



TN : BPL Sales Performance 17/03/2026 9:38 AM

MTD Sales
208.25 L

Brand Share %
5.27 %

Information:

MTD : 01-03-2026 To 16-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.27 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	208.00	8.80 %
Fridge	0.25	0.02 %
Total	208.25	5.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	46.14	6.88 %
TRICHY-01	32.28	6.09 %
SOUTH-03	28.56	5.87 %
WEST-02	24.98	5.87 %
CHENNAI-01	19.53	3.67 %
CHENNAI-02	17.96	4.15 %
SOUTH ARCOT	15.14	5.54 %
WEST-01	12.31	3.76 %
NORTH ARCOT	11.36	4.16 %
Total	208.25	5.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	45.89	10.75 %
Fridge	0.25	0.10 %
Total	46.14	6.88 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.07	2.96 %
NGR1	1.69	4.33 %
TUT1	0.59	0.43 %
ASM1	0.50	5.19 %
APK1	0.46	4.08 %
APK2	0.42	3.43 %
TKY1	0.33	4.27 %
TYI1	0.29	4.63 %
MAR1	0.27	1.54 %
KSM1	0.24	4.38 %
TKS2	0.14	0.73 %
COL1	0.12	4.62 %
ARM1	0.09	1.11 %
SGT1	0.09	3.13 %
Total	46.14	6.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	32.28	9.31 %
Total	32.28	6.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.65	2.40 %
TNJ2	1.37	4.89 %
KIK1	0.67	4.92 %
PBR2	0.67	2.09 %
TYR1	0.64	3.29 %
PBR1	0.42	4.96 %
PDK1	0.37	4.52 %
ORU1	0.35	3.70 %
TRY2	0.34	4.53 %
TVR1	0.25	2.51 %
NCK1	0.16	2.14 %
TRY4	0.15	0.70 %
PTK1	0.10	0.37 %
MSI1	0.08	0.77 %
TRY3	0.08	0.59 %
KUM1		0.00 %
WTRZ		0.00 %
Total	32.28	6.09 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	28.56	9.63 %
Total	28.56	5.87 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.68	3.73 %
DGL1	1.15	3.03 %
ATG1	0.77	5.13 %
KKD3	0.55	2.64 %
TEN2	0.54	4.32 %
MDU4	0.45	4.02 %
USL1	0.39	3.61 %
MDU5	0.36	4.90 %
BNR1	0.32	4.04 %
NTM1	0.24	4.32 %
MPA1	0.24	1.42 %
MDU6	0.23	1.03 %
TMM1	0.23	1.32 %
DGL2	0.16	2.30 %
CMR1	0.15	2.09 %
MDU3	0.10	0.79 %
CBM1	0.09	0.52 %
ODM1	0.09	2.45 %
TPT1	0.08	0.76 %
MLR1		0.00 %
WHMD		0.00 %
ADP1		-0.03 %
Total	28.56	5.87 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	24.98	11.15 %
Total	24.98	5.87 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.29	3.53 %
ERD1	0.78	3.95 %
KRI1	0.69	3.73 %
NKL2	0.61	2.91 %
BMD1	0.48	5.03 %
HSR1	0.48	2.40 %
TCG1	0.32	4.26 %
MTR1	0.29	4.63 %
VPD1	0.25	1.99 %
ERD2	0.24	1.02 %
HRR1	0.23	3.91 %
DPR1	0.19	2.28 %
VKL1	0.15	2.87 %
PMP1	0.14	1.89 %
KAM1	0.12	1.78 %
DPR2	0.09	1.24 %
PLC1	0.09	0.98 %
CMI1	0.08	1.22 %
HSR2		0.00 %
KMM1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
SIG1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	24.98	5.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	19.53	6.52 %
Total	19.53	3.67 %

Branch *	MTD Sales L	Brand Share %
GUD1	0.60	4.12 %
AVD1	0.56	2.97 %
CH42	0.54	2.70 %
CGL1	0.37	2.97 %
CH49	0.32	1.13 %
CH07	0.30	1.11 %
GUD2	0.25	2.67 %
CH30	0.24	1.69 %
CH39	0.24	2.19 %
CH35	0.23	1.63 %
CZWH	0.21	4.11 %
KNR1	0.20	2.14 %
SKL1	0.19	1.30 %
CH16	0.19	0.45 %
CH38	0.18	1.82 %
MRM1	0.11	0.70 %
CH48	0.10	0.50 %
CH45	0.09	0.43 %
CH25		0.00 %
CH37		0.00 %
CH47		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.10	2.20 %
Total	19.53	3.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	17.96	6.69 %
Total	17.96	4.15 %

Branch *	MTD Sales L	Brand Share %
CH12	1.77	5.03 %
CH03	1.45	3.29 %
CH17	0.58	3.43 %
CH18	0.53	3.55 %
PON1	0.48	4.32 %
CH21	0.48	1.77 %
MJR1	0.48	2.60 %
GPD1	0.43	5.16 %
CH34	0.36	2.17 %
CH33	0.17	1.16 %
CH41	0.14	0.71 %
CH43	0.10	0.83 %
CH24	0.09	0.56 %
CH27	0.09	1.26 %
CH36	0.08	1.71 %
CH15		0.00 %
CH32		0.00 %
CH51		0.00 %
MC06		0.00 %
Total	17.96	4.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.14	9.39 %
Total	15.14	5.54 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.76	4.58 %
POY2	0.59	3.00 %
ULP1	0.38	2.68 %
VPM2	0.38	2.45 %
KLM1	0.28	1.40 %
POY1	0.27	1.06 %
TVM2	0.26	5.18 %
KML1	0.23	1.90 %
TVM1	0.23	4.79 %
SJI2	0.09	0.56 %
VCM1	0.08	1.02 %
STP1		0.00 %
TDM1		0.00 %
VPM1		0.00 %
Total	15.14	5.54 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	12.31	7.13 %
Total	12.31	3.76 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.78	3.27 %
TPR2	0.54	2.93 %
CNR1	0.46	4.91 %
PDM1	0.46	5.01 %
SUL1	0.34	3.02 %
CBE6	0.26	2.57 %
KMD1	0.24	3.90 %
SNR1	0.20	1.54 %
CBE1	0.19	1.42 %
GDR1	0.17	2.50 %
TPR1	0.17	1.25 %
GBM1	0.17	3.86 %
KGM1	0.15	1.90 %
KMR1	0.11	0.57 %
CBE2	0.09	0.21 %
CBE5		0.00 %
DPM2		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	12.31	3.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.36	6.79 %
Total	11.36	4.16 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.61	4.12 %
TRR1	0.52	3.03 %
PLR1	0.33	4.38 %
ARC2	0.33	4.47 %
GDM1	0.27	3.03 %
KPM2	0.23	0.77 %
AKM1	0.22	1.86 %
WJP1	0.19	2.05 %
SBR1	0.17	0.98 %
KPM1	0.17	2.00 %
BGR1	0.15	2.60 %
TRT1	0.12	1.03 %
VEL1	0.08	0.62 %
PTU1		0.00 %
SLG1		0.00 %
WHVL		0.00 %
ABR1	-0.08	-0.81 %
Total	11.36	4.16 %