



TN : BPL Sales Performance 17/04/2026 9:38 AM

MTD Sales
262.37 L

Brand Share %
6.60 %

Information:

MTD : 01-04-2026 To 16-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.60 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV | 262.32 | 8.36 % |
| Air-Cool | 0.05 | 0.01 % |
| Total | 262.37 | 6.60 % |

| Sales Zone | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01 | 54.26 | 8.64 % |
| TRICHY-01 | 40.44 | 7.83 % |
| SOUTH-03 | 37.83 | 7.55 % |
| WEST-02 | 35.41 | 7.55 % |
| CHENNAI-01 | 22.01 | 4.53 % |
| CHENNAI-02 | 20.97 | 4.91 % |
| SOUTH ARCOT | 20.27 | 6.75 % |
| NORTH ARCOT | 16.95 | 6.60 % |
| WEST-01 | 14.22 | 3.64 % |
| Total | 262.37 | 6.60 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV | 54.26 | 10.65 % |
| Total | 54.26 | 8.64 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1 | 1.60 | 3.39 % |
| TVL1 | 1.53 | 1.91 % |
| KVT1 | 1.23 | 3.22 % |
| MAR1 | 0.91 | 5.08 % |
| MMT1 | 0.69 | 5.87 % |
| TKY1 | 0.53 | 6.12 % |
| UDN1 | 0.46 | 5.26 % |
| TKS2 | 0.36 | 1.19 % |
| APK2 | 0.28 | 3.53 % |
| KSM1 | 0.19 | 5.49 % |
| KGL1 | 0.17 | 2.24 % |
| ASM1 | 0.09 | 0.97 % |
| APK1 | 0.08 | 0.93 % |
| TYI1 | | 0.00 % |
| Total | 54.26 | 8.64 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV | 40.44 | 9.79 % |
| Total | 40.44 | 7.83 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1 | 2.21 | 2.77 % |
| PBR2 | 1.60 | 5.14 % |
| TYR1 | 1.17 | 5.98 % |
| TNJ2 | 1.06 | 4.17 % |
| MVM1 | 0.81 | 2.32 % |
| PDK1 | 0.55 | 4.30 % |
| TRY3 | 0.36 | 2.64 % |
| KUM1 | 0.36 | 1.09 % |
| ORU1 | 0.29 | 3.67 % |
| TRY4 | 0.19 | 1.02 % |
| NCK1 | 0.09 | 2.26 % |
| MSI1 | | 0.00 % |
| PTK1 | | 0.00 % |
| WTRZ | | 0.00 % |
| Total | 40.44 | 7.83 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV | 37.83 | 9.71 % |
| Total | 37.83 | 7.55 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| DGL1 | 2.47 | 5.67 % |
| MDU2 | 2.08 | 6.55 % |
| MDU1 | 1.42 | 2.54 % |
| MDU3 | 0.82 | 5.83 % |
| TMM1 | 0.63 | 3.62 % |
| TEN2 | 0.46 | 4.46 % |
| NKI1 | 0.45 | 5.29 % |
| MDU6 | 0.27 | 0.98 % |
| MLR1 | 0.27 | 2.68 % |
| KYK1 | 0.25 | 3.32 % |
| PNV2 | 0.22 | 2.83 % |
| USL1 | 0.21 | 2.17 % |
| NTM1 | 0.18 | 3.34 % |
| CMR1 | 0.09 | 1.05 % |
| TPT1 | 0.09 | 0.57 % |
| CBM1 | | 0.00 % |
| ODM1 | | 0.00 % |
| WHMD | | 0.00 % |
| Total | 37.83 | 7.55 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV | 35.41 | 11.71 % |
| Total | 35.41 | 7.55 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1 | 2.18 | 5.38 % |
| ERD1 | 1.22 | 4.63 % |
| NKL2 | 0.70 | 3.10 % |
| DPR1 | 0.59 | 5.15 % |
| ERD2 | 0.58 | 1.90 % |
| BMD1 | 0.44 | 5.23 % |
| KRI1 | 0.43 | 2.27 % |
| KVP1 | 0.41 | 3.15 % |
| MTR1 | 0.38 | 6.07 % |
| HSR2 | 0.38 | 1.75 % |
| HSR1 | 0.36 | 1.78 % |
| PLC1 | 0.28 | 2.37 % |
| SGG1 | 0.26 | 5.97 % |
| WHKP | 0.24 | 6.12 % |
| DPR2 | 0.23 | 3.24 % |
| HRR1 | 0.18 | 2.96 % |
| VKL1 | 0.13 | 2.31 % |
| TCG1 | 0.09 | 0.86 % |
| KAM1 | | 0.00 % |
| MCR1 | | 0.00 % |
| SGI1 | | 0.00 % |
| Total | 35.41 | 7.55 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| LED TV | 21.96 | 5.17 % |
| Air-Cool | 0.05 | 0.08 % |
