

MTD Sales
188.21 L

Brand Share %
4.51 %

Information:

MTD : 01-09-2025 To 23-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.51 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	185.73	7.47 %
Fridge	1.27	0.08 %
Air-Cool	1.21	8.54 %
Total	188.21	4.51 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	34.24	4.36 %
WEST-02	27.25	6.86 %
TRICHY-01	25.16	5.10 %
CHENNAI-02	22.84	5.27 %
SOUTH-03	21.62	4.25 %
CHENNAI-01	18.16	3.46 %
SOUTH ARCOT	15.18	5.05 %
WEST-01	12.64	3.50 %
NORTH ARCOT	9.95	3.92 %
KL-SOUTH	1.17	1.06 %
Total	188.21	4.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	33.83	7.26 %
Air-Cool	0.41	10.87 %
Total	34.24	4.36 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.63	2.37 %
TUT1	1.88	2.71 %
RPM1	1.64	3.63 %
NGR1	1.00	2.34 %
MAR1	0.91	3.39 %
ERL2	0.61	3.95 %
TUT2	0.55	1.96 %
TKS2	0.55	2.53 %
UDN1	0.27	2.55 %
KYR1	0.22	3.46 %
KSM1	0.18	1.44 %
S2SD	0.15	1.15 %
MMT1	0.14	1.07 %
TVL2	0.08	1.35 %
ARM1	0.08	1.90 %
STU2	0.08	0.93 %
VNR1	0.08	0.88 %
ASM1	0.03	0.27 %
SGT1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VLY1		0.00 %
Total	34.24	4.36 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	27.18	11.65 %
Air-Cool	0.07	3.72 %
Total	27.25	6.86 %

Branch *	MTD Sales L	Brand Share %
PDR1	0.29	4.12 %
APN1	0.25	3.32 %
PLC1	0.24	3.60 %
ERD1	0.22	1.23 %
OML1	0.18	1.45 %
BMD1	0.18	2.26 %
KVP1	0.14	1.70 %
ERD2	0.13	0.53 %
MTR1	0.08	0.62 %
KRI1	0.08	0.73 %
NKL2	0.08	0.57 %
PMP1	0.08	1.72 %
CMI1	0.07	1.51 %
HRR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	27.25	6.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	25.10	8.45 %
Air-Cool	0.06	5.76 %
Total	25.16	5.10 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.36	2.93 %
PBR2	0.92	3.04 %
TVR1	0.38	3.88 %
MDI1	0.29	1.36 %
APM1	0.28	3.72 %
NMM1	0.25	1.92 %
ORU1	0.23	2.42 %
KUM1	0.20	0.62 %
TRY2	0.10	2.56 %
AYR1	0.08	0.73 %
KRN1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	25.16	5.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	22.71	7.88 %
Air-Cool	0.12	7.33 %
Total	22.84	5.27 %

Branch *	MTD Sales L	Brand Share %
CH03	0.85	1.57 %
CH15	0.60	1.63 %
CH33	0.55	3.70 %
CH43	0.32	1.99 %
CH23	0.31	4.41 %
CH21	0.25	0.81 %
CH17	0.21	1.77 %
CH27	0.17	2.87 %
MJR1	0.14	0.84 %
CH24	0.12	0.66 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
Total	22.84	5.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	21.10	7.49 %
Fridge	0.42	0.19 %
Air-Cool	0.10	8.46 %
Total	21.62	4.25 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.74	3.09 %
TMM1	0.67	3.61 %
ATG1	0.52	2.58 %
SVG1	0.44	4.31 %
USL1	0.44	3.22 %
MPA1	0.44	3.37 %
DGL2	0.42	4.42 %
TEN2	0.38	2.91 %
KKD2	0.35	4.25 %
TDI1	0.33	3.74 %
PNV1	0.29	4.15 %
NTM1	0.28	2.50 %
TPT1	0.26	1.79 %
MDU3	0.26	2.07 %
KPT1	0.25	3.06 %
ADP1	0.24	2.46 %
BNR1	0.17	2.24 %
NKI1	0.17	2.78 %
CMR1	0.16	3.45 %
MNM1	0.14	3.36 %
CBM1	0.12	1.22 %
MDU6	0.10	0.38 %
ODM1	0.10	1.84 %
KYK1	0.10	0.85 %
PNI1	0.09	1.47 %
PKM1	0.04	0.61 %
MLR1		0.00 %
SZSD		0.00 %
Total	21.62	4.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	17.86	5.87 %
Fridge	0.21	0.10 %
Air-Cool	0.09	5.61 %
Total	18.16	3.46 %

Branch *	MTD Sales L	Brand Share %
CH45	0.34	1.40 %
CH07	0.25	1.10 %
CH38	0.22	1.99 %
GUD1	0.21	0.89 %
CGL1	0.16	2.09 %
KNR1	0.16	1.56 %
CH11	0.10	0.39 %
TKM1	0.10	0.96 %
MRM1	0.10	0.90 %
CH48	0.08	0.48 %
CH35	0.02	0.10 %
AVD1		0.00 %
CH16		0.00 %
CH29		0.00 %
CH30		0.00 %
CH39		0.00 %
CH40		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	18.16	3.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.87	8.03 %
Air-Cool	0.31	44.24 %
Total	15.18	5.05 %

Branch *	MTD Sales L	Brand Share %
POY1	1.10	3.64 %
VPM2	0.72	3.32 %
NVL2	0.68	4.10 %
ULP1	0.39	1.83 %
SJI1	0.31	2.08 %
POY2	0.28	1.36 %
VCM1	0.27	2.98 %
KML1	0.23	1.98 %
STP1	0.18	3.07 %
TVM2	0.11	1.69 %
TDM1	0.08	1.05 %
KLM1		0.00 %
MKM1		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	15.18	5.05 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	12.16	5.62 %
Fridge	0.42	0.29 %
Air-Cool	0.06	4.32 %
Total	12.64	3.50 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.80	3.46 %
UAM1	0.95	4.00 %
PPI1	0.34	4.44 %
KGM1	0.23	3.82 %
GBM1	0.22	3.09 %
PDM1	0.13	2.01 %
CBE1	0.12	1.48 %
KMR1	0.12	0.53 %
TPR3	0.10	1.27 %
CBE5	0.10	1.39 %
KMD1	0.10	0.92 %
CBE6	0.10	0.78 %
SYM2	0.08	0.74 %
AVI1		0.00 %
CBE4		0.00 %
CNR1		0.00 %
GDR1		0.00 %
SNR1		0.00 %
WZSD		0.00 %
Total	12.64	3.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.74	6.47 %
Fridge	0.21	0.21 %
Total	9.95	3.92 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.53	2.95 %
ANI1	0.39	4.50 %
VNB1	0.38	3.94 %
VEL1	0.27	2.22 %
KPM2	0.24	0.98 %
ARC2	0.12	1.05 %
ABR1	0.11	0.78 %
WJD1	0.10	1.36 %
TRR1	0.10	0.61 %
GDM1	0.08	0.96 %
AKM1		0.00 %
BGR1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
Total	9.95	3.92 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.17	1.89 %
Total	1.17	1.06 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.70	2.44 %
TVP1	0.47	0.74 %
KLR1		0.00 %
Total	1.17	1.06 %