

MTD Sales
300.28 L

Brand Share %
4.30 %

Information:

MTD : 01-08-2025 To 26-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.30 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	294.73	7.39 %
Fridge	3.91	0.13 %
Air-Cool	1.64	1.85 %
Total	300.28	4.30 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	49.13	5.25 %
WEST-02	47.35	6.44 %
SOUTH-01	44.83	4.14 %
SOUTH-03	31.56	3.77 %
CHENNAI-02	28.64	4.03 %
CHENNAI-01	27.32	3.01 %
WEST-01	24.78	3.97 %
SOUTH ARCOT	24.56	4.27 %
NORTH ARCOT	19.72	4.04 %
KL-SOUTH	2.39	2.71 %
Total	300.28	4.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	48.79	9.26 %
Fridge	0.34	0.08 %
Total	49.13	5.25 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.62	2.06 %
MVM1	2.53	3.49 %
MDI1	1.52	2.80 %
TRY3	0.92	4.09 %
PBR1	0.92	4.25 %
KUM1	0.52	0.79 %
PDK1	0.42	2.12 %
TVR1	0.42	2.13 %
TYR1	0.36	1.24 %
NMM1	0.35	1.98 %
KRN1	0.32	2.22 %
NCK1	0.30	1.95 %
PTK1		0.00 %
WTRZ		0.00 %
Total	49.13	5.25 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	46.82	10.90 %
Air-Cool	0.33	18.39 %
Fridge	0.21	0.07 %
Total	47.35	6.44 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.40	3.29 %
KRI1	0.96	3.39 %
MCR1	0.63	3.43 %
ERD1	0.59	1.39 %
TCG1	0.48	3.47 %
DPR1	0.43	3.10 %
MTR1	0.24	0.85 %
ERD2	0.23	0.49 %
KVP1	0.17	1.02 %
NKL2	0.10	0.30 %
KMM1	0.08	0.94 %
CMI1	0.07	0.75 %
DPR2		0.00 %
HRR1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	47.35	6.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	44.25	7.23 %
Fridge	0.47	0.10 %
Air-Cool	0.11	3.09 %
Total	44.83	4.14 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.96	2.46 %
TUT1	1.77	1.76 %
MAR1	1.33	4.10 %
NGR1	1.28	1.69 %
ERL2	0.71	2.18 %
TUT2	0.65	2.15 %
PDI1	0.57	4.01 %
KGL1	0.50	3.91 %
MMT1	0.39	2.97 %
ASM1	0.32	1.56 %
TVL2	0.32	2.38 %
TKY1	0.31	2.27 %
S2SD	0.27	4.01 %
TKS2	0.25	0.50 %
VLY1	0.25	1.13 %
RPM1	0.18	0.42 %
UDN1	0.14	1.05 %
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	-0.50 %
Total	44.83	4.14 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	30.63	6.60 %
Fridge	0.77	0.21 %
Air-Cool	0.15	5.82 %
Total	31.56	3.77 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.40	3.41 %
DGL1	1.60	2.37 %
TEN1	0.98	3.91 %
TMM1	0.93	4.09 %
ATG1	0.72	1.96 %
SVG1	0.67	3.69 %
USL1	0.67	2.90 %
MDU6	0.60	1.42 %
ADP1	0.53	3.53 %
MPA1	0.50	2.32 %
DKI1	0.44	1.74 %
NTM1	0.36	2.86 %
NKI1	0.34	2.64 %
KPT1	0.32	3.37 %
PNV1	0.30	2.63 %
PKM1	0.30	2.57 %
DGL2	0.25	1.39 %
MDU3	0.22	1.35 %
MLR1	0.22	0.90 %
PVI1	0.21	0.90 %
MNM1	0.19	2.32 %
KKD2	0.17	0.73 %
PNI1	0.14	1.09 %
TPT1	0.08	0.30 %
CBM1		0.00 %
ODM1		0.00 %
WHMD		0.00 %
Total	31.56	3.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	28.29	6.52 %
Fridge	0.25	0.09 %
Air-Cool	0.10	6.56 %
Total	28.64	4.03 %

