

MTD Sales
250.92 L

Brand Share %
4.37 %

Information:

MTD : 01-09-2025 To 28-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.37 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	248.17	6.91 %
Fridge	1.48	0.07 %
Air-Cool	1.26	3.50 %
Total	250.92	4.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	45.45	4.38 %
WEST-02	35.08	6.26 %
TRICHY-01	34.37	5.45 %
CHENNAI-02	28.62	4.76 %
SOUTH-03	26.63	3.75 %
CHENNAI-01	26.20	3.38 %
SOUTH ARCOT	20.89	4.96 %
WEST-01	19.22	3.79 %
NORTH ARCOT	13.28	3.54 %
KL-SOUTH	1.17	0.94 %
Total	250.92	4.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	45.03	6.95 %
Air-Cool	0.41	10.41 %
Total	45.45	4.38 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.91	2.00 %
RPM1	2.22	4.11 %
TUT1	2.07	2.28 %
NGR1	1.49	2.72 %
MAR1	1.10	3.48 %
TUT2	0.79	2.14 %
ERL2	0.69	3.32 %
TKS2	0.63	2.02 %
KYR1	0.31	3.38 %
KGL1	0.30	3.94 %
UDN1	0.27	1.99 %
KSM1	0.18	1.21 %
S2SD	0.15	1.09 %
MMT1	0.14	0.92 %
SGT1	0.14	0.98 %
TVL2	0.08	1.01 %
ARM1	0.08	1.56 %
STU2	0.08	0.72 %
VNR1	0.08	0.70 %
ASM1	0.03	0.20 %
TKY1		0.00 %
TYI1		0.00 %
VLY1		0.00 %
Total	45.45	4.38 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	34.97	10.06 %
Air-Cool	0.12	5.82 %
Total	35.08	6.26 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.90	3.17 %
TCG1	0.44	3.90 %
DPR2	0.38	3.49 %
NKL2	0.38	0.84 %
ERD2	0.32	0.88 %
PDR1	0.29	2.75 %
BMD1	0.26	2.68 %
PLC1	0.24	2.80 %
OML1	0.18	1.15 %
KVP1	0.14	1.32 %
CMI1	0.12	1.88 %
MTR1	0.08	0.53 %
KRI1	0.08	0.66 %
PMP1	0.08	1.15 %
HRR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	35.08	6.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	34.31	8.67 %
Air-Cool	0.06	5.76 %
Total	34.37	5.45 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.92	2.79 %
PBR2	1.52	4.01 %
TYR1	0.68	3.72 %
ORU1	0.48	4.26 %
TVR1	0.38	2.44 %
MDI1	0.29	1.05 %
APM1	0.28	2.87 %
KUM1	0.28	0.66 %
NMM1	0.25	1.61 %
TRY2	0.18	3.00 %
AYR1	0.08	0.65 %
KRN1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	34.37	5.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	28.50	7.03 %
Air-Cool	0.12	6.89 %
Total	28.62	4.76 %

Branch *	MTD Sales L	Brand Share %
CH03	1.10	1.40 %
CH15	1.07	1.95 %
CH33	0.66	3.48 %
CH43	0.32	1.51 %
CH21	0.25	0.60 %
CH17	0.21	1.49 %
CH27	0.17	1.91 %
MJR1	0.14	0.59 %
CH24	0.12	0.45 %
GPD1	0.08	0.59 %
PON1	0.08	0.40 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
Total	28.62	4.76 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	26.11	6.23 %
Fridge	0.42	0.15 %
Air-Cool	0.10	8.46 %
Total	26.63	3.75 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.76	3.43 %
PVI1	0.74	2.76 %
TMM1	0.67	2.60 %
KKD3	0.65	1.64 %
SVG1	0.53	4.30 %
ATG1	0.52	1.86 %
USL1	0.52	3.49 %
TEN2	0.46	2.60 %
MPA1	0.44	2.27 %
TDI1	0.42	3.96 %
NTM1	0.37	2.89 %
MDU3	0.34	1.80 %
TPT1	0.26	1.33 %
BNR1	0.25	2.32 %
KPT1	0.25	2.56 %
ADP1	0.24	2.10 %
KKD2	0.21	2.21 %
NKI1	0.17	1.13 %
CMR1	0.16	2.58 %
MNM1	0.14	2.73 %
CBM1	0.12	0.75 %
MDU6	0.10	0.30 %
ODM1	0.10	1.47 %
KYK1	0.10	0.73 %
PNI1	0.09	1.36 %
PKM1	0.04	0.52 %
MLR1		0.00 %
SZSD		0.00 %
Total	26.63	3.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	25.89	5.56 %
Fridge	0.21	0.07 %
Air-Cool	0.09	0.41 %
Total	26.20	3.38 %

