

MTD Sales
266.68 L

Brand Share %
4.52 %

Information:

MTD : 01-08-2025 To 18-08-2025

* 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	261.73	7.71 %
Fridge	3.48	0.14 %
Air-Cool	1.46	1.75 %
Total	266.68	4.52 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	47.00	5.79 %
WEST-02	40.95	6.61 %
SOUTH-01	40.28	4.45 %
SOUTH-03	26.56	3.75 %
CHENNAI-02	24.90	4.09 %
CHENNAI-01	24.02	3.06 %
WEST-01	22.59	4.21 %
SOUTH ARCOT	21.25	4.50 %
NORTH ARCOT	17.01	4.14 %
KL-SOUTH	2.11	4.53 %
Total	266.68	4.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	46.66	10.13 %
Fridge	0.34	0.10 %
Total	47.00	5.79 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.62	2.40 %
MVM1	2.33	3.71 %
MDI1	1.52	3.13 %
PBR1	0.68	3.64 %
KUM1	0.52	0.93 %
PDK1	0.42	2.44 %
TYR1	0.36	1.41 %
NMM1	0.35	2.30 %
KRN1	0.32	2.48 %
NCK1	0.30	2.41 %
TVR1	0.28	1.69 %
PTK1		0.00 %
WTRZ		0.00 %
Total	47.00	5.79 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	40.69	11.22 %
Air-Cool	0.26	18.61 %
Total	40.95	6.61 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.08	3.89 %
HSR2	1.40	3.78 %
KRI1	0.69	2.93 %
ERD1	0.59	2.53 %
DPR1	0.43	3.77 %
PLC1	0.42	3.67 %
TCG1	0.39	3.82 %
MCR1	0.34	2.16 %
APN1	0.34	3.91 %
PDR1	0.30	3.20 %
ERD2	0.23	0.58 %
KVP1	0.17	1.18 %
NKL2	0.10	0.36 %
KMM1	0.08	1.08 %
CMI1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
MTR1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	40.95	6.61 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	39.71	7.52 %
Fridge	0.47	0.12 %
Air-Cool	0.11	4.31 %
Total	40.28	4.45 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.48	2.34 %
TUT1	1.43	1.73 %
NGR1	0.91	3.04 %
ERL2	0.71	2.44 %
PDI1	0.47	3.76 %
TUT2	0.43	1.62 %
KGL1	0.40	3.83 %
MMT1	0.39	3.70 %
ASM1	0.32	1.63 %
TKY1	0.31	2.56 %
TKS2	0.25	0.57 %
VLY1	0.25	1.32 %
TVL2	0.21	1.73 %
RPM1	0.18	0.51 %
UDN1	0.14	1.25 %
ERL1	0.08	3.10 %
ARM1		0.00 %
KSM1		0.00 %
SGT1		0.00 %
STU2		0.00 %
TYI1		0.00 %
VNR1		0.00 %
KYR1	-0.16	-1.50 %
Total	40.28	4.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	25.85	6.51 %
Fridge	0.56	0.18 %
Air-Cool	0.15	8.37 %
Total	26.56	3.75 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.42	2.90 %
DGL1	1.50	2.94 %
SVG1	0.67	4.40 %
TEN1	0.62	3.01 %
ADP1	0.53	4.08 %
TEN2	0.53	3.34 %
ATG1	0.52	1.70 %
MDU6	0.51	1.31 %
MPA1	0.50	2.96 %
DKI1	0.44	2.07 %
NTM1	0.36	3.43 %
USL1	0.35	1.61 %
NKI1	0.34	3.13 %
PNV1	0.30	3.05 %
PKM1	0.30	2.97 %
DGL2	0.25	1.64 %
MLR1	0.22	1.02 %
PVI1	0.21	1.00 %
KKD2	0.17	0.83 %
KPT1	0.15	1.94 %
MNM1	0.10	1.36 %
TPT1	0.08	0.35 %
PNI1	0.06	0.62 %
CBM1		0.00 %
MDU3		0.00 %
ODM1		0.00 %
WHMD		0.00 %
Total	26.56	3.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	24.55	6.66 %
Fridge	0.25	0.11 %
Air-Cool	0.10	8.21 %
Total	24.90	4.09 %

