

MTD Sales
151.31 L

Brand Share %
4.78 %

Information:

MTD : 01-09-2025 To 19-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	148.93	8.43 %
Fridge	1.27	0.09 %
Air-Cool	1.11	8.81 %
Total	151.31	4.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	24.45	4.87 %
WEST-02	22.83	7.27 %
TRICHY-01	20.03	5.22 %
SOUTH-03	19.11	4.54 %
CHENNAI-02	17.27	5.39 %
CHENNAI-01	15.45	3.77 %
SOUTH ARCOT	11.11	4.88 %
WEST-01	10.28	3.59 %
NORTH ARCOT	9.61	4.78 %
KL-SOUTH	1.17	1.14 %
Total	151.31	4.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	24.09	9.18 %
Air-Cool	0.37	11.15 %
Total	24.45	4.87 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.49	2.87 %
RPM1	1.24	3.53 %
MAR1	0.91	4.38 %
TKS1	0.78	4.75 %
NGR1	0.63	2.16 %
TKS2	0.55	3.16 %
UDN1	0.27	3.87 %
TUT2	0.23	1.21 %
ERL2	0.23	1.85 %
KSM1	0.18	1.54 %
S2SD	0.15	1.74 %
MMT1	0.14	1.30 %
KYR1	0.14	2.53 %
ARM1	0.08	2.40 %
STU2	0.08	1.03 %
VNR1	0.08	1.13 %
ASM1	0.03	0.39 %
SGT1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
Total	24.45	4.87 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.77	13.17 %
Air-Cool	0.07	4.17 %
Total	22.83	7.27 %

Branch *	MTD Sales L	Brand Share %
PDR1	0.21	4.13 %
BMD1	0.18	2.69 %
APN1	0.16	2.85 %
ERD2	0.13	0.80 %
OML1	0.10	0.93 %
ERD1	0.08	0.53 %
KRI1	0.08	0.84 %
NKL2	0.08	0.59 %
PMP1	0.08	1.79 %
CMI1	0.07	2.12 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	22.83	7.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	19.97	9.17 %
Air-Cool	0.06	5.76 %
Total	20.03	5.22 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.07	3.14 %
PBR2	0.92	3.81 %
TVR2	0.56	4.06 %
TVR1	0.38	4.43 %
MDI1	0.29	1.86 %
NMM1	0.25	2.37 %
ORU1	0.23	2.67 %
KUM1	0.20	0.94 %
APM1	0.18	2.82 %
TRY2	0.10	3.02 %
AYR1	0.08	0.85 %
KRN1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	20.03	5.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	18.64	8.31 %
Fridge	0.42	0.22 %
Air-Cool	0.04	4.79 %
Total	19.11	4.54 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.74	3.38 %
TMM1	0.54	3.47 %
USL1	0.44	4.19 %
MPA1	0.44	3.69 %
ATG1	0.42	2.31 %
KKD2	0.35	4.66 %
SVG1	0.34	4.31 %
TEN2	0.29	2.77 %
NTM1	0.28	2.72 %
MDU3	0.26	2.38 %
ADP1	0.24	3.01 %
TDI1	0.23	3.24 %
TPT1	0.21	1.54 %
DKI1	0.20	2.64 %
CMR1	0.16	4.45 %
KPT1	0.16	2.54 %
MNM1	0.14	4.27 %
CBM1	0.12	1.59 %
MDU6	0.10	0.43 %
ODM1	0.10	2.41 %
KYK1	0.10	0.99 %
PNI1	0.09	1.84 %
NKI1	0.08	1.57 %
PKM1	0.04	0.78 %
BNR1		0.00 %
MLR1		0.00 %
SZSD		0.00 %
Total	19.11	4.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	17.15	8.55 %
Air-Cool	0.12	8.22 %
Total	17.27	5.39 %

Branch *	MTD Sales L	Brand Share %
CH03	0.68	1.75 %
CH43	0.32	2.29 %
CH21	0.25	1.11 %
MJR1	0.14	0.99 %
CH17	0.12	1.66 %
CH24	0.12	0.82 %
CH15		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
Total	17.27	5.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	15.14	6.76 %
Fridge	0.21	0.11 %
Air-Cool	0.09	6.09 %
Total	15.45	3.77 %

Branch *	MTD Sales L	Brand Share %
CH45	0.34	2.02 %
CH07	0.25	1.48 %
CH38	0.22	2.24 %
GUD1	0.21	1.30 %
CGL1	0.16	2.51 %
KNR1	0.16	2.31 %
CH11	0.10	0.44 %
TKM1	0.10	1.19 %
MRM1	0.10	0.93 %
CH35	0.02	0.18 %
AVD1		0.00 %
CH16		0.00 %
CH29		0.00 %
CH30		0.00 %
CH39		0.00 %
CH40		0.00 %
CH48		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	15.45	3.77 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.80	8.41 %
Air-Cool	0.31	47.79 %
Total	11.11	4.88 %

Branch *	MTD Sales L	Brand Share %
POY1	0.89	4.02 %
VPM2	0.72	4.14 %
NVL2	0.43	3.60 %
PRT1	0.39	4.24 %
POY2	0.28	2.05 %
KML1	0.23	2.63 %
SJI1	0.22	1.85 %
VCM1	0.12	1.65 %
STP1	0.10	1.93 %
ULP1	0.06	0.40 %
KLM1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	11.11	4.88 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	9.80	5.93 %
Fridge	0.42	0.35 %
Air-Cool	0.06	4.90 %
Total	10.28	3.59 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.72	4.20 %
UAM1	0.95	4.29 %
TPR1	0.78	4.01 %
UMP1	0.24	2.46 %
KGM1	0.23	4.48 %
SUL1	0.18	3.43 %
PDM1	0.13	2.42 %
CBE1	0.12	1.55 %
KMR1	0.12	0.64 %
ANR1	0.10	3.50 %
TPR3	0.10	1.59 %
CBE5	0.10	1.84 %
KMD1	0.10	1.11 %
CBE6	0.10	0.95 %
GBM1	0.08	1.65 %
SYM2	0.08	1.34 %
AVI1		0.00 %
CBE4		0.00 %
CNR1		0.00 %
GDR1		0.00 %
SNR1		0.00 %
WZSD		0.00 %
Total	10.28	3.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.40	8.29 %
Fridge	0.21	0.24 %
Total	9.61	4.78 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.44	3.35 %
VNB1	0.28	3.74 %
VEL1	0.27	3.24 %
KPM2	0.24	1.22 %
ARC2	0.12	1.19 %
ABR1	0.11	0.96 %
TRR1	0.10	0.99 %
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	9.61	4.78 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.17	2.04 %
Total	1.17	1.14 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.70	2.55 %
TVP1	0.47	0.81 %
KLR1		0.00 %
Total	1.17	1.14 %