Branch *	MTD Sales L	Brand Share %
CH19	1.33	3.66 %
CH38	0.43	2.59 %
MRM1	0.37	1.23 %
CH45	0.34	1.00 %
CGL1	0.33	3.00 %
GUD1	0.29	0.93 %
CH07	0.25	0.79 %
CH11	0.19	0.60 %
KNR1	0.16	1.11 %
TKM1	0.10	0.83 %
CH48	0.08	0.34 %
CH35	0.02	0.08 %
AVD1		0.00 %
CH16		0.00 %
CH29		0.00 %
CH30		0.00 %
CH39		0.00 %
CH40		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	26.20	3.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.58	7.52 %
Air-Cool	0.31	41.14 %
Total	20.89	4.96 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.65	3.97 %
NVL2	0.88	4.34 %
PRT1	0.60	3.73 %
TVM1	0.41	4.19 %
ULP1	0.39	1.47 %
KML1	0.34	2.62 %
SJI1	0.31	1.66 %
POY2	0.28	1.07 %
VCM1	0.27	2.65 %
STP1	0.18	2.52 %
KLM1	0.15	0.65 %
TVM2	0.11	1.45 %
TDM1	0.08	0.36 %
MKM1		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	20.89	4.96 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	18.53	5.79 %
Fridge	0.64	0.34 %
Air-Cool	0.06	3.69 %
Total	19.22	3.79 %

Branch *	MTD Sales L	Brand Share %
UAM1	1.27	4.15 %
DPM2	0.49	3.70 %
PPI1	0.34	3.50 %
ANR1	0.23	4.20 %
KGM1	0.23	2.53 %
GBM1	0.22	1.64 %
CBE1	0.21	1.95 %
CNR1	0.19	1.65 %
KMR1	0.12	0.44 %
TPR3	0.10	0.88 %
CBE5	0.10	1.12 %
KMD1	0.10	0.60 %
CBE6	0.10	0.59 %
GDR1	0.08	0.83 %
SYM2	0.08	0.57 %
AVI1		0.00 %
CBE4		0.00 %
SNR1		0.00 %
WZSD		0.00 %
PDM1		0.00 %
Total	19.22	3.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.06	5.41 %
Fridge	0.21	0.16 %
Total	13.28	3.54 %

Branch *	MTD Sales L	Brand Share %
CGM1	1.04	3.65 %
SBR1	0.53	2.28 %
ANI1	0.39	3.89 %
VNB1	0.38	3.03 %
ABR1	0.34	2.15 %
KPM2	0.32	1.03 %
VEL1	0.27	1.47 %
TRR1	0.18	0.81 %
GDM1	0.17	1.29 %
TRT1	0.17	1.89 %
PLR1	0.14	1.02 %
ARC2	0.12	0.90 %
KPM1	0.11	0.76 %
WJD1	0.10	0.88 %
CYR1	0.08	0.97 %
SLG1	0.08	1.64 %
AKM1		0.00 %
BGR1		0.00 %
WJP1		0.00 %
Total	13.28	3.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.17	1.60 %
Total	1.17	0.94 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.70	2.16 %
TVP1	0.47	0.65 %
KLR1		0.00 %
Total	1.17	0.94 %