

MTD Sales
144.21 L

Brand Share %
4.81 %

Information:

MTD : 01-09-2025 To 17-09-2025

* 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	142.25	8.54 %
Air-Cool	1.11	9.46 %
Fridge	0.85	0.06 %
Total	144.21	4.81 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	22.67	7.60 %
SOUTH-01	22.07	4.68 %
TRICHY-01	18.84	5.25 %
SOUTH-03	17.98	4.49 %
CHENNAI-02	16.98	5.60 %
CHENNAI-01	14.42	3.63 %
SOUTH ARCOT	10.74	4.91 %
WEST-01	9.97	3.87 %
NORTH ARCOT	9.37	4.81 %
KL-SOUTH	1.17	1.18 %
Total	144.21	4.81 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.61	13.81 %
Air-Cool	0.07	4.17 %
Total	22.67	7.60 %

Branch *	MTD Sales L	Brand Share %
DPR2	0.24	4.38 %
PDR1	0.21	4.80 %
OML1	0.20	2.10 %
APN1	0.16	2.96 %
BMD1	0.08	1.24 %
ERD1	0.08	0.54 %
KRI1	0.08	0.89 %
NKL2	0.08	0.63 %
PMP1	0.08	1.79 %
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	22.67	7.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	21.70	8.85 %
Air-Cool	0.37	13.09 %
Total	22.07	4.68 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.13	2.27 %
RPM1	1.01	2.99 %
MAR1	0.91	4.52 %
TKS2	0.55	3.37 %
NGR1	0.42	1.52 %
PDI1	0.31	4.12 %
UDN1	0.27	3.87 %
TUT2	0.23	1.34 %
ERL2	0.23	1.90 %
KGL1	0.22	4.79 %
KSM1	0.18	1.55 %
MMT1	0.14	1.31 %
KYR1	0.14	2.59 %
ARM1	0.08	2.47 %
STU2	0.08	1.10 %
VNR1	0.08	1.13 %
ASM1	0.03	0.39 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
Total	22.07	4.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	18.78	9.22 %
Air-Cool	0.06	6.11 %
Total	18.84	5.25 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.07	3.26 %
PBR2	0.92	4.01 %
TVR2	0.56	4.29 %
TVR1	0.38	4.60 %
NMM1	0.37	3.84 %
MDI1	0.29	2.04 %
ORU1	0.23	2.82 %
KUM1	0.20	0.99 %
APM1	0.18	2.97 %
TRY2	0.10	2.84 %
AYR1	0.08	0.86 %
KRN1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	18.84	5.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	17.73	8.42 %
Fridge	0.21	0.11 %
Air-Cool	0.04	4.79 %
Total	17.98	4.49 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.74	3.38 %
TMM1	0.54	3.63 %
MPA1	0.44	4.19 %
ATG1	0.42	2.34 %
KKD2	0.35	4.79 %
USL1	0.35	3.39 %
SVG1	0.34	4.44 %
NTM1	0.28	2.87 %
MDU3	0.26	2.44 %
ADP1	0.24	3.29 %
TDI1	0.23	3.24 %
TPT1	0.21	1.55 %
DKI1	0.20	2.69 %
CMR1	0.16	4.45 %
KPT1	0.16	2.84 %
MNM1	0.14	4.44 %
CBM1	0.12	1.64 %
MDU6	0.10	0.45 %
ODM1	0.10	2.41 %
PNI1	0.09	1.84 %
NKI1	0.08	1.57 %
TEN2	0.08	0.87 %
PKM1	0.04	0.84 %
BNR1		0.00 %
KYK1		0.00 %
MLR1		0.00 %
SZSD		0.00 %
Total	17.98	4.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	16.86	8.97 %
Air-Cool	0.12	8.92 %
Total	16.98	5.60 %

Branch *	MTD Sales L	Brand Share %
CH03	0.68	1.81 %
CH21	0.33	1.55 %
CH43	0.32	2.62 %
MJR1	0.14	1.04 %
CH17	0.12	1.78 %
CH24	0.12	0.87 %
CH15		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
Total	16.98	5.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	14.11	6.50 %
Fridge	0.21	0.12 %
Air-Cool	0.09	6.30 %
Total	14.42	3.63 %

Branch *	MTD Sales L	Brand Share %
CH45	0.34	2.13 %
CH07	0.25	1.48 %
CH38	0.22	2.22 %
GUD1	0.21	1.39 %
CGL1	0.16	2.56 %
KNR1	0.16	2.44 %
CH11	0.10	0.45 %
TKM1	0.10	1.24 %
MRM1	0.10	0.92 %
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	14.42	3.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.43	8.45 %
Air-Cool	0.31	47.79 %
Total	10.74	4.91 %

Branch *	MTD Sales L	Brand Share %
POY1	0.89	4.38 %
VPM2	0.72	4.18 %
NVL2	0.43	3.78 %
PRT1	0.39	4.34 %
POY2	0.28	2.19 %
KML1	0.23	2.72 %
SJI1	0.22	1.92 %
VCM1	0.12	1.77 %
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	10.74	4.91 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	9.70	6.55 %
Fridge	0.21	0.20 %
Air-Cool	0.06	5.46 %
Total	9.97	3.87 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.61	4.20 %
UAM1	0.95	4.45 %
UMP1	0.24	2.74 %
SUL1	0.18	4.12 %
PDM1	0.13	2.60 %
CBE1	0.12	1.54 %
KMR1	0.12	0.65 %
ANR1	0.10	3.88 %
TPR3	0.10	1.59 %
CBE5	0.10	2.00 %
KMD1	0.10	1.25 %
CBE6	0.10	0.97 %
GBM1	0.08	1.65 %
SYM2	0.08	1.54 %
AVI1		0.00 %
CBE4		0.00 %
CNR1		0.00 %
GDR1		0.00 %
SNR1		0.00 %
WZSD		0.00 %
Total	9.97	3.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.16	8.34 %
Fridge	0.21	0.25 %
Total	9.37	4.81 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.44	3.46 %
VEL1	0.27	3.38 %
VNB1	0.18	2.47 %
ARC2	0.12	1.21 %
ABR1	0.11	0.92 %
TRR1	0.10	1.06 %
KPM2	0.10	0.53 %
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	4.81 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.17	2.11 %
Total	1.17	1.18 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.70	2.62 %
TVP1	0.47	0.83 %
KLR1		0.00 %
Total	1.17	1.18 %