

MTD Sales
260.23 L

Brand Share %
4.39 %

Information:

MTD : 01-07-2025 To 26-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.39 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	254.39	8.02 %
Air-Cool	3.48	1.56 %
Fridge	2.36	0.09 %
Total	260.23	4.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	44.94	4.63 %
WEST-02	40.21	6.25 %
CHENNAI-01	34.41	3.61 %
TRICHY-01	33.83	4.61 %
CHENNAI-02	30.67	4.97 %
SOUTH-03	26.51	3.70 %
WEST-01	20.17	4.43 %
SOUTH ARCOT	14.33	3.53 %
NORTH ARCOT	14.25	3.79 %
KL-SOUTH	0.91	1.75 %
Total	260.23	4.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	44.63	8.05 %
Air-Cool	0.32	3.20 %
Total	44.94	4.63 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.00	3.08 %
TVL1	1.75	1.93 %
TUT1	1.57	1.50 %
RPM1	1.11	3.16 %
MAR1	0.63	1.22 %
TYI1	0.62	2.13 %
UDN1	0.49	2.70 %
TKY1	0.48	3.49 %
TUT2	0.32	0.93 %
VNR1	0.26	1.62 %
VLY1	0.21	0.73 %
ASM1	0.19	1.58 %
PDI1	0.10	0.75 %
ARM1		0.00 %
ERL1		0.00 %
MMT1		0.00 %
SGT1		0.00 %
TVL2		0.00 %
KGL1	-0.24	-2.53 %
Total	44.94	4.63 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	40.06	11.35 %
Air-Cool	0.15	10.59 %
Total	40.21	6.25 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.47	4.01 %
ERD1	1.19	3.88 %
MTR1	0.97	4.20 %
NKL2	0.58	2.24 %
KVP1	0.45	2.53 %
PDR1	0.40	2.61 %
APN1	0.31	2.69 %
VKL1	0.28	3.23 %
ERD2	0.13	0.38 %
CMI1	0.10	1.65 %
BMD1	0.10	0.64 %
KMM1	0.06	0.61 %
DPR1		0.00 %
HRR1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
TCG1		0.00 %
WHKP		0.00 %
Total	40.21	6.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	32.40	8.13 %
Air-Cool	1.07	0.58 %
Fridge	0.93	0.25 %
Total	34.41	3.61 %

Branch *	MTD Sales L	Brand Share %
CH08	2.19	4.23 %
AVD1	0.72	2.35 %
CH19	0.71	2.12 %
CH30	0.35	1.25 %
GUD1	0.34	1.28 %
CH16	0.33	0.56 %
MRM1	0.31	1.61 %
CH45	0.31	1.16 %
KNR1	0.24	1.65 %
CH29	0.23	2.85 %
CGL1	0.13	0.81 %
CH39	0.11	0.79 %
GUD2	0.10	0.60 %
CH26	0.07	0.97 %
CH38	0.05	0.39 %
CH07		0.00 %
CH35		0.00 %
CH48		0.00 %
CZWH		0.00 %
MC02		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN		0.00 %
Total	34.41	3.61 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	33.98	8.32 %
Air-Cool	0.15	3.61 %
Fridge	-0.31	-0.09 %
Total	33.83	4.61 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.46	2.87 %
TNJ2	1.69	4.13 %
MVM1	0.47	1.02 %
TRY2	0.25	2.26 %
TYR1	0.23	1.12 %
NCK1	0.20	2.16 %
KUM1	0.10	0.27 %
ORU1	0.10	0.89 %
MDI1	0.05	0.18 %
PTK1	0.05	0.15 %
AYR1		0.00 %
KRN1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
WTRZ		0.00 %
Total	33.83	4.61 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	29.76	8.10 %
Fridge	0.67	0.27 %
Air-Cool	0.23	5.82 %
Total	30.67	4.97 %

Branch *	MTD Sales L	Brand Share %
CH21	1.89	4.13 %
PON1	0.52	3.44 %
CH15	0.51	0.72 %
UKI1	0.50	4.10 %
CH41	0.49	1.80 %
CH43	0.44	1.88 %
GPD1	0.20	1.49 %
MJR1	0.20	0.83 %
CH17	0.13	0.91 %
CH27	0.07	0.86 %
CH33	0.06	0.25 %
CH24		0.00 %
Total	30.67	4.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	24.95	6.37 %
Air-Cool	1.10	12.48 %
Fridge	0.47	0.15 %
Total	26.51	3.70 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.64	4.16 %
MDU1	2.09	2.14 %
ATG1	1.26	4.07 %
TMM1	0.65	2.37 %
BNR1	0.48	3.77 %
TPT1	0.46	2.41 %
TEN2	0.44	2.17 %
CBM1	0.42	1.33 %
USL1	0.36	2.53 %
MLR1	0.27	2.04 %
MPA1	0.26	1.70 %
NKI1	0.24	3.05 %
NTM1	0.23	2.09 %
SVG1	0.18	0.91 %
ODM1	0.13	2.04 %
DGL2	0.11	0.65 %
PNV1	0.11	0.78 %
TDI1	0.10	0.52 %
KPT1	0.07	0.95 %
CMR1		0.00 %
MDU6		0.00 %
MNM1		0.00 %
TEN1		0.00 %
WHMD		0.00 %
Total	26.51	3.70 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.69	7.82 %
Fridge	0.30	0.15 %
Air-Cool	0.18	12.38 %
Total	20.17	4.43 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.46	2.59 %
TPR4	0.35	2.53 %
UAM1	0.27	1.06 %
ANR1	0.24	4.23 %
GDR1	0.20	2.45 %
AVI1	0.20	1.94 %
CBE4	0.18	0.60 %
KGM1	0.17	2.13 %
KGI1	0.10	1.68 %
KMD1	0.07	0.66 %
CBE1		0.00 %
CBE6		0.00 %
CNR1		0.00 %
GBM1		0.00 %
KMR1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	20.17	4.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.06	6.67 %
Air-Cool	0.27	8.09 %
Total	14.33	3.53 %

Branch *	MTD Sales L	Brand Share %
POY1	0.87	1.93 %
TRK1	0.85	2.70 %
ULP1	0.79	2.82 %
VPM2	0.67	3.30 %
TDM1	0.60	3.46 %
POY2	0.53	2.00 %
TVM2	0.43	4.02 %
PRT1	0.40	3.01 %
KLM1	0.27	1.11 %
TVM1	0.17	2.55 %
NVL2	0.12	0.49 %
VPM1	0.10	1.21 %
KML1		0.00 %
SJI1		0.00 %
VCM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	14.33	3.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.95	6.60 %
Fridge	0.30	0.18 %
Total	14.25	3.79 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.57	2.85 %
VSI1	0.48	3.49 %
KPM1	0.47	4.04 %
WJD1	0.40	2.35 %
VEL1	0.40	1.79 %
VNB1	0.35	3.02 %
ARC2	0.20	1.78 %
KPM2	0.16	0.44 %
AKM1	0.10	0.57 %
SLG1	0.07	1.02 %
TRT1	0.07	0.53 %
WJP1	0.07	0.88 %
ABR1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
TRR1		0.00 %
Total	14.25	3.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.91	3.84 %
Total	0.91	1.75 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.63	1.58 %
PAS1	0.27	2.33 %
Total	0.91	1.75 %