Branch *	MTD Sales L	Brand Share %
CH03	1.70	2.08 %
CH21	1.69	3.54 %
CH18	1.65	3.91 %
CH20	1.50	3.85 %
CH15	1.23	1.77 %
CH41	1.18	3.70 %
UKI1	0.38	2.50 %
CH33	0.36	1.54 %
CH43	0.34	1.40 %
PON1	0.28	1.39 %
CH17	0.26	1.48 %
CH27	0.25	2.25 %
CH36	0.20	2.21 %
CH46	0.18	2.78 %
MJR1	0.10	0.33 %
CH24	0.08	0.38 %
CH32		0.00 %
MC05		0.00 %
Total	28.64	4.03 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	26.51	5.60 %
Air-Cool	0.55	0.75 %
Fridge	0.25	0.07 %
Total	27.32	3.01 %

Branch *	MTD Sales L	Brand Share %
CZWH	2.00	2.62 %
CH19	0.87	1.80 %
KNR1	0.38	2.40 %
CH45	0.35	1.10 %
CH11	0.33	1.37 %
CH30	0.30	0.75 %
MRM1	0.28	0.94 %
AVD1	0.27	0.97 %
CH38	0.15	1.00 %
CH16	0.12	0.18 %
CGL1	0.11	0.67 %
CH35	0.11	0.52 %
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	27.32	3.01 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	24.06	6.42 %
Fridge	0.51	0.20 %
Air-Cool	0.21	23.73 %
Total	24.78	3.97 %

Branch *	MTD Sales L	Brand Share %
UAM1	1.25	3.59 %
PLI1	0.62	2.27 %
AVI1	0.61	3.38 %
UMP1	0.48	2.51 %
TPR3	0.37	2.64 %
KMD1	0.36	3.00 %
TPR4	0.26	2.56 %
PPI1	0.26	1.87 %
KMR1	0.26	0.56 %
GDR1	0.21	2.22 %
CBE1	0.18	0.64 %
GBM1	0.17	1.41 %
CBE4	0.11	0.37 %
PDM1	0.11	0.91 %
WZSD	0.09	3.18 %
SNR1	0.08	0.35 %
CBE6	0.07	0.23 %
CBE3		0.00 %
CNR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	24.78	3.97 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.14	7.11 %
Fridge	0.42	0.18 %
Total	24.56	4.27 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.78	4.03 %
TRK1	0.99	2.28 %
NVL2	0.89	2.38 %
KML1	0.80	4.28 %
POY1	0.55	0.98 %
POY2	0.49	0.91 %
ULP1	0.41	1.44 %
VPM1	0.40	4.03 %
TVM1	0.30	2.89 %
TVM2	0.20	1.81 %
KLM1	0.15	0.61 %
SJI1	0.08	0.34 %
STP1	0.08	0.86 %
VCM1	0.08	0.43 %
TDM1		0.00 %
WHUT		0.00 %
Total	24.56	4.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.85	6.61 %
Fridge	0.68	0.34 %
Air-Cool	0.19	12.55 %
Total	19.72	4.04 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.72	2.38 %
VNB1	0.52	3.24 %
KPM2	0.50	1.04 %
AKM1	0.49	1.71 %
TRR1	0.41	1.22 %
CYR1	0.41	3.15 %
GDM1	0.41	2.33 %
SLG1	0.37	3.51 %
VSI1	0.33	1.53 %
ABR1	0.29	1.57 %
TRT1	0.26	1.85 %
WJP1	0.24	1.42 %
ARC2	0.21	1.23 %
PLR1	0.12	1.05 %
BGR1	0.11	1.12 %
UGI1	0.08	0.98 %
KPM1		0.00 %
WHVL		0.00 %
VEL1	-0.20	-0.82 %
Total	19.72	4.04 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.39	5.19 %
Total	2.39	2.71 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.56	3.12 %
KLR1		0.00 %
Total	2.39	2.71 %