

MTD Sales
289.02 L

Brand Share %
4.32 %

Information:

MTD : 01-08-2025 To 25-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.32 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	283.61	7.41 %
Fridge	3.91	0.14 %
Air-Cool	1.51	1.73 %
Total	289.02	4.32 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	48.12	5.33 %
WEST-02	45.19	6.44 %
SOUTH-01	43.05	4.17 %
SOUTH-03	29.41	3.80 %
CHENNAI-02	27.68	4.01 %
CHENNAI-01	26.54	2.98 %
WEST-01	24.32	4.00 %
SOUTH ARCOT	22.95	4.31 %
NORTH ARCOT	19.36	4.12 %
KL-SOUTH	2.39	2.91 %
Total	289.02	4.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	47.78	9.34 %
Fridge	0.34	0.09 %
Total	48.12	5.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.62	2.09 %
MVM1	2.43	3.45 %
MDI1	1.52	2.88 %
PBR1	0.68	3.20 %
KUM1	0.52	0.82 %
PDK1	0.42	2.25 %
TYR1	0.36	1.28 %
NMM1	0.35	2.29 %
KRN1	0.32	2.26 %
NCK1	0.30	2.21 %
TVR1	0.28	1.55 %
PTK1		0.00 %
WTRZ		0.00 %
Total	48.12	5.33 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	44.72	10.80 %
Air-Cool	0.26	15.71 %
Fridge	0.21	0.07 %
Total	45.19	6.44 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.40	3.30 %
KRI1	0.96	3.61 %
ERD1	0.59	1.43 %
MCR1	0.44	2.66 %
DPR1	0.43	3.28 %
PLC1	0.42	3.67 %
TCG1	0.39	3.35 %
MTR1	0.24	1.01 %
ERD2	0.23	0.50 %
KVP1	0.17	1.04 %
NKL2	0.10	0.31 %
KMM1	0.08	0.96 %
CMI1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	45.19	6.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	42.48	7.23 %
Fridge	0.47	0.11 %
Air-Cool	0.11	3.65 %
Total	43.05	4.17 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.96	2.49 %
TUT1	1.66	1.69 %
MAR1	1.33	4.29 %
NGR1	1.09	1.69 %
ERL2	0.71	2.35 %
TUT2	0.65	2.22 %
PDI1	0.57	4.11 %
MMT1	0.39	3.20 %
ASM1	0.32	1.58 %
TKY1	0.31	2.34 %
S2SD	0.27	4.01 %
TKS2	0.25	0.52 %
VLY1	0.25	1.16 %
TVL2	0.21	1.60 %
RPM1	0.18	0.45 %
UDN1	0.14	1.07 %
ERL1	0.08	3.10 %
ARM1		0.00 %
KSM1		0.00 %
SGT1		0.00 %
STU2		0.00 %
TYI1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
KYR1	-0.06	-0.55 %
Total	43.05	4.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	28.49	6.60 %
Fridge	0.77	0.23 %
Air-Cool	0.15	7.39 %
Total	29.41	3.80 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.40	3.53 %
DGL1	1.50	2.34 %
TEN1	0.98	4.00 %
TMM1	0.93	4.26 %
SVG1	0.67	4.24 %
ATG1	0.62	1.95 %
MDU6	0.60	1.49 %
ADP1	0.53	3.81 %
TEN2	0.53	3.00 %
MPA1	0.50	2.52 %
DKI1	0.44	1.95 %
NTM1	0.36	3.11 %
USL1	0.35	1.60 %
NKI1	0.34	2.88 %
PNV1	0.30	2.85 %
PKM1	0.30	2.79 %
DGL2	0.25	1.60 %
MLR1	0.22	0.97 %
PVI1	0.21	0.93 %
KKD2	0.17	0.75 %
KPT1	0.15	1.85 %
PNI1	0.14	1.28 %
MNM1	0.10	1.36 %
TPT1	0.08	0.33 %
CBM1		0.00 %
MDU3		0.00 %
ODM1		0.00 %
WHMD		0.00 %
Total	29.41	3.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	27.33	6.46 %
Fridge	0.25	0.10 %
Air-Cool	0.10	6.56 %
Total	27.68	4.01 %