Branch *	MTD Sales L	Brand Share %
CH21	1.69	3.79 %
CH18	1.52	4.47 %
CH20	1.47	4.24 %
CH15	1.23	2.02 %
CH41	1.18	4.30 %
CH03	1.17	1.73 %
CH23	0.55	4.37 %
PON1	0.28	1.70 %
UK11	0.27	2.23 %
CH17	0.26	1.65 %
CH33	0.26	1.29 %
CH27	0.25	2.50 %
CH43	0.24	1.17 %
CH36	0.20	2.36 %
CH46	0.18	3.00 %
MJR1	0.10	0.37 %
CH24	0.08	0.44 %
CH32		0.00 %
MC05		0.00 %
Total	24.90	4.09 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	23.26	5.70 %
Air-Cool	0.50	0.70 %
Fridge	0.25	0.08 %
Total	24.02	3.06 %

Branch *	MTD Sales L	Brand Share %
CZWH	2.00	2.67 %
CH08	1.66	3.88 %
CH42	1.23	4.06 %
CH19	0.63	1.43 %
KNR1	0.38	3.01 %
CH11	0.33	1.70 %
CH45	0.30	1.18 %
CH30	0.30	0.81 %
AVD1	0.27	1.09 %
CH38	0.15	1.05 %
CGL1	0.11	0.79 %
CH35	0.11	0.61 %
GUD1	0.10	0.36 %
MRM1	0.10	0.39 %
CH39	0.08	0.49 %
GUD2	0.06	0.28 %
CH48	0.06	0.18 %
CH40	0.05	1.09 %
CH07		0.00 %
CH16		0.00 %
CH26		0.00 %
CH29		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	24.02	3.06 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	21.88	6.77 %
Fridge	0.51	0.24 %
Air-Cool	0.21	32.93 %
Total	22.59	4.21 %

Branch *	MTD Sales L	Brand Share %
UAM1	0.75	2.80 %
PLI1	0.62	2.74 %
AVI1	0.61	4.02 %
UMP1	0.38	2.23 %
TPR3	0.37	3.15 %
KMD1	0.36	3.68 %
TPR4	0.26	3.09 %
PPI1	0.26	2.05 %
KMR1	0.26	0.59 %
GDR1	0.21	2.55 %
CBE1	0.18	0.72 %
GBM1	0.17	1.58 %
CBE4	0.11	0.39 %
PDM1	0.11	1.13 %
CBE6	0.07	0.26 %
CBE3		0.00 %
CNR1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	22.59	4.21 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.83	7.46 %
Fridge	0.42	0.22 %
Total	21.25	4.50 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.89	2.29 %
POY1	0.55	1.06 %
NVL2	0.52	3.01 %
POY2	0.49	0.97 %
ULP1	0.41	1.61 %
MKM1	0.38	3.27 %
TVM1	0.30	3.76 %
TVM2	0.20	2.26 %
KLM1	0.15	0.74 %
SJI1	0.08	0.39 %
STP1	0.08	0.93 %
VCM1	0.08	0.47 %
TDM1		0.00 %
WHUT		0.00 %
Total	21.25	4.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.21	6.74 %
Fridge	0.68	0.40 %
Air-Cool	0.12	9.07 %
Total	17.01	4.14 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.72	2.95 %
VNB1	0.52	3.60 %
KPM2	0.50	1.40 %
AKM1	0.49	1.91 %
TRR1	0.41	1.46 %
GDM1	0.41	2.87 %
CYR1	0.34	2.95 %
VSI1	0.33	1.64 %
ABR1	0.29	1.65 %
SLG1	0.29	3.10 %
TRT1	0.26	2.09 %
WJP1	0.24	1.68 %
ARC2	0.21	1.36 %
BGR1	0.11	1.23 %
UGI1	0.08	1.24 %
KPM1		0.00 %
PLR1		0.00 %
WHVL		0.00 %
VEL1	-0.20	-0.96 %
Total	17.01	4.14 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.11	8.30 %
Total	2.11	4.53 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.29	3.85 %
Total	2.11	4.53 %