

MTD Sales
301.82 L

Brand Share %
4.84 %

Information:

MTD : 01-11-2025 To 28-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.84 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	302.89	7.38 %
Fridge	-1.07	-0.05 %
Total	301.82	4.84 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	60.80	8.19 %
SOUTH-01	52.82	5.76 %
WEST-02	35.73	5.81 %
SOUTH-03	33.95	4.38 %
CHENNAI-01	30.01	3.57 %
SOUTH ARCOT	29.78	5.83 %
CHENNAI-02	27.67	3.63 %
WEST-01	16.80	3.25 %
NORTH ARCOT	14.06	2.79 %
KL-SOUTH	0.19	0.35 %
Total	301.82	4.84 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	61.08	12.03 %
Fridge	-0.28	-0.12 %
Total	60.80	8.19 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.41	3.14 %
MDI1	1.36	4.37 %
AYR1	0.48	2.74 %
TRY2	0.46	4.34 %
APM1	0.41	4.60 %
TRY3	0.35	1.51 %
NMM1	0.23	1.37 %
ORU1	0.20	1.78 %
PDK1	0.18	1.03 %
PTK1		0.00 %
TRY4		0.00 %
WTRZ		0.00 %
Total	60.80	8.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	53.61	9.20 %
Fridge	-0.79	-0.24 %
Total	52.82	5.76 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.28	3.52 %
TUT1	2.70	2.97 %
TUT2	1.24	3.29 %
MAR1	1.16	4.28 %
KGL1	0.49	4.29 %
STU2	0.40	2.33 %
ASM1	0.29	1.45 %
TKS2	0.25	0.58 %
APK1	0.17	0.95 %
TVL2	0.14	1.56 %
KSM1	0.12	2.13 %
ARM1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
WHTV		0.00 %
VLY1	-0.02	-0.09 %
UDN1	-0.08	-0.55 %
MMT1	-0.11	-0.62 %
ERL2	-0.21	-1.46 %
Total	52.82	5.76 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	35.73	9.16 %
Total	35.73	5.81 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.80	4.59 %
APN1	0.47	3.64 %
MCR1	0.47	2.67 %
ERD2	0.43	0.91 %
VKL1	0.38	4.68 %
SGG1	0.23	4.42 %
PDR1	0.23	2.17 %
PLC1	0.22	1.69 %
KVP1	0.22	1.56 %
TCG1	0.21	1.33 %
BMD1	0.19	1.28 %
DPR1	0.19	1.62 %
MTR1	0.12	0.78 %
NKL2	0.12	0.44 %
KMM1	0.10	1.02 %
CMI1	0.08	1.15 %
HRR1		0.00 %
KRI1		0.00 %
WHKP		0.00 %
WHPD	-0.13	3.78 %
DPR2	-0.21	-1.96 %
Total	35.73	5.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	33.95	6.81 %
Total	33.95	4.38 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.75	2.89 %
DGL1	1.79	3.13 %
TMM1	1.13	4.48 %
NTM1	0.41	3.84 %
SVG1	0.39	1.98 %
BNR1	0.38	2.90 %
KYK1	0.36	3.37 %
MDU6	0.36	0.91 %
PNV2	0.33	1.27 %
MDU3	0.30	1.07 %
MPA1	0.29	1.96 %
PKM1	0.28	4.13 %
MNM1	0.25	2.94 %
KKD3	0.20	0.49 %
CBM1	0.19	0.89 %
KPT1	0.14	1.65 %
USL1	0.13	1.00 %
ADP1	0.12	1.06 %
ODM1	0.09	0.95 %
DGL2	0.02	0.21 %
CMR1		0.00 %
MLR1		0.00 %
PVI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
WHMD		0.00 %
ATG1	-0.02	-0.07 %
Total	33.95	4.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	30.01	5.57 %
Total	30.01	3.57 %

Branch *	MTD Sales L	Brand Share %
CH08	1.91	3.63 %
CH11	1.08	3.56 %
CGL1	0.77	3.05 %
SKL1	0.43	1.91 %
CH26	0.24	3.52 %
AVD1	0.24	0.74 %
CH48	0.22	0.62 %
CH35	0.20	1.09 %
CH29	0.15	2.76 %
MRM1	0.15	0.47 %
GUD2	0.13	0.58 %
CH45	0.10	0.31 %
KNR1	0.08	0.66 %
CH07		0.00 %
CH16		0.00 %
CH30		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD1		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
WCHN	-0.11	0.78 %
Total	30.01	3.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.78	8.44 %
Total	29.78	5.83 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	1.22 %
TDM1	0.34	1.74 %
SJI2	0.31	1.01 %
TVM2	0.24	2.00 %
ULP1	0.24	1.05 %
KML1	0.20	1.13 %
MKM1	0.19	1.81 %
VPM1	0.14	1.62 %
TVM1	0.13	1.10 %
POY2	0.08	0.22 %
KLM1		0.00 %
STP1		0.00 %
VCM1		0.00 %
Total	29.78	5.83 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	27.67	5.11 %
Total	27.67	3.63 %

Branch *	MTD Sales L	Brand Share %
CH03	3.57	3.74 %
CH15	2.81	4.07 %
CH12	2.51	4.63 %
CH20	1.66	3.70 %
MJR1	0.48	1.59 %
CH33	0.38	1.51 %
UKI1	0.32	2.97 %
CH21	0.22	0.47 %
CH43	0.21	0.77 %
GPD1	0.10	0.81 %
CH46	0.08	1.03 %
CH32	0.08	1.64 %
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	27.67	3.63 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	16.80	5.28 %
Total	16.80	3.25 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.51	4.51 %
CBE1	0.44	2.39 %
TPR2	0.40	1.60 %
TPR4	0.28	2.40 %
CBE4	0.26	0.87 %
CBE6	0.23	0.99 %
TPR3	0.22	1.77 %
KGI1	0.22	1.80 %
SYM2	0.22	1.52 %
UMP1	0.17	1.47 %
KMD1	0.15	1.18 %
KGM1	0.13	1.80 %
ANR1	0.12	3.73 %
DPM2	0.12	0.86 %
GDR1	0.12	1.44 %
GBM1	0.10	0.76 %
CBE3	0.08	0.92 %
AVI1		0.00 %
CBE5		0.00 %
KMR1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
Total	16.80	3.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.06	4.13 %
Total	14.06	2.79 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.55	4.42 %
TRR1	0.76	2.53 %
SBR1	0.71	1.65 %
ARC2	0.69	2.41 %
VSI1	0.64	2.16 %
WJP1	0.42	4.05 %
VNB1	0.42	2.99 %
ANI1	0.30	3.36 %
SLG1	0.28	3.76 %
KPM1	0.21	1.48 %
VEL1	0.20	0.85 %
ABR1	0.17	0.69 %
WJD1	0.10	0.66 %
GDM1	0.10	0.62 %
AKM1		0.00 %
BGR1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
TRT1		0.00 %
WHVL		0.00 %
Total	14.06	2.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.19	0.59 %
Total	0.19	0.35 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.19	0.55 %
KLR1		0.00 %
PAS1		0.00 %
TVSD		0.00 %
WTVP		0.00 %
Total	0.19	0.35 %