

MTD Sales
258.62 L

Brand Share %
4.34 %

Information:

MTD : 01-09-2025 To 29-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.34 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	255.87	6.84 %
Fridge	1.48	0.07 %
Air-Cool	1.26	3.47 %
Total	258.62	4.34 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	46.41	4.31 %
WEST-02	36.57	6.30 %
TRICHY-01	35.60	5.43 %
CHENNAI-02	29.90	4.74 %
SOUTH-03	27.78	3.78 %
CHENNAI-01	26.60	3.29 %
SOUTH ARCOT	21.56	4.99 %
WEST-01	19.53	3.75 %
NORTH ARCOT	13.50	3.45 %
KL-SOUTH	1.17	0.92 %
Total	258.62	4.34 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	45.99	6.83 %
Air-Cool	0.41	10.22 %
Total	46.41	4.31 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.02	2.05 %
RPM1	2.30	4.14 %
TUT1	2.07	2.20 %
NGR1	1.49	2.63 %
MAR1	1.10	3.30 %
TUT2	0.79	2.07 %
ERL2	0.69	3.19 %
TKS2	0.63	1.98 %
PKD1	0.51	2.48 %
KGL1	0.30	3.67 %
UDN1	0.27	1.84 %
KSM1	0.18	1.18 %
S2SD	0.15	1.09 %
MMT1	0.14	0.90 %
SGT1	0.14	0.95 %
TVL2	0.08	1.00 %
ARM1	0.08	1.39 %
STU2	0.08	0.71 %
VNR1	0.08	0.63 %
ASM1	0.03	0.19 %
TKY1		0.00 %
TYI1		0.00 %
VLY1		0.00 %
Total	46.41	4.31 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	36.46	10.10 %
Air-Cool	0.12	5.67 %
Total	36.57	6.30 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.90	3.04 %
DPR1	0.43	4.13 %
DPR2	0.38	3.42 %
NKL2	0.38	0.84 %
ERD2	0.32	0.83 %
PDR1	0.29	2.58 %
BMD1	0.26	2.54 %
PLC1	0.24	2.73 %
OML1	0.18	1.13 %
MTR1	0.17	1.01 %
KVP1	0.14	1.23 %
CMI1	0.12	1.88 %
KRI1	0.08	0.65 %
PMP1	0.08	1.13 %
HRR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	36.57	6.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	35.54	8.58 %
Air-Cool	0.06	5.37 %
Total	35.60	5.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.13	2.93 %
PBR2	1.52	3.71 %
TYR1	0.68	3.59 %
ORU1	0.48	4.26 %
KUM1	0.45	1.03 %
TVR1	0.38	2.30 %
MDI1	0.29	1.01 %
APM1	0.28	2.81 %
NMM1	0.25	1.57 %
TRY2	0.18	2.55 %
AYR1	0.08	0.57 %
KRN1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	35.60	5.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	29.78	6.94 %
Air-Cool	0.12	6.68 %
Total	29.90	4.74 %

Branch *	MTD Sales L	Brand Share %
CH03	1.10	1.36 %
CH15	1.07	1.84 %
CH33	0.66	3.41 %
CH43	0.32	1.41 %
CH21	0.25	0.58 %
CH17	0.21	1.45 %
CH27	0.17	1.86 %
MJR1	0.14	0.56 %
CH24	0.12	0.42 %
GPD1	0.08	0.56 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
PON1		0.00 %
Total	29.90	4.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	27.26	6.26 %
Fridge	0.42	0.14 %
Air-Cool	0.10	8.46 %
Total	27.78	3.78 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.30	4.00 %
PVI1	0.74	2.73 %
TMM1	0.67	2.53 %
KKD3	0.65	1.58 %
SVG1	0.53	4.15 %
ATG1	0.52	1.83 %
USL1	0.52	3.37 %
MPA1	0.52	2.47 %
TEN2	0.46	2.53 %
TDI1	0.42	3.81 %
ADP1	0.39	3.19 %
NTM1	0.37	2.81 %
MDU3	0.34	1.78 %
TPT1	0.26	1.30 %
BNR1	0.25	2.22 %
KPT1	0.25	2.41 %
KKD2	0.21	2.21 %
NKI1	0.17	1.12 %
CMR1	0.16	2.51 %
MNM1	0.14	2.73 %
CBM1	0.12	0.68 %
MDU6	0.10	0.29 %
ODM1	0.10	1.45 %
KYK1	0.10	0.64 %
PNI1	0.09	1.30 %
PKM1	0.04	0.52 %
MLR1		0.00 %
SZSD		0.00 %
Total	27.78	3.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	26.29	5.36 %
Fridge	0.21	0.07 %
Air-Cool	0.09	0.41 %
Total	26.60	3.29 %

