI1	0.53	2.96 %
PBR1	0.38	4.42 %
TYR1	0.36	2.29 %
ORU1	0.31	3.17 %
NMM1	0.28	3.33 %
PDK1	0.27	3.07 %
KRN1	0.17	2.81 %
TVR1	0.17	1.76 %
KUM1		0.00 %
NCK1		0.00 %
PTK1		0.00 %
Total	24.24	5.84 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.20	11.25 %
Air-Cool	0.20	23.33 %
Total	22.40	6.44 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.12	3.85 %
KRI1	0.43	3.28 %
MCR1	0.24	2.54 %
HSR2	0.20	1.21 %
VKL1	0.20	4.18 %
KVP1	0.17	1.93 %
PMP1	0.17	3.85 %
ERD1	0.11	0.73 %
NKL2	0.10	0.62 %
APN1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
WHPD		0.00 %
Total	22.40	6.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	17.91	7.33 %
Fridge	0.25	0.14 %
Air-Cool	0.12	8.42 %
Total	18.29	4.26 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.14	4.27 %
TVL1	0.84	1.54 %
TUT1	0.67	1.66 %
MAR1	0.38	2.95 %
TKS2	0.25	1.21 %
TUT2	0.25	1.62 %
TKY1	0.24	3.96 %
NGR1	0.21	1.72 %
VL1	0.17	1.82 %
ASM1	0.17	1.31 %
RPM1	0.10	0.54 %
ERL1	0.08	3.63 %
PDI1	0.08	1.22 %
UDN1	0.06	1.25 %
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	18.29	4.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	13.18	6.66 %
Fridge	0.34	0.21 %
Air-Cool	0.15	11.89 %
Total	13.68	3.79 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.54	3.49 %
DGL1	0.62	2.49 %
MPA1	0.42	3.72 %
MDU4	0.38	4.49 %
TMM1	0.36	3.34 %
DKI1	0.29	2.91 %
MDU6	0.27	1.53 %
NKI1	0.21	4.23 %
ATG1	0.19	1.28 %
KRR1	0.19	2.77 %
TEN1	0.19	1.64 %
NTM1	0.19	3.74 %
ADP1	0.18	2.71 %
TEN2	0.18	2.29 %
KPT1	0.15	3.46 %
USL1	0.11	2.31 %
MNM1	0.10	2.51 %
KKD2	0.08	0.71 %
PKM1	0.08	1.40 %
CBM1		0.00 %
DGL2		0.00 %
MDU3		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	13.68	3.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	12.81	7.20 %
Fridge	0.25	0.22 %
Air-Cool	0.05	6.59 %
Total	13.11	4.44 %

Branch *	MTD Sales L	Brand Share %
CH15	1.05	3.09 %
CH03	0.67	2.13 %
CH21	0.29	1.07 %
CH27	0.25	4.45 %
CH34	0.23	1.76 %
UKI1	0.20	2.84 %
CH17	0.11	2.07 %
CH33	0.10	1.08 %
MJR1	0.10	0.76 %
CH43	0.08	1.06 %
CH01		0.00 %
CH24		0.00 %
CH32		0.00 %
CH46		0.00 %
MC05		0.00 %
PON1		0.00 %
Total	13.11	4.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	12.02	6.66 %
Air-Cool	0.39	0.70 %
Total	12.41	3.22 %

Branch *	MTD Sales L	Brand Share %
CZWH	2.00	3.35 %
CH08	0.87	4.13 %
CH22	0.41	3.09 %
CH19	0.26	1.27 %
AVD1	0.19	1.81 %
CH35	0.11	1.30 %
CH11	0.10	1.04 %
GUD1	0.10	0.62 %
MRM1	0.10	0.88 %
GUD2	0.06	0.47 %
CH38	0.05	0.57 %
CH40	0.05	1.66 %
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 %
WCHN		0.00 %
WHC3		0.00 %
Total	12.41	3.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.12	7.65 %
Total	11.12	4.44 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.45	2.05 %
POY1	0.36	1.38 %
POY2	0.34	3.49 %
ULP1	0.31	1.76 %
NVL2	0.28	2.45 %
PRT1	0.20	2.88 %
SJI1	0.08	0.66 %
STP1	0.08	1.42 %
VPM1	0.08	1.63 %
KLM1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	11.12	4.44 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	10.49	5.98 %
Fridge	0.30	0.25 %
Air-Cool	0.27	71.56 %
Total	11.05	3.75 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.31	1.01 %
TPR2	0.30	2.06 %
TPR3	0.29	4.11 %
UMP1	0.28	2.15 %
PPI1	0.26	3.22 %
AVI1	0.20	2.47 %
CBE1	0.18	1.61 %
TPR4	0.18	3.73 %
GBM1	0.17	3.49 %
UAM1	0.17	1.01 %
PDM1	0.11	1.92 %
PLI1	0.10	0.74 %
CBE6	0.07	0.49 %
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	11.05	3.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.80	5.87 %
Air-Cool	0.12	9.90 %
Total	6.93	3.35 %

Branch *	MTD Sales L	Brand Share %
CGM1	0.30	3.53 %
TRR1	0.26	1.49 %
ABR1	0.19	2.37 %
AKM1	0.18	1.54 %
SBR1	0.18	1.56 %
TRT1	0.18	2.46 %
WJP1	0.16	2.27 %
WJD1	0.10	1.64 %
CYR1	0.08	1.48 %
VSI1	0.08	0.89 %
ARC2		0.00 %
BGR1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
WHVL		0.00 %
Total	6.93	3.35 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.83	13.84 %
Total	1.83	8.62 %

Branch *	MTD Sales L	Brand Share %
Total	1.83	8.62 %