Branch *	MTD Sales L	Brand Share %
CH21	1.69	3.54 %
CH18	1.65	4.16 %
CH20	1.50	3.94 %
CH03	1.47	1.83 %
CH15	1.23	1.83 %
CH41	1.18	3.72 %
UKI1	0.38	2.55 %
CH33	0.36	1.57 %
CH43	0.34	1.53 %
PON1	0.28	1.48 %
CH17	0.26	1.48 %
CH27	0.25	2.25 %
CH36	0.20	2.21 %
CH46	0.18	2.78 %
MJR1	0.10	0.35 %
CH24	0.08	0.39 %
CH32		0.00 %
MC05		0.00 %
Total	27.68	4.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	25.73	5.54 %
Air-Cool	0.55	0.75 %
Fridge	0.25	0.07 %
Total	26.54	2.98 %

Branch *	MTD Sales L	Brand Share %
CZWH	2.00	2.62 %
CH19	0.63	1.41 %
KNR1	0.38	2.49 %
CH45	0.35	1.12 %
CH11	0.33	1.43 %
CH30	0.30	0.78 %
MRM1	0.28	0.95 %
AVD1	0.27	0.98 %
CH38	0.15	1.00 %
CH16	0.12	0.18 %
CGL1	0.11	0.67 %
CH35	0.11	0.53 %
GUD1	0.10	0.30 %
CH39	0.08	0.44 %
GUD2	0.06	0.22 %
CH48	0.06	0.16 %
CH40	0.05	0.90 %
CH07		0.00 %
CH26		0.00 %
CH29		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	26.54	2.98 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	23.61	6.47 %
Fridge	0.51	0.21 %
Air-Cool	0.21	28.74 %
Total	24.32	4.00 %

Branch *	MTD Sales L	Brand Share %
UAM1	1.08	3.33 %
PLI1	0.62	2.32 %
AVI1	0.61	3.55 %
UMP1	0.48	2.52 %
TPR3	0.37	2.90 %
KMD1	0.36	3.00 %
TPR4	0.26	2.64 %
PPI1	0.26	1.95 %
KMR1	0.26	0.56 %
GDR1	0.21	2.22 %
CBE1	0.18	0.64 %
GBM1	0.17	1.49 %
CBE4	0.11	0.37 %
PDM1	0.11	0.98 %
WZSD	0.09	3.18 %
CBE6	0.07	0.25 %
CBE3		0.00 %
CNR1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	24.32	4.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.53	7.17 %
Fridge	0.42	0.20 %
Total	22.95	4.31 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.78	4.17 %
TRK1	0.99	2.49 %
NVL2	0.81	2.37 %
POY1	0.55	1.01 %
POY2	0.49	0.95 %
ULP1	0.41	1.58 %
MKM1	0.38	3.12 %
TVM1	0.30	3.37 %
TVM2	0.20	2.23 %
KLM1	0.15	0.71 %
SJI1	0.08	0.37 %
STP1	0.08	0.91 %
VCM1	0.08	0.46 %
TDM1		0.00 %
WHUT		0.00 %
Total	22.95	4.31 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.56	6.77 %
Fridge	0.68	0.35 %
Air-Cool	0.12	9.07 %
Total	19.36	4.12 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.72	2.55 %
VNB1	0.52	3.31 %
KPM2	0.50	1.13 %
AKM1	0.49	1.77 %
TRR1	0.41	1.26 %
GDM1	0.41	2.36 %
CYR1	0.34	2.69 %
VSI1	0.33	1.55 %
ABR1	0.29	1.60 %
SLG1	0.29	2.79 %
TRT1	0.26	1.96 %
WJP1	0.24	1.50 %
ARC2	0.21	1.25 %
PLR1	0.12	1.05 %
BGR1	0.11	1.12 %
UGI1	0.08	1.02 %
KPM1		0.00 %
WHVL		0.00 %
VEL1	-0.20	-0.84 %
Total	19.36	4.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.39	5.65 %
Total	2.39	2.91 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.56	3.33 %
KLR1		0.00 %
Total	2.39	2.91 %