

MTD Sales
333.83 L

Brand Share %
4.26 %

Information:

MTD : 01-08-2025 To 28-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.26 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	328.00	7.27 %
Fridge	3.91	0.12 %
Air-Cool	1.92	2.12 %
Total	333.83	4.26 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	53.37	6.47 %
TRICHY-01	52.55	5.08 %
SOUTH-01	49.88	3.98 %
SOUTH-03	34.95	3.76 %
CHENNAI-02	32.65	4.01 %
CHENNAI-01	32.16	3.14 %
WEST-01	27.67	4.05 %
SOUTH ARCOT	26.65	4.18 %
NORTH ARCOT	21.55	4.01 %
KL-SOUTH	2.39	2.37 %
Total	333.83	4.26 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	52.73	10.82 %
Air-Cool	0.43	22.30 %
Fridge	0.21	0.06 %
Total	53.37	6.47 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.74	3.56 %
KRI1	1.05	3.40 %
ERD1	0.73	1.56 %
BMD1	0.70	3.73 %
PLC1	0.68	4.21 %
MCR1	0.63	2.87 %
PMP1	0.54	4.25 %
PDR1	0.54	4.23 %
VKL1	0.53	4.25 %
DPR1	0.43	2.71 %
MTR1	0.24	0.80 %
ERD2	0.23	0.47 %
KVP1	0.17	0.83 %
NKL2	0.10	0.29 %
KMM1	0.08	0.90 %
CMI1	0.07	0.65 %
DPR2		0.00 %
HRR1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	53.37	6.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	52.21	8.87 %
Fridge	0.34	0.08 %
Total	52.55	5.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.62	1.88 %
MVM1	2.53	3.19 %
MDI1	1.63	2.82 %
TRY3	1.01	3.81 %
AYR1	0.95	4.16 %
KUM1	0.52	0.72 %
PDK1	0.42	1.88 %
TVR1	0.42	1.89 %
TYR1	0.36	1.08 %
NMM1	0.35	1.83 %
KRN1	0.32	2.00 %
NCK1	0.30	1.64 %
PTK1		0.00 %
WTRZ		0.00 %
Total	52.55	5.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	49.18	6.85 %
Fridge	0.47	0.09 %
Air-Cool	0.23	5.03 %
Total	49.88	3.98 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.67	2.76 %
TUT1	1.77	1.55 %
TKS1	1.76	3.67 %
NGR1	1.38	1.58 %
MAR1	1.33	3.56 %
ERL2	0.71	1.86 %
PDI1	0.65	3.89 %
TUT2	0.65	1.81 %
ASM1	0.47	1.98 %
TKY1	0.40	2.20 %
MMT1	0.39	2.24 %
TVL2	0.32	1.96 %
S2SD	0.27	4.01 %
RPM1	0.26	0.59 %
TKS2	0.25	0.44 %
VLY1	0.25	0.87 %
UDN1	0.14	0.88 %
ERL1	0.08	3.10 %
STU2	0.08	0.57 %
APK2		0.00 %
ARM1		0.00 %
KSM1		0.00 %
SGT1		0.00 %
TYI1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
KYR1	-0.01	-0.05 %
Total	49.88	3.98 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	34.03	6.58 %
Fridge	0.77	0.19 %
Air-Cool	0.15	5.58 %
Total	34.95	3.76 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.82	3.48 %
DGL1	1.69	2.29 %
TEN1	0.98	3.69 %
TMM1	0.93	3.27 %
SVG1	0.76	3.72 %
ATG1	0.72	1.77 %
USL1	0.67	2.64 %
KRR1	0.65	4.25 %
DKI1	0.61	2.19 %
MDU6	0.60	1.28 %
ADP1	0.53	3.29 %
MPA1	0.50	2.21 %
PVI1	0.42	1.67 %
NTM1	0.36	2.65 %
NKI1	0.34	2.25 %
KPT1	0.32	3.04 %
MDU3	0.31	1.67 %
PNV1	0.30	2.47 %
PKM1	0.30	2.25 %
DGL2	0.25	1.25 %
MLR1	0.22	0.86 %
MNM1	0.19	1.95 %
KKD2	0.17	0.64 %
PNI1	0.14	1.03 %
TPT1	0.08	0.28 %
CBM1		0.00 %
KYK1		0.00 %
ODM1		0.00 %
WHMD		0.00 %
Total	34.95	3.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	32.30	6.46 %
Fridge	0.25	0.08 %
Air-Cool	0.10	6.07 %
Total	32.65	4.01 %

