

MTD Sales
109.03 L

Brand Share %
4.82 %

Information:

MTD : 01-09-2025 To 11-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.82 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	107.65	8.51 %
Air-Cool	0.95	10.13 %
Fridge	0.42	0.04 %
Total	109.03	4.82 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	17.94	4.82 %
WEST-02	16.91	7.46 %
TRICHY-01	13.81	5.02 %
SOUTH-03	12.87	4.48 %
CHENNAI-02	12.72	5.71 %
CHENNAI-01	10.12	3.69 %
WEST-01	8.12	4.10 %
SOUTH ARCOT	7.87	4.47 %
NORTH ARCOT	7.51	5.21 %
KL-SOUTH	1.17	1.39 %
Total	109.03	4.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	17.73	9.02 %
Air-Cool	0.21	8.93 %
Total	17.94	4.82 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.91	3.00 %
TUT1	0.88	2.32 %
TKS2	0.55	3.77 %
NGR1	0.42	1.97 %
UDN1	0.27	4.80 %
ERL2	0.23	2.24 %
PKD1	0.20	2.24 %
KSM1	0.18	1.72 %
PDI1	0.18	3.27 %
KYR1	0.14	3.31 %
ARM1	0.08	2.55 %
STU2	0.08	1.83 %
VNR1	0.08	1.42 %
MMT1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TUT2		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
ASM1	-0.07	-1.31 %
Total	17.94	4.82 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	16.84	13.47 %
Air-Cool	0.07	5.35 %
Total	16.91	7.46 %

Branch *	MTD Sales L	Brand Share %
DPR2	0.24	4.80 %
TCG1	0.22	3.78 %
OML1	0.20	2.74 %
APN1	0.16	3.44 %
VKL1	0.10	1.88 %
BMD1	0.08	1.61 %
ERD1	0.08	0.64 %
KRI1	0.08	0.96 %
NKL2	0.08	0.93 %
PMP1	0.08	1.95 %
CMI1	0.07	3.35 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	16.91	7.46 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	13.75	8.82 %
Air-Cool	0.06	6.11 %
Total	13.81	5.02 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.47	2.75 %
PBR2	0.78	4.10 %
NGT1	0.58	4.59 %
TVR2	0.33	3.65 %
MDI1	0.29	2.24 %
TVR1	0.24	3.76 %
NMM1	0.24	3.40 %
ORU1	0.23	3.83 %
KUM1	0.15	1.03 %
APM1	0.08	1.64 %
AYR1	0.08	1.35 %
KRN1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	13.81	5.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	12.82	8.76 %
Air-Cool	0.04	5.46 %
Total	12.87	4.48 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.74	3.97 %
TMM1	0.41	3.44 %
ADP1	0.24	3.78 %
TPT1	0.21	1.99 %
KPT1	0.16	4.40 %
NTM1	0.15	2.12 %
TDI1	0.13	3.02 %
CBM1	0.12	2.32 %
USL1	0.12	1.53 %
DGL2	0.10	3.26 %
DKI1	0.10	1.58 %
MDU6	0.10	0.58 %
ODM1	0.10	2.81 %
SVG1	0.10	1.77 %
PNI1	0.09	2.85 %
MDU3	0.08	0.96 %
NKI1	0.08	2.30 %
TEN2	0.08	1.22 %
PKM1	0.04	1.33 %
BNR1		0.00 %
KYK1		0.00 %
MLR1		0.00 %
MNM1		0.00 %
SZSD		0.00 %
Total	12.87	4.48 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	12.60	9.08 %
Air-Cool	0.12	10.56 %
Total	12.72	5.71 %

Branch *	MTD Sales L	Brand Share %
CH21	0.33	1.91 %
CH43	0.32	3.35 %
CH23	0.21	4.50 %
CH17	0.12	2.22 %
CH24	0.12	1.58 %
CH15		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
CH03		-0.02 %
Total	12.72	5.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	9.82	6.18 %
Fridge	0.21	0.19 %
Air-Cool	0.09	11.09 %
Total	10.12	3.69 %

Branch *	MTD Sales L	Brand Share %
CH42	0.52	4.79 %
CH45	0.34	3.04 %
CH07	0.25	2.35 %
GUD1	0.21	1.81 %
CGL1	0.16	2.90 %
KNR1	0.16	3.62 %
CH11	0.10	0.77 %
TKM1	0.10	1.69 %
CH38	0.08	1.36 %
AVD1		0.00 %
CH16		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	10.12	3.69 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	8.06	7.18 %
Air-Cool	0.06	7.44 %
Total	8.12	4.10 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.50	4.31 %
UMP1	0.24	3.55 %
DPM2	0.15	2.86 %
KGI1	0.14	3.58 %
CBE1	0.12	2.13 %
KMR1	0.12	0.86 %
TPR3	0.10	1.83 %
CBE5	0.10	2.60 %
KMD1	0.10	1.67 %
CBE6	0.10	1.19 %
GBM1	0.08	2.02 %
SYM2	0.08	1.74 %
AVI1		0.00 %
CBE4		0.00 %
CNR1		0.00 %
GDR1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
WZSD		0.00 %
Total	8.12	4.10 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.56	7.64 %
Air-Cool	0.31	58.64 %
Total	7.87	4.47 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.62	4.78 %
VPM2	0.58	3.70 %
POY1	0.57	4.71 %
POY2	0.28	2.52 %
KML1	0.23	3.31 %
NVL2	0.20	2.09 %
TVM1	0.18	4.45 %
PRT1	0.16	2.43 %
SJI1	0.12	1.20 %
VCM1	0.12	2.18 %
STP1	0.10	2.21 %
ULP1	0.06	0.46 %
KLM1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	7.87	4.47 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.30	8.65 %
Fridge	0.21	0.36 %
Total	7.51	5.21 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.44	4.66 %
VEL1	0.27	4.16 %
VNB1	0.18	3.51 %
ARC2	0.12	1.51 %
ABR1	0.11	1.41 %
TRR1	0.10	1.63 %
VSI1	0.10	1.79 %
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	7.51	5.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.17	2.45 %
Total	1.17	1.39 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.70	3.16 %
TVP1	0.47	1.00 %
KLR1		0.00 %
Total	1.17	1.39 %