

MTD Sales
180.50 L

Brand Share %
4.52 %

Information:

MTD : 01-08-2025 To 14-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.52 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	177.02	7.97 %
Fridge	2.00	0.12 %
Air-Cool	1.48	1.87 %
Total	180.50	4.52 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	30.15	5.53 %
WEST-02	28.47	6.32 %
SOUTH-01	27.44	4.70 %
SOUTH-03	19.08	3.87 %
CHENNAI-02	16.98	4.37 %
CHENNAI-01	16.57	3.16 %
WEST-01	15.15	3.85 %
SOUTH ARCOT	14.14	4.58 %
NORTH ARCOT	10.41	3.84 %
KL-SOUTH	2.11	6.27 %
Total	180.50	4.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	29.80	9.79 %
Fridge	0.34	0.14 %
Total	30.15	5.53 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.27	3.17 %
MVM1	1.87	4.41 %
MDI1	0.76	3.49 %
AYR1	0.53	4.15 %
PBR1	0.45	4.17 %
TYR1	0.36	1.98 %
APM1	0.30	3.68 %
NMM1	0.28	2.48 %
PDK1	0.27	2.21 %
KRN1	0.17	1.82 %
TVR1	0.17	1.40 %
KUM1	0.08	0.20 %
NCK1		0.00 %
PTK1		0.00 %
Total	30.15	5.53 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	28.27	11.00 %
Air-Cool	0.20	23.33 %
Total	28.47	6.32 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.29	3.53 %
HSR2	0.58	2.17 %
KRI1	0.54	2.87 %
ERD1	0.51	2.87 %
MCR1	0.34	3.02 %
PDR1	0.23	3.17 %
APN1	0.20	3.23 %
KVP1	0.17	1.51 %
NKL2	0.10	0.47 %
KMM1	0.08	1.61 %
CMI1		0.00 %
DPR2		0.00 %
ERD2		0.00 %
HRR1		0.00 %
MTR1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	28.47	6.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	27.07	8.40 %
Fridge	0.25	0.10 %
Air-Cool	0.12	5.92 %
Total	27.44	4.70 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.86	2.81 %
TUT1	1.15	2.21 %
MAR1	0.57	3.37 %
TUT2	0.43	2.13 %
NGR1	0.33	1.90 %
PDI1	0.27	3.00 %
TKS2	0.25	0.87 %
KGL1	0.25	3.97 %
TKY1	0.24	3.09 %
VLV1	0.17	1.55 %
ASM1	0.17	1.10 %
UDN1	0.14	2.22 %
RPM1	0.10	0.40 %
ERL1	0.08	3.10 %
ARM1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
KYR1		0.00 %
SGT1		0.00 %
STU2		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VNR1		0.00 %
Total	27.44	4.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	18.52	6.90 %
Fridge	0.34	0.15 %
Air-Cool	0.22	13.87 %
Total	19.08	3.87 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.19	3.66 %
DGL1	0.92	2.61 %
TMM1	0.53	3.51 %
MPA1	0.50	3.80 %
TEN1	0.47	3.20 %
DKI1	0.44	3.42 %
MDU6	0.35	1.48 %
ATG1	0.29	1.39 %
TEN2	0.28	2.49 %
NTM1	0.28	3.76 %
KRR1	0.27	3.20 %
DGL2	0.25	2.08 %
KPT1	0.22	3.97 %
USL1	0.20	3.33 %
KKD2	0.17	1.09 %
PVI1	0.13	0.94 %
MNM1	0.10	1.82 %
PKM1	0.08	1.16 %
PNV1	0.08	0.94 %
CBM1		0.00 %
MDU3		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	19.08	3.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	16.63	7.08 %
Fridge	0.25	0.17 %
Air-Cool	0.10	9.87 %
Total	16.98	4.37 %

Branch *	MTD Sales L	Brand Share %
CH15	1.05	2.38 %
CH03	0.99	2.43 %
CH18	0.99	4.30 %
CH20	0.77	4.22 %
CH21	0.73	2.34 %
CH34	0.58	3.30 %
PON1	0.28	2.57 %
CH27	0.25	3.81 %
UK11	0.20	2.28 %
CH36	0.20	3.75 %
CH46	0.18	4.15 %
CH23	0.14	3.93 %
CH17	0.11	1.28 %
CH33	0.10	0.92 %
MJR1	0.10	0.59 %
CH43	0.08	0.67 %
CH01		0.00 %
CH24		0.00 %
CH32		0.00 %
MC05		0.00 %
Total	16.98	4.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	15.87	6.36 %
Air-Cool	0.45	0.64 %
Fridge	0.25	0.12 %
Total	16.57	3.16 %

Branch *	MTD Sales L	Brand Share %
CZWH	2.00	2.73 %
CH08	1.09	3.60 %
CH19	0.48	1.59 %
KNR1	0.38	4.24 %
AVD1	0.19	1.15 %
CH11	0.18	1.40 %
CH38	0.15	1.23 %
CGL1	0.11	1.16 %
CH35	0.11	1.05 %
CH42	0.10	0.58 %
GUD1	0.10	0.48 %
MRM1	0.10	0.69 %
CH39	0.08	0.74 %
CH45	0.08	0.51 %
GUD2	0.06	0.40 %
CH48	0.06	0.31 %
CH40	0.05	1.19 %
CH07		0.00 %
CH16		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	16.57	3.16 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	14.58	6.22 %
Fridge	0.30	0.19 %
Air-Cool	0.27	54.85 %
Total	15.15	3.85 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.50	4.15 %
UMP1	0.38	2.64 %
TPR3	0.37	3.87 %
UAM1	0.36	1.69 %
KMR1	0.31	0.83 %
PPI1	0.26	2.73 %
KGI1	0.25	4.08 %
CBE1	0.18	1.21 %
TPR4	0.18	2.84 %
GBM1	0.17	2.14 %
PDM1	0.11	1.49 %
PLI1	0.10	0.58 %
KMD1	0.08	1.09 %
CBE6	0.07	0.38 %
CBE3		0.00 %
CBE4		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	15.15	3.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.14	7.95 %
Total	14.14	4.58 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.74	2.58 %
NVL2	0.36	2.93 %
POY1	0.36	1.12 %
POY2	0.34	2.71 %
ULP1	0.31	1.51 %
VPM1	0.25	3.93 %
TVM2	0.20	3.27 %
MKM1	0.17	2.33 %
SJI1	0.08	0.57 %
STP1	0.08	1.18 %
VCM1	0.08	0.61 %
KLM1		0.00 %
TDM1		0.00 %
WHUT		0.00 %
Total	14.14	4.58 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.03	6.53 %
Fridge	0.25	0.22 %
Air-Cool	0.12	9.49 %
Total	10.41	3.84 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.50	2.21 %
TRR1	0.41	1.83 %
GDM1	0.41	4.43 %
SBR1	0.37	2.40 %
CYR1	0.34	4.19 %
ABR1	0.29	2.78 %
AKM1	0.27	1.63 %
TRT1	0.26	2.64 %
VSI1	0.25	1.89 %
WJD1	0.18	2.41 %
WJP1	0.16	1.82 %
BGR1	0.11	1.96 %
ARC2		0.00 %
KPM1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
WHVL		0.00 %
Total	10.41	3.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.11	11.84 %
Total	2.11	6.27 %

Branch *	MTD Sales L	Brand Share %
Total	2.11	6.27 %