

MTD Sales
220.94 L

Brand Share %
4.55 %

Information:

MTD : 01-11-2025 To 22-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.55 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	221.22	6.96 %
Fridge	-0.28	-0.02 %
Total	220.94	4.55 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	45.19	7.73 %
SOUTH-01	39.91	5.71 %
WEST-02	24.41	5.15 %
CHENNAI-01	23.62	3.58 %
SOUTH-03	22.88	3.63 %
SOUTH ARCOT	21.77	5.70 %
CHENNAI-02	19.93	3.50 %
WEST-01	13.15	3.20 %
NORTH ARCOT	9.89	2.48 %
KL-SOUTH	0.19	0.37 %
Total	220.94	4.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	45.47	11.49 %
Fridge	-0.28	-0.15 %
Total	45.19	7.73 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.88	3.26 %
MDI1	0.50	2.08 %
AYR1	0.41	2.63 %
APM1	0.30	4.17 %
TRY2	0.27	2.90 %
TRY3	0.23	1.25 %
ORU1	0.20	2.22 %
PDK1	0.18	1.39 %
NMM1	0.12	0.81 %
PTK1		0.00 %
TRY4		0.00 %
WTRZ		0.00 %
Total	45.19	7.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	39.91	9.07 %
Total	39.91	5.71 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.05	2.93 %
TUT1	1.57	2.29 %
TUT2	0.88	3.13 %
MAR1	0.64	3.33 %
ASM1	0.29	1.78 %
KGL1	0.27	2.91 %
STU2	0.27	1.92 %
APK1	0.17	1.40 %
TVL2	0.14	1.63 %
KSM1	0.12	3.53 %
TKS2	0.03	0.10 %
ARM1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VNR1		0.00 %
VLY1	-0.02	-0.10 %
UDN1	-0.08	-0.85 %
MMT1	-0.11	-0.82 %
ERL2	-0.21	-2.03 %
Total	39.91	5.71 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	24.41	8.23 %
Total	24.41	5.15 %

Branch *	MTD Sales L	Brand Share %
MCR1	0.47	3.86 %
KVP1	0.22	2.18 %
OML1	0.19	1.42 %
DPR1	0.19	1.96 %
PLC1	0.15	1.51 %
APN1	0.12	1.14 %
MTR1	0.12	0.91 %
PDR1	0.12	1.34 %
BMD1	0.10	0.98 %
CMI1	0.08	1.44 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
NKL2		0.00 %
TCG1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WHPD	-0.13	4.07 %
DPR2	-0.21	-2.50 %
Total	24.41	5.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	23.62	5.59 %
Total	23.62	3.58 %

Branch *	MTD Sales L	Brand Share %
CH08	1.64	3.71 %
CH05	1.63	4.10 %
CH11	1.08	4.48 %
CGL1	0.56	2.79 %
SKL1	0.30	1.80 %
AVD1	0.24	0.95 %
CH48	0.22	0.86 %
CH29	0.15	3.80 %
MRM1	0.15	0.66 %
GUD2	0.13	0.78 %
CH45	0.10	0.43 %
CH35	0.09	0.60 %
CH07		0.00 %
CH16		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	23.62	3.58 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	22.88	5.61 %
Total	22.88	3.63 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.02	2.56 %
DGL1	1.12	2.49 %
TMM1	0.85	3.78 %
SVG1	0.39	2.30 %
MDU6	0.36	1.03 %
PKM1	0.20	3.56 %
BNR1	0.19	1.71 %
KYK1	0.19	2.16 %
CBM1	0.19	1.14 %
PNV2	0.17	0.74 %
USL1	0.13	1.30 %
PNI1	0.13	1.39 %
ADP1	0.12	1.24 %
MPA1	0.12	1.06 %
KRR1	0.10	0.61 %
KKD3	0.09	0.27 %
MDU3	0.08	0.34 %
DGL2	0.02	0.24 %
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	-0.09 %
Total	22.88	3.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.77	8.25 %
Total	21.77	5.70 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	1.70 %
TVM2	0.24	2.40 %
ULP1	0.24	1.38 %
SJI2	0.14	0.63 %
TDM1	0.12	0.87 %
MKM1	0.08	1.05 %
POY2	0.08	0.32 %
KLM1		0.00 %
KML1		0.00 %
STP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
TVM1	-0.04	-0.41 %
Total	21.77	5.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	19.93	4.99 %
Total	19.93	3.50 %

Branch *	MTD Sales L	Brand Share %
CH15	2.09	4.41 %
CH03	1.99	2.94 %
CH12	1.44	3.67 %
CH20	1.22	3.43 %
UKI1	0.32	3.39 %
CH33	0.23	1.14 %
MJR1	0.19	0.91 %
CH27	0.15	1.84 %
CH43	0.12	0.53 %
GPD1	0.10	1.15 %
CH46	0.08	1.45 %
CH32	0.08	1.73 %
CH21		0.01 %
CH01		0.00 %
CH17		0.00 %
CH24		0.00 %
CH36		0.00 %
CH41		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	19.93	3.50 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	13.15	5.22 %
Total	13.15	3.20 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.44	3.12 %
TPR2	0.40	2.07 %
CBE4	0.26	1.07 %
CBE6	0.23	1.28 %
KGI1	0.22	2.22 %
TPR4	0.18	1.90 %
TPR3	0.15	1.99 %
KGM1	0.13	2.87 %
DPM2	0.12	1.01 %
GDR1	0.12	1.66 %
GBM1	0.10	0.86 %
UMP1	0.10	1.00 %
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	13.15	3.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.89	3.64 %
Total	9.89	2.48 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.09	3.77 %
VSI1	0.64	2.62 %
SBR1	0.53	1.55 %
ARC2	0.38	1.66 %
WJP1	0.33	3.95 %
VNB1	0.29	2.73 %
TRR1	0.26	1.45 %
ANI1	0.23	3.39 %
KPM1	0.21	1.87 %
VEL1	0.20	0.94 %
WJD1	0.10	0.80 %
GDM1	0.10	0.84 %
CGM1	0.08	0.82 %
UGI1	0.08	1.37 %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
TRT1		0.00 %
WHVL		0.00 %
Total	9.89	2.48 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.19	0.67 %
Total	0.19	0.37 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.19	0.59 %
KLR1		0.00 %
PAS1		0.00 %
TVSD		0.00 %
Total	0.19	0.37 %