| Total | 22.01 | 4.53 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| CH25 | 1.27 | 3.88 % |
| CH35 | 0.69 | 5.83 % |
| CH49 | 0.54 | 2.63 % |
| GUD2 | 0.49 | 3.98 % |
| CH48 | 0.47 | 2.33 % |
| CH47 | 0.42 | 1.36 % |
| TKM1 | 0.42 | 4.56 % |
| GUD1 | 0.40 | 2.38 % |
| CGL1 | 0.33 | 2.40 % |
| CH42 | 0.32 | 1.62 % |
| CH26 | 0.32 | 6.02 % |
| CH45 | 0.31 | 1.35 % |
| AVD1 | 0.30 | 3.72 % |
| CH38 | 0.28 | 3.36 % |
| CH30 | 0.23 | 1.97 % |
| CH16 | 0.18 | 0.61 % |
| CH39 | 0.18 | 3.87 % |
| CH07 | 0.09 | 0.52 % |
| SKL1 | 0.05 | 0.47 % |
| CH29 | | 0.00 % |
| CH37 | | 0.00 % |
| CZWH | | 0.00 % |
| MC09 | | 0.00 % |
| MC10 | | 0.00 % |
| WHC3 | | 0.00 % |
| WCHN | -0.41 | 5.90 % |
| Total | 22.01 | 4.53 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| LED TV | 20.97 | 5.51 % |
| Total | 20.97 | 4.91 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| CH03 | 1.74 | 3.47 % |
| CH20 | 1.36 | 6.36 % |
| CH44 | 0.77 | 5.79 % |
| CH33 | 0.54 | 4.15 % |
| CH41 | 0.44 | 3.62 % |
| GPD1 | 0.37 | 3.22 % |
| MJR1 | 0.33 | 2.42 % |
| CH17 | 0.28 | 1.48 % |
| PON1 | 0.20 | 2.61 % |
| CH31 | 0.15 | 1.73 % |
| CH51 | 0.15 | 1.19 % |
| CH24 | 0.14 | 0.65 % |
| CH15 | 0.13 | 0.36 % |
| CH21 | 0.09 | 0.30 % |
| CH01 | | 0.00 % |
| CH32 | | 0.00 % |
| CH43 | | 0.00 % |
| MC05 | | 0.00 % |
| MC06 | | 0.00 % |
| CH36 | -0.13 | -2.42 % |
| Total | 20.97 | 4.91 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| LED TV | 20.27 | 8.09 % |
| Total | 20.27 | 6.75 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| ULP1 | 0.76 | 5.03 % |
| POY2 | 0.72 | 2.85 % |
| SJI2 | 0.56 | 3.12 % |
| KML1 | 0.47 | 4.40 % |
| TVM1 | 0.33 | 5.67 % |
| TDM1 | 0.32 | 2.24 % |
| KLM1 | 0.31 | 2.68 % |
| VCM1 | 0.22 | 2.62 % |
| VPM1 | 0.19 | 3.75 % |
| POY1 | 0.14 | 0.55 % |
| TVM2 | 0.13 | 2.16 % |
| STP1 | 0.09 | 1.52 % |
| WHUT | | 0.00 % |
| Total | 20.27 | 6.75 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| LED TV | 16.95 | 8.67 % |
| Total | 16.95 | 6.60 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| ABR1 | 0.72 | 4.98 % |
| VNB1 | 0.64 | 5.52 % |
| TRR1 | 0.60 | 4.29 % |
| KPM2 | 0.54 | 1.87 % |
| GDM1 | 0.50 | 5.00 % |
| VEL1 | 0.37 | 3.98 % |
| TRT1 | 0.36 | 3.78 % |
| WJD1 | 0.21 | 3.15 % |
| KPM1 | 0.18 | 2.70 % |
| SLG1 | 0.13 | 2.46 % |
| PTU1 | 0.09 | 3.11 % |
| SBR1 | 0.09 | 0.67 % |
| BGR1 | | 0.00 % |
| Total | 16.95 | 6.60 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| LED TV | 14.22 | 5.28 % |
| Total | 14.22 | 3.64 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| SNR1 | 0.69 | 3.63 % |
| SUL1 | 0.61 | 6.19 % |
| SYM2 | 0.46 | 4.02 % |
| TPR2 | 0.45 | 2.03 % |
| GBM1 | 0.43 | 5.66 % |
| DPM2 | 0.32 | 2.79 % |
| CBE5 | 0.31 | 4.44 % |
| PPI1 | 0.31 | 3.32 % |
| KMD1 | 0.30 | 3.75 % |
| TPR3 | 0.29 | 4.15 % |
| CBE1 | 0.28 | 1.87 % |
| CBE4 | 0.27 | 1.19 % |
| UMP1 | 0.24 | 2.19 % |
| KGM1 | 0.15 | 1.72 % |
| TPR1 | 0.09 | 0.50 % |
| CNR1 | 0.09 | 1.38 % |
| CBE3 | 0.09 | 1.81 % |
| CBE2 | | 0.00 % |
| CBE6 | | 0.00 % |
| KMR1 | | 0.00 % |
| UAM1 | | 0.00 % |
| WHCB | | 0.00 % |
| Total | 14.22 | 3.64 % |