

MTD Sales
246.74 L

Brand Share %
4.44 %

Information:

MTD : 01-11-2025 To 26-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.44 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	247.81	6.82 %
Fridge	-1.07	-0.06 %
Total	246.74	4.44 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	50.67	7.83 %
SOUTH-01	44.24	5.28 %
SOUTH-03	26.83	3.78 %
WEST-02	26.64	4.96 %
CHENNAI-01	26.55	3.52 %
SOUTH ARCOT	24.00	5.36 %
CHENNAI-02	21.85	3.42 %
WEST-01	14.92	3.12 %
NORTH ARCOT	10.87	2.40 %
KL-SOUTH	0.19	0.35 %
Total	246.74	4.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	50.95	11.53 %
Fridge	-0.28	-0.14 %
Total	50.67	7.83 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.08	3.13 %
MDI1	0.84	3.16 %
AYR1	0.41	2.43 %
TRY3	0.35	1.68 %
APM1	0.30	3.88 %
ORU1	0.20	1.95 %
PDK1	0.18	1.23 %
NMM1	0.12	0.76 %
PTK1		0.00 %
TRY4		0.00 %
WTRZ		0.00 %
Total	50.67	7.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	45.02	8.49 %
Fridge	-0.79	-0.26 %
Total	44.24	5.28 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.27	2.69 %
TVL1	2.26	2.68 %
TUT2	1.13	3.30 %
MAR1	0.94	4.04 %
APK2	0.65	4.34 %
STU2	0.40	2.59 %
KGL1	0.39	3.65 %
ASM1	0.29	1.55 %
APK1	0.17	1.14 %
TVL2	0.14	1.67 %
KSM1	0.12	2.42 %
TKS2	0.03	0.08 %
ARM1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VNR1		0.00 %
VLY1	-0.02	-0.09 %
UDN1	-0.08	-0.57 %
MMT1	-0.11	-0.66 %
ERL2	-0.21	-1.68 %
Total	44.24	5.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	26.83	5.91 %
Total	26.83	3.78 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.36	2.72 %
DGL1	1.24	2.39 %
TMM1	0.95	3.92 %
SVG1	0.39	2.05 %
MDU6	0.36	0.96 %
NTM1	0.33	4.05 %
MNM1	0.25	3.58 %
PKM1	0.20	3.14 %
BNR1	0.19	1.62 %
KYK1	0.19	1.97 %
CBM1	0.19	0.99 %
PNV2	0.17	0.72 %
KPT1	0.14	1.77 %
USL1	0.13	1.08 %
PNI1	0.13	1.36 %
ADP1	0.12	1.17 %
MPA1	0.12	0.88 %
KKD3	0.09	0.24 %
MDU3	0.08	0.30 %
DGL2	0.02	0.22 %
CMR1		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PVI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
WHMD		0.00 %
ATG1	-0.02	-0.08 %
Total	26.83	3.78 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	26.64	7.96 %
Total	26.64	4.96 %

Branch *	MTD Sales L	Brand Share %
MCR1	0.47	3.48 %
OML1	0.46	2.90 %
APN1	0.25	1.99 %
KVP1	0.22	1.82 %
DPR1	0.19	1.76 %
PLC1	0.15	1.26 %
MTR1	0.12	0.85 %
PDR1	0.12	1.25 %
NKL2	0.12	0.47 %
ERD2	0.10	0.23 %
KMM1	0.10	1.06 %
TCG1	0.10	0.77 %
BMD1	0.10	0.71 %
CMI1	0.08	1.19 %
HRR1		0.00 %
KRI1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WHPD	-0.13	3.78 %
DPR2	-0.21	-2.22 %
Total	26.64	4.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	26.55	5.51 %
Total	26.55	3.52 %

Branch *	MTD Sales L	Brand Share %
CH08	1.74	3.56 %
CH11	1.08	4.02 %
CGL1	0.67	3.22 %
SKL1	0.43	2.19 %
CH26	0.24	4.42 %
AVD1	0.24	0.77 %
CH48	0.22	0.75 %
CH29	0.15	3.15 %
MRM1	0.15	0.57 %
GUD2	0.13	0.71 %
CH45	0.10	0.35 %
CH35	0.09	0.54 %
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	0.81 %
Total	26.55	3.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.00	7.74 %
Total	24.00	5.36 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	1.34 %
TVM2	0.24	2.16 %
ULP1	0.24	1.21 %
SJI2	0.14	0.58 %
VPM1	0.14	1.79 %
TDM1	0.12	0.76 %
MKM1	0.08	0.86 %
POY2	0.08	0.25 %
KLM1		0.00 %
KML1		0.00 %
STP1		0.00 %
VCM1		0.00 %
TVM1	-0.04	-0.37 %
Total	24.00	5.36 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	21.85	4.86 %
Total	21.85	3.42 %

Branch *	MTD Sales L	Brand Share %
CH03	2.61	3.36 %
CH15	2.43	4.32 %
CH12	1.68	3.69 %
CH20	1.36	3.70 %
CH33	0.38	1.65 %
UKI1	0.32	3.29 %
MJR1	0.19	0.76 %
CH43	0.12	0.46 %
GPD1	0.10	0.94 %
CH46	0.08	1.30 %
CH32	0.08	1.71 %
CH21		0.01 %
CH27		0.00 %
CH01		0.00 %
CH17		0.00 %
CH24		0.00 %
CH36		0.00 %
CH41		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	21.85	3.42 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	14.92	5.09 %
Total	14.92	3.12 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.44	2.67 %
TPR2	0.40	1.68 %
TPR4	0.28	2.51 %
CBE4	0.26	0.93 %
CBE6	0.23	1.09 %
KGI1	0.22	1.96 %
KMD1	0.15	1.31 %
TPR3	0.15	1.27 %
SYM2	0.14	1.03 %
KGM1	0.13	2.13 %
ANR1	0.12	3.98 %
DPM2	0.12	0.88 %
GDR1	0.12	1.54 %
GBM1	0.10	0.80 %
UMP1	0.10	0.92 %
CBE3	0.08	0.99 %
AVI1		0.00 %
CBE5		0.00 %
KMR1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
Total	14.92	3.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.87	3.56 %
Total	10.87	2.40 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.21	3.62 %
VSI1	0.64	2.37 %
SBR1	0.63	1.62 %
VNB1	0.42	3.40 %
ARC2	0.38	1.42 %
WJP1	0.33	3.67 %
TRR1	0.26	1.20 %
ANI1	0.23	2.68 %
KPM1	0.21	1.54 %
VEL1	0.20	0.90 %
WJD1	0.10	0.70 %
GDM1	0.10	0.64 %
CGM1	0.08	0.74 %
UGI1	0.08	1.21 %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
TRT1		0.00 %
WHVL		0.00 %
Total	10.87	2.40 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.19	0.60 %
Total	0.19	0.35 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.19	0.57 %
KLR1		0.00 %
PAS1		0.00 %
TVSD		0.00 %
WTVP		0.00 %
Total	0.19	0.35 %