

MTD Sales
196.44 L

Brand Share %
4.45 %

Information:

MTD : 01-11-2025 To 20-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.45 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	196.72	6.84 %
Fridge	-0.28	-0.02 %
Total	196.44	4.45 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	40.80	7.63 %
SOUTH-01	36.33	5.65 %
WEST-02	22.59	5.16 %
SOUTH-03	20.15	3.51 %
CHENNAI-01	19.32	3.26 %
SOUTH ARCOT	19.11	5.39 %
CHENNAI-02	17.38	3.30 %
WEST-01	12.65	3.28 %
NORTH ARCOT	7.91	2.46 %
KL-SOUTH	0.19	0.39 %
Total	196.44	4.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	41.08	11.43 %
Fridge	-0.28	-0.16 %
Total	40.80	7.63 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.61	3.33 %
KUM1	1.37	4.20 %
TVR1	0.55	4.15 %
MDI1	0.50	2.22 %
AYR1	0.41	2.77 %
APM1	0.30	4.32 %
TRY2	0.27	2.90 %
TRY3	0.23	1.47 %
ORU1	0.20	2.25 %
PDK1	0.18	1.49 %
NMM1	0.12	0.84 %
PTK1		0.00 %
TRY4		0.00 %
WTRZ		0.00 %
Total	40.80	7.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	36.33	8.96 %
Total	36.33	5.65 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.58	2.45 %
TUT1	1.57	2.40 %
TUT2	0.88	3.27 %
MAR1	0.64	3.51 %
ASM1	0.29	1.91 %
KGL1	0.27	3.04 %
APK1	0.17	1.40 %
TVL2	0.14	1.72 %
KSM1	0.12	3.66 %
STU2	0.12	0.91 %
VLY1	0.10	0.69 %
ARM1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VNR1		0.00 %
TKS2	-0.08	-0.54 %
UDN1	-0.08	-0.94 %
MMT1	-0.11	-0.85 %
ERL2	-0.21	-2.06 %
Total	36.33	5.65 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.59	8.25 %
Total	22.59	5.16 %

Branch *	MTD Sales L	Brand Share %
HSR1	0.90	4.23 %
MCR1	0.47	4.24 %
OML1	0.19	1.53 %
DPR1	0.19	2.20 %
PLC1	0.15	1.62 %
APN1	0.12	1.21 %
MTR1	0.12	0.91 %
PDR1	0.12	1.47 %
DPR2	0.10	1.26 %
BMD1	0.10	1.05 %
CMI1	0.08	1.31 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
NKL2		0.00 %
TCG1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WHPD	-0.13	4.07 %
Total	22.59	5.16 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	20.15	5.44 %
Total	20.15	3.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.02	3.03 %
DGL1	0.86	2.14 %
TMM1	0.85	4.11 %
MDU6	0.36	1.06 %
SVG1	0.27	1.72 %
PKM1	0.20	3.56 %
CBM1	0.19	1.27 %
DGL2	0.19	2.26 %
PNV2	0.17	0.78 %
USL1	0.13	1.33 %
PNI1	0.13	1.45 %
ADP1	0.12	1.35 %
MPA1	0.12	1.23 %
BNR1	0.10	1.01 %
KRR1	0.10	0.63 %
KYK1	0.09	1.13 %
KKD3	0.09	0.29 %
MDU3	0.08	0.35 %
CMR1		0.00 %
KPT1		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PVI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
WHMD		0.00 %
ATG1	-0.02	-0.10 %
Total	20.15	3.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	19.32	5.10 %
Total	19.32	3.26 %

Branch *	MTD Sales L	Brand Share %
CH05	1.51	4.10 %
CH08	1.27	3.15 %
CGL1	0.44	2.33 %
CZWH	0.43	4.32 %
SKL1	0.30	1.91 %
AVD1	0.24	1.02 %
CH48	0.22	0.97 %
MRM1	0.15	0.71 %
GUD2	0.13	0.83 %
CH45	0.10	0.47 %
CH35	0.09	0.66 %
CH07		0.00 %
CH16		0.00 %
CH29		0.00 %
CH30		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD1		0.00 %
KNR1		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
WCHN	-0.11	0.83 %
Total	19.32	3.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.11	7.89 %
Total	19.11	5.39 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	1.74 %
TVM2	0.24	2.46 %
ULP1	0.24	1.45 %
SJI2	0.14	0.70 %
TDM1	0.12	1.03 %
MKM1	0.08	1.21 %
POY2	0.08	0.33 %
KLM1		0.00 %
KML1		0.00 %
STP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
TVM1	-0.16	-1.99 %
Total	19.11	5.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	17.38	4.73 %
Total	17.38	3.30 %

Branch *	MTD Sales L	Brand Share %
CH03	1.86	2.93 %
CH15	1.61	3.69 %
CH18	1.34	4.32 %
CH12	1.11	3.10 %
CH20	0.88	2.68 %
UKI1	0.32	3.61 %
MJR1	0.19	0.99 %
CH27	0.15	1.90 %
CH33	0.13	0.67 %
CH43	0.12	0.58 %
GPD1	0.10	1.24 %
CH46	0.08	1.86 %
CH32	0.08	1.91 %
CH21		0.02 %
CH01		0.00 %
CH17		0.00 %
CH24		0.00 %
CH36		0.00 %
CH41		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	17.38	3.30 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	12.65	5.35 %
Total	12.65	3.28 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.44	3.29 %
TPR2	0.40	2.13 %
CBE4	0.26	1.10 %
CBE6	0.23	1.36 %
KGI1	0.22	2.30 %
TPR4	0.18	1.95 %
TPR3	0.15	2.03 %
KGM1	0.13	3.14 %
DPM2	0.12	1.09 %
GDR1	0.12	1.96 %
GBM1	0.10	0.89 %
UMP1	0.10	1.02 %
CBE3	0.08	1.30 %
AVI1		0.00 %
CBE5		0.00 %
KMD1		0.00 %
KMR1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
UAM1		0.00 %
WHCB		0.00 %
Total	12.65	3.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.91	3.66 %
Total	7.91	2.46 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.09	3.87 %
VSI1	0.64	2.84 %
SBR1	0.53	2.65 %
WJP1	0.33	4.21 %
VNB1	0.29	2.91 %
ARC2	0.24	3.24 %
ANI1	0.23	3.77 %
KPM1	0.21	1.98 %
VEL1	0.20	1.09 %
SLG1	0.18	3.80 %
TRR1	0.14	0.88 %
WJD1	0.10	0.85 %
GDM1	0.10	0.95 %
CGM1	0.08	1.01 %
UGI1	0.08	1.44 %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
TRT1		0.00 %
WHVL		0.00 %
Total	7.91	2.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.19	0.70 %
Total	0.19	0.39 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.19	0.62 %
KLR1		0.00 %
PAS1		0.00 %
TVSD		0.00 %
Total	0.19	0.39 %