Branch *	MTD Sales L	Brand Share %
CH03	2.21	2.41 %
CH21	2.02	3.11 %
CH18	1.73	3.71 %
CH20	1.70	3.73 %
CH41	1.29	3.65 %
CH15	1.23	1.64 %
CH23	0.68	4.20 %
CH43	0.43	1.52 %
CH17	0.40	2.13 %
CH27	0.39	2.87 %
UKI1	0.38	2.14 %
CH33	0.36	1.25 %
PON1	0.28	1.15 %
CH36	0.20	2.08 %
CH46	0.18	2.12 %
MJR1	0.10	0.28 %
CH24	0.08	0.34 %
CH32		0.00 %
MC05		0.00 %
Total	32.65	4.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.30	5.71 %
Air-Cool	0.61	0.82 %
Fridge	0.25	0.06 %
Total	32.16	3.14 %

Branch *	MTD Sales L	Brand Share %
CZWH	2.00	2.61 %
CH42	1.77	3.59 %
CH19	1.20	2.22 %
AVD1	0.50	1.65 %
MRM1	0.42	1.20 %
CH11	0.42	1.55 %
CGL1	0.39	1.22 %
KNR1	0.38	2.09 %
CH45	0.35	1.01 %
CH30	0.30	0.67 %
CH26	0.23	3.56 %
CH48	0.20	0.51 %
GUD2	0.16	0.57 %
CH38	0.15	0.72 %
CH16	0.12	0.16 %
CH35	0.11	0.45 %
GUD1	0.10	0.27 %
CH39	0.08	0.42 %
CH40	0.05	0.87 %
CH07		0.00 %
CH29		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	32.16	3.14 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	26.95	6.55 %
Fridge	0.51	0.19 %
Air-Cool	0.21	21.98 %
Total	27.67	4.05 %

Branch *	MTD Sales L	Brand Share %
UAM1	1.36	3.50 %
PLI1	1.31	3.47 %
AVI1	0.61	3.07 %
UMP1	0.48	2.43 %
TPR3	0.47	2.73 %
KMD1	0.36	2.91 %
GDR1	0.35	3.26 %
TPR4	0.26	2.21 %
PPI1	0.26	1.69 %
KMR1	0.26	0.51 %
CBE1	0.18	0.61 %
GBM1	0.17	1.36 %
CBE6	0.15	0.49 %
CBE4	0.11	0.35 %
PDM1	0.11	0.80 %
WZSD	0.09	3.18 %
CNR1	0.08	0.74 %
SNR1	0.08	0.31 %
CBE3		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	27.67	4.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.23	7.01 %
Fridge	0.42	0.16 %
Total	26.65	4.18 %

Branch *	MTD Sales L	Brand Share %
NVL2	1.12	2.81 %
TRK1	0.99	2.10 %
KML1	0.80	4.03 %
POY1	0.55	0.84 %
POY2	0.49	0.80 %
ULP1	0.41	1.30 %
VPM1	0.40	3.39 %
TVM1	0.30	2.75 %
KLM1	0.29	1.04 %
TVM2	0.20	1.69 %
SJI1	0.17	0.55 %
STP1	0.08	0.78 %
VCM1	0.08	0.40 %
TDM1		0.00 %
WHUT		0.00 %
Total	26.65	4.18 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.68	6.56 %
Fridge	0.68	0.31 %
Air-Cool	0.19	12.55 %
Total	21.55	4.01 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.80	2.40 %
AKM1	0.57	1.82 %
VNB1	0.52	2.89 %
KPM2	0.50	0.93 %
TRR1	0.41	1.12 %
GDM1	0.41	2.12 %
WJP1	0.38	1.99 %
SLG1	0.37	3.11 %
VSI1	0.33	1.39 %
ARC2	0.32	1.63 %
ABR1	0.29	1.48 %
TRT1	0.26	1.69 %
BGR1	0.19	1.79 %
PLR1	0.12	1.01 %
UGI1	0.08	0.94 %
VEL1	0.05	0.20 %
KPM1		0.00 %
WHVL		0.00 %
Total	21.55	4.01 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.39	4.57 %
Total	2.39	2.37 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.56	2.80 %
PAS1	0.82	3.66 %
KLR1		0.00 %
Total	2.39	2.37 %