

MTD Sales
139.01 L

Brand Share %
4.81 %

Information:

MTD : 01-09-2025 To 16-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.81 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	137.06	8.51 %
Air-Cool	1.11	9.61 %
Fridge	0.85	0.07 %
Total	139.01	4.81 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	22.02	7.65 %
SOUTH-01	21.36	4.65 %
TRICHY-01	17.61	5.21 %
SOUTH-03	17.28	4.47 %
CHENNAI-02	16.59	5.64 %
CHENNAI-01	13.40	3.61 %
SOUTH ARCOT	10.48	4.90 %
WEST-01	9.73	3.88 %
NORTH ARCOT	9.37	4.98 %
KL-SOUTH	1.17	1.19 %
Total	139.01	4.81 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	21.95	13.76 %
Air-Cool	0.07	4.28 %
Total	22.02	7.65 %

Branch *	MTD Sales L	Brand Share %
DPR2	0.24	4.38 %
PDR1	0.21	4.80 %
OML1	0.20	2.21 %
APN1	0.16	3.34 %
BMD1	0.08	1.24 %
ERD1	0.08	0.54 %
KRI1	0.08	0.89 %
NKL2	0.08	0.66 %
PMP1	0.08	1.85 %
CMI1	0.07	2.23 %
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	22.02	7.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	21.00	8.78 %
Air-Cool	0.37	13.09 %
Total	21.36	4.65 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.13	2.35 %
RPM1	1.01	3.05 %
MAR1	0.77	3.96 %
TKS2	0.55	3.46 %
NGR1	0.42	1.58 %
PDI1	0.31	4.19 %
UDN1	0.27	3.80 %
TUT2	0.23	1.36 %
ERL2	0.23	1.90 %
KGL1	0.22	4.79 %
KSM1	0.18	1.55 %
MMT1	0.14	1.31 %
KYR1	0.14	2.70 %
ARM1	0.08	2.47 %
STU2	0.08	1.25 %
VNR1	0.08	1.16 %
ASM1	0.03	0.43 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
Total	21.36	4.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	17.55	9.14 %
Air-Cool	0.06	6.11 %
Total	17.61	5.21 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.94	3.21 %
PBR2	0.92	4.06 %
NGT1	0.58	4.28 %
TVR2	0.42	3.44 %
TVR1	0.38	4.76 %
NMM1	0.37	4.07 %
MDI1	0.29	1.79 %
ORU1	0.23	3.08 %
KUM1	0.20	1.03 %
APM1	0.18	3.19 %
TRY2	0.10	2.84 %
AYR1	0.08	0.93 %
KRN1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	17.61	5.21 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	17.02	8.41 %
Fridge	0.21	0.12 %
Air-Cool	0.04	4.79 %
Total	17.28	4.47 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.74	3.60 %
TMM1	0.54	3.67 %
MPA1	0.44	4.19 %
ATG1	0.42	2.34 %
KKD2	0.35	4.79 %
USL1	0.35	3.48 %
SVG1	0.34	4.54 %
ADP1	0.24	3.29 %
TDI1	0.23	3.62 %
TPT1	0.21	1.60 %
DKI1	0.20	2.77 %
MDU3	0.17	1.66 %
CMR1	0.16	4.45 %
KPT1	0.16	2.84 %
NTM1	0.15	1.53 %
CBM1	0.12	1.84 %
MDU6	0.10	0.48 %
ODM1	0.10	2.47 %
PNI1	0.09	1.92 %
NKI1	0.08	1.76 %
TEN2	0.08	0.93 %
PKM1	0.04	0.88 %
BNR1		0.00 %
KYK1		0.00 %
MLR1		0.00 %
MNM1		0.00 %
SZSD		0.00 %
Total	17.28	4.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	16.47	8.99 %
Air-Cool	0.12	8.92 %
Total	16.59	5.64 %

Branch *	MTD Sales L	Brand Share %
CH03	0.68	1.87 %
CH21	0.33	1.59 %
CH43	0.32	2.74 %
MJR1	0.14	1.08 %
CH17	0.12	1.83 %
CH24	0.12	0.88 %
CH15		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
Total	16.59	5.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	13.09	6.31 %
Fridge	0.21	0.13 %
Air-Cool	0.09	6.96 %
Total	13.40	3.61 %

Branch *	MTD Sales L	Brand Share %
CH28	0.79	4.56 %
CH45	0.34	2.33 %
CH07	0.25	1.53 %
GUD1	0.21	1.39 %
CGL1	0.16	2.61 %
KNR1	0.16	2.50 %
CH11	0.10	0.57 %
TKM1	0.10	1.26 %
MRM1	0.10	0.95 %
CH38	0.08	0.88 %
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 %
WHC3		0.00 %
Total	13.40	3.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.18	8.37 %
Air-Cool	0.31	47.79 %
Total	10.48	4.90 %

Branch *	MTD Sales L	Brand Share %
POY1	0.89	4.71 %
VPM2	0.58	3.44 %
NVL2	0.43	3.91 %
PRT1	0.39	4.56 %
POY2	0.28	2.24 %
KML1	0.23	2.82 %
SJI1	0.22	1.92 %
TVM1	0.18	3.77 %
VCM1	0.12	1.84 %
STP1	0.10	1.93 %
ULP1	0.06	0.41 %
KLM1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	10.48	4.90 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	9.46	6.57 %
Fridge	0.21	0.20 %
Air-Cool	0.06	5.46 %
Total	9.73	3.88 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.51	3.99 %
UAM1	0.95	4.66 %
UMP1	0.24	3.01 %
SUL1	0.18	4.12 %
PDM1	0.13	2.60 %
CBE1	0.12	1.65 %
KMR1	0.12	0.71 %
ANR1	0.10	4.61 %
TPR3	0.10	1.51 %
CBE5	0.10	2.10 %
KMD1	0.10	1.29 %
CBE6	0.10	0.97 %
GBM1	0.08	1.65 %
SYM2	0.08	1.64 %
AVI1		0.00 %
CBE4		0.00 %
CNR1		0.00 %
GDR1		0.00 %
SNR1		0.00 %
WZSD		0.00 %
Total	9.73	3.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.16	8.58 %
Fridge	0.21	0.26 %
Total	9.37	4.98 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.44	3.60 %
VEL1	0.27	3.45 %
VNB1	0.18	2.60 %
ARC2	0.12	1.24 %
ABR1	0.11	0.99 %
TRR1	0.10	1.13 %
KPM2	0.10	0.56 %
AKM1		0.00 %
BGR1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	9.37	4.98 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.17	2.14 %
Total	1.17	1.19 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.70	2.65 %
TVP1	0.47	0.85 %
KLR1		0.00 %
Total	1.17	1.19 %