Branch *	MTD Sales L	Brand Share %
CH19	1.33	3.64 %
CH38	0.43	2.56 %
MRM1	0.37	1.19 %
CH45	0.34	0.97 %
CGL1	0.33	2.79 %
GUD1	0.29	0.93 %
CH07	0.25	0.73 %
CH11	0.19	0.59 %
KNR1	0.16	1.10 %
TKM1	0.10	0.80 %
CH48	0.08	0.33 %
CH35	0.02	0.07 %
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	26.60	3.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.26	7.56 %
Air-Cool	0.31	38.93 %
Total	21.56	4.99 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.65	3.88 %
NVL2	0.88	4.29 %
PRT1	0.60	3.63 %
TVM1	0.41	4.08 %
ULP1	0.39	1.42 %
SJI1	0.39	2.08 %
KML1	0.34	2.57 %
POY2	0.28	1.04 %
VCM1	0.27	2.62 %
STP1	0.18	2.45 %
KLM1	0.15	0.62 %
TVM2	0.11	1.39 %
TDM1	0.08	0.36 %
MKM1		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	21.56	4.99 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	18.84	5.70 %
Fridge	0.64	0.34 %
Air-Cool	0.06	3.69 %
Total	19.53	3.75 %

Branch *	MTD Sales L	Brand Share %
UAM1	1.27	3.95 %
DPM2	0.49	3.53 %
PPI1	0.34	3.50 %
ANR1	0.23	4.10 %
KGM1	0.23	2.49 %
GBM1	0.22	1.59 %
CBE1	0.21	1.93 %
CNR1	0.19	1.49 %
KMR1	0.12	0.44 %
TPR3	0.10	0.87 %
CBE5	0.10	1.12 %
KMD1	0.10	0.60 %
CBE6	0.10	0.59 %
GDR1	0.08	0.82 %
SYM2	0.08	0.57 %
AVI1		0.00 %
CBE4		0.00 %
SNR1		0.00 %
WZSD		0.00 %
PDM1		0.00 %
Total	19.53	3.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.29	5.24 %
Fridge	0.21	0.16 %
Total	13.50	3.45 %

Branch *	MTD Sales L	Brand Share %
CGM1	1.04	3.52 %
SBR1	0.53	2.10 %
VNB1	0.47	3.46 %
ANI1	0.39	3.50 %
ABR1	0.34	2.03 %
KPM2	0.32	1.01 %
VEL1	0.27	1.35 %
TRR1	0.18	0.78 %
GDM1	0.17	1.29 %
TRT1	0.17	1.77 %
PLR1	0.14	0.95 %
ARC2	0.12	0.88 %
KPM1	0.11	0.74 %
WJD1	0.10	0.84 %
CYR1	0.08	0.96 %
SLG1	0.08	1.47 %
AKM1		0.00 %
BGR1		0.00 %
WJP1		0.00 %
Total	13.50	3.45 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.17	1.57 %
Total	1.17	0.92 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.70	2.14 %
TVP1	0.47	0.63 %
KLR1		0.00 %
Total	1.17	0.92 %