

MTD Sales
273.21 L

Brand Share %
4.36 %

Information:

MTD : 01-07-2025 To 27-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.36 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	267.07	7.93 %
Air-Cool	3.48	1.55 %
Fridge	2.65	0.10 %
Total	273.21	4.36 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	45.61	4.56 %
WEST-02	43.29	6.19 %
CHENNAI-01	35.82	3.56 %
TRICHY-01	34.24	4.48 %
CHENNAI-02	32.89	4.96 %
SOUTH-03	28.39	3.78 %
WEST-01	22.44	4.52 %
NORTH ARCOT	15.06	3.75 %
SOUTH ARCOT	14.56	3.38 %
KL-SOUTH	0.91	1.68 %
Total	273.21	4.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	45.30	7.93 %
Air-Cool	0.32	3.20 %
Total	45.61	4.56 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.00	2.99 %
TVL1	1.75	1.83 %
TUT1	1.57	1.46 %
RPM1	1.11	3.11 %
MAR1	0.63	1.17 %
TYI1	0.62	2.11 %
UDN1	0.49	2.65 %
TKY1	0.48	3.38 %
TUT2	0.32	0.91 %
VNR1	0.26	1.53 %
VLY1	0.21	0.71 %
ASM1	0.19	1.49 %
PDI1	0.10	0.72 %
ARM1		0.00 %
ERL1		0.00 %
MMT1		0.00 %
SGT1		0.00 %
TVL2		0.00 %
KGL1	-0.24	-2.46 %
Total	45.61	4.56 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	43.14	11.19 %
Air-Cool	0.15	10.20 %
Total	43.29	6.19 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.19	3.48 %
MTR1	0.97	4.11 %
NKL2	0.58	2.13 %
KVP1	0.45	2.39 %
PDR1	0.40	2.44 %
APN1	0.31	2.59 %
VKL1	0.28	2.94 %
CMI1	0.28	4.23 %
SGG1	0.26	4.04 %
ERD2	0.13	0.35 %
BMD1	0.10	0.60 %
KMM1	0.06	0.58 %
DPR1		0.00 %
HRR1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
TCG1		0.00 %
WHKP		0.00 %
Total	43.29	6.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	33.81	7.93 %
Air-Cool	1.07	0.58 %
Fridge	0.93	0.24 %
Total	35.82	3.56 %

Branch *	MTD Sales L	Brand Share %
CH08	2.37	4.26 %
CH19	0.94	2.48 %
AVD1	0.72	2.25 %
CH30	0.35	1.19 %
GUD1	0.34	1.12 %
CH16	0.33	0.54 %
MRM1	0.31	1.48 %
CH45	0.31	1.07 %
KNR1	0.24	1.56 %
CH29	0.23	2.39 %
CGL1	0.13	0.79 %
CH39	0.11	0.72 %
GUD2	0.10	0.55 %
CH26	0.07	0.97 %
CH38	0.05	0.38 %
CH07		0.00 %
CH35		0.00 %
CH48		0.00 %
CZWH		0.00 %
MC02		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	35.82	3.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	34.40	8.10 %
Air-Cool	0.15	3.61 %
Fridge	-0.31	-0.09 %
Total	34.24	4.48 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.46	2.79 %
TNJ2	1.69	4.02 %
MVM1	0.47	1.01 %
TRY2	0.25	2.11 %
TYR1	0.23	1.07 %
NCK1	0.20	2.09 %
KUM1	0.10	0.25 %
ORU1	0.10	0.83 %
MDI1	0.05	0.17 %
PTK1	0.05	0.14 %
AYR1		0.00 %
KRN1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
WTRZ		0.00 %
Total	34.24	4.48 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	31.98	8.12 %
Fridge	0.67	0.25 %
Air-Cool	0.23	5.82 %
Total	32.89	4.96 %

Branch *	MTD Sales L	Brand Share %
CH21	1.89	4.02 %
CH15	0.60	0.80 %
CH43	0.54	2.16 %
PON1	0.52	3.32 %
UKI1	0.50	3.98 %
CH41	0.49	1.71 %
GPD1	0.20	1.35 %
MJR1	0.20	0.76 %
CH17	0.13	0.87 %
CH27	0.07	0.79 %
CH33	0.06	0.24 %
CH24		0.00 %
Total	32.89	4.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	26.82	6.52 %
Air-Cool	1.10	12.32 %
Fridge	0.47	0.14 %
Total	28.39	3.78 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.41	2.35 %
ATG1	1.36	4.26 %
TMM1	0.65	2.22 %
BNR1	0.48	3.73 %
TPT1	0.46	2.30 %
TEN2	0.44	2.03 %
CBM1	0.42	1.29 %
USL1	0.36	2.44 %
MPA1	0.36	2.21 %
MLR1	0.27	1.96 %
NKI1	0.24	3.00 %
NTM1	0.23	2.06 %
SVG1	0.18	0.87 %
ODM1	0.13	2.00 %
DGL2	0.11	0.60 %
PNV1	0.11	0.76 %
TDI1	0.10	0.52 %
TEN1	0.09	0.70 %
KPT1	0.07	0.93 %
CMR1		0.00 %
MDU6		0.00 %
MNM1		0.00 %
WHMD		0.00 %
Total	28.39	3.78 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	21.67	7.77 %
Fridge	0.59	0.27 %
Air-Cool	0.18	11.94 %
Total	22.44	4.52 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.59	3.17 %
CBE3	0.40	4.20 %
TPR4	0.35	2.28 %
AVI1	0.33	2.64 %
UAM1	0.27	1.05 %
ANR1	0.24	4.06 %
GDR1	0.20	2.30 %
CBE4	0.18	0.57 %
KGM1	0.17	1.83 %
KGI1	0.10	1.68 %
KMD1	0.07	0.65 %
KMR1	0.07	0.46 %
CBE1		0.00 %
CBE6		0.00 %
CNR1		0.00 %
GBM1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	22.44	4.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.76	6.53 %
Fridge	0.30	0.17 %
Total	15.06	3.75 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.57	2.70 %
VSI1	0.48	3.10 %
KPM1	0.47	3.94 %
WJD1	0.40	2.21 %
VEL1	0.40	1.57 %
VNB1	0.35	2.85 %
ARC2	0.20	1.74 %
KPM2	0.16	0.42 %
AKM1	0.10	0.52 %
ABR1	0.10	0.62 %
SLG1	0.07	1.00 %
TRT1	0.07	0.48 %
WJP1	0.07	0.80 %
CYR1		0.00 %
PLR1		0.00 %
TRR1		0.00 %
Total	15.06	3.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.29	6.38 %
Air-Cool	0.27	8.09 %
Total	14.56	3.38 %

Branch *	MTD Sales L	Brand Share %
POY1	0.87	1.84 %
TRK1	0.85	2.52 %
VPM2	0.80	3.58 %
ULP1	0.79	2.74 %
TDM1	0.60	3.38 %
POY2	0.53	1.83 %
TVM2	0.43	3.97 %
PRT1	0.40	2.82 %
KLM1	0.27	1.08 %
TVM1	0.17	2.45 %
NVL2	0.12	0.47 %
VPM1	0.10	1.21 %
KML1		0.00 %
SJI1		0.00 %
VCM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	14.56	3.38 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.91	3.62 %
Total	0.91	1.68 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.63	1.51 %
PAS1	0.27	2.27 %
Total	0.91	1.68 %