

MTD Sales
298.52 L

Brand Share %
4.30 %

Information:

MTD : 01-07-2025 To 29-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.30 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	290.76	7.87 %
Air-Cool	3.69	1.61 %
Fridge	2.65	0.09 %
W.Heater	1.42	1.03 %
Total	298.52	4.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	51.21	4.31 %
WEST-02	47.97	6.25 %
CHENNAI-01	38.79	3.56 %
TRICHY-01	37.85	4.49 %
CHENNAI-02	35.39	4.86 %
SOUTH-03	30.69	3.77 %
WEST-01	24.17	4.43 %
NORTH ARCOT	16.17	3.66 %
SOUTH ARCOT	15.38	3.28 %
KL-SOUTH	0.91	1.48 %
Total	298.52	4.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	50.89	7.50 %
Air-Cool	0.32	3.12 %
Total	51.21	4.31 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.23	2.92 %
TVL1	2.05	1.81 %
TUT1	1.57	1.22 %
RPM1	1.11	2.64 %
MAR1	0.82	1.35 %
UDN1	0.70	3.39 %
TYI1	0.62	1.78 %
TKY1	0.48	2.88 %
TUT2	0.32	0.68 %
VNR1	0.26	1.26 %
VLY1	0.21	0.61 %
ASM1	0.19	1.24 %
PDI1	0.10	0.63 %
ARM1		0.00 %
ERL1		0.00 %
MMT1		0.00 %
SGT1		0.00 %
TVL2		0.00 %
KGL1	-0.04	-0.30 %
Total	51.21	4.31 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	47.82	11.40 %
Air-Cool	0.15	9.89 %
Total	47.97	6.25 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.19	3.11 %
MTR1	0.97	3.84 %
NKL2	0.58	2.03 %
KVP1	0.45	2.17 %
PDR1	0.40	2.23 %
APN1	0.31	2.44 %
CMI1	0.28	3.66 %
ERD2	0.13	0.32 %
BMD1	0.10	0.56 %
KMM1	0.06	0.52 %
DPR1		0.00 %
HRR1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
TCG1		0.00 %
WHKP		0.00 %
Total	47.97	6.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	35.38	7.78 %
W.Heater	1.34	5.04 %
Air-Cool	1.14	0.60 %
Fridge	0.93	0.22 %
Total	38.79	3.56 %

Branch *	MTD Sales L	Brand Share %
CH08	2.37	3.88 %
CH19	0.94	2.24 %
AVD1	0.72	2.12 %
MRM1	0.44	1.88 %
CH30	0.35	1.12 %
GUD1	0.34	0.98 %
CH16	0.33	0.49 %
CH45	0.31	1.04 %
KNR1	0.24	1.32 %
CH29	0.23	2.33 %
CGL1	0.13	0.73 %
CH39	0.11	0.64 %
GUD2	0.10	0.53 %
CH26	0.07	0.93 %
CH38	0.05	0.32 %
CH07		0.00 %
CH35		0.00 %
CH48		0.00 %
CZWH		0.00 %
MC02		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	38.79	3.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	37.98	8.16 %
Air-Cool	0.18	4.18 %
Fridge	-0.31	-0.08 %
Total	37.85	4.49 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.76	2.78 %
PBR1	0.66	4.12 %
MVM1	0.57	1.10 %
TRY2	0.25	1.94 %
TYR1	0.23	0.99 %
NCK1	0.20	1.98 %
KUM1	0.10	0.22 %
ORU1	0.10	0.68 %
MDI1	0.05	0.15 %
PTK1	0.05	0.13 %
AYR1		0.00 %
KRN1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
WTRZ		0.00 %
Total	37.85	4.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	34.48	8.11 %
Fridge	0.67	0.23 %
Air-Cool	0.23	5.82 %
Total	35.39	4.86 %

Branch *	MTD Sales L	Brand Share %
CH41	0.62	1.98 %
CH15	0.60	0.72 %
CH43	0.54	1.91 %
PON1	0.52	3.11 %
UKI1	0.50	3.51 %
CH36	0.38	4.24 %
CH46	0.33	4.28 %
GPD1	0.20	1.30 %
MJR1	0.20	0.70 %
CH17	0.13	0.74 %
CH27	0.07	0.73 %
CH33	0.06	0.22 %
CH24		0.00 %
MC08		0.00 %
Total	35.39	4.86 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	29.04	6.64 %
Air-Cool	1.10	12.15 %
Fridge	0.47	0.13 %
W.Heater	0.08	0.54 %
Total	30.69	3.77 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.73	2.41 %
ATG1	1.36	4.16 %
TPT1	0.72	3.25 %
TMM1	0.65	2.03 %
KKD2	0.65	3.74 %
NTM1	0.49	4.19 %
BNR1	0.48	3.35 %
TEN2	0.44	1.81 %
CBM1	0.42	1.19 %
USL1	0.36	2.29 %
MPA1	0.36	2.06 %
MLR1	0.27	1.90 %
NKI1	0.24	2.82 %
SVG1	0.18	0.85 %
ODM1	0.13	1.76 %
DGL2	0.11	0.54 %
PNV1	0.11	0.71 %
TDI1	0.10	0.50 %
TEN1	0.09	0.68 %
KPT1	0.07	0.81 %
CMR1		0.00 %
MDU6		0.00 %
MNM1		0.00 %
WHMD		0.00 %
Total	30.69	3.77 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	23.33	7.80 %
Fridge	0.59	0.26 %
Air-Cool	0.25	14.69 %
Total	24.17	4.43 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.86	4.15 %
UMP1	0.59	2.96 %
CBE3	0.40	3.72 %
UAM1	0.37	1.32 %
TPR4	0.35	2.28 %
AVI1	0.33	2.59 %
GDR1	0.20	2.11 %
CBE4	0.18	0.52 %
KGM1	0.17	1.67 %
KGI1	0.10	1.49 %
KMD1	0.07	0.63 %
KMR1	0.07	0.42 %
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	24.17	4.43 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.87	6.49 %
Fridge	0.30	0.16 %
Total	16.17	3.66 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.57	2.47 %
BGR1	0.54	4.25 %
VSI1	0.48	2.80 %
KPM1	0.47	2.99 %
WJD1	0.40	2.12 %
VEL1	0.40	1.42 %
VNB1	0.35	2.76 %
ARC2	0.20	1.64 %
KPM2	0.16	0.39 %
AKM1	0.10	0.47 %
ABR1	0.10	0.58 %
SLG1	0.07	0.92 %
TRT1	0.07	0.46 %
WJP1	0.07	0.74 %
CYR1		0.00 %
PLR1		0.00 %
TRR1		0.00 %
Total	16.17	3.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.06	6.22 %
Air-Cool	0.32	9.25 %
Total	15.38	3.28 %

Branch *	MTD Sales L	Brand Share %
POY1	0.87	1.70 %
TRK1	0.85	2.38 %
VPM2	0.85	3.37 %
ULP1	0.79	2.48 %
POY2	0.66	2.10 %
TDM1	0.60	3.31 %
TVM2	0.43	3.77 %
PRT1	0.40	2.55 %
KLM1	0.27	1.02 %
TVM1	0.17	2.18 %
NVL2	0.12	0.43 %
VPM1	0.10	1.19 %
KML1		0.00 %
SJI1		0.00 %
VCM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	15.38	3.28 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.91	3.24 %
Total	0.91	1.48 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.63	1.30 %
PAS1	0.27	2.16 %
Total	0.91	1.48 %