

MTD Sales
328.86 L

Brand Share %
5.05 %

Information:

MTD : 01-11-2025 To 29-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.05 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	329.93	7.69 %
Fridge	-1.07	-0.05 %
Total	328.86	5.05 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	64.05	8.27 %
SOUTH-01	56.28	5.93 %
WEST-02	38.70	5.91 %
CHENNAI-01	37.55	4.23 %
SOUTH-03	37.38	4.62 %
SOUTH ARCOT	32.15	6.08 %
CHENNAI-02	29.91	3.76 %
WEST-01	17.55	3.24 %
NORTH ARCOT	15.10	2.89 %
KL-SOUTH	0.19	0.33 %
Total	328.86	5.05 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	64.33	12.12 %
Fridge	-0.28	-0.11 %
Total	64.05	8.27 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.63	3.15 %
MDI1	1.47	4.57 %
AYR1	0.48	2.63 %
TRY2	0.46	4.26 %
APM1	0.41	4.60 %
TRY3	0.35	1.50 %
NMM1	0.23	1.36 %
PTK1	0.22	0.74 %
ORU1	0.20	1.75 %
PDK1	0.18	1.00 %
TRY4		0.00 %
WTRZ		0.00 %
Total	64.05	8.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	57.07	9.52 %
Fridge	-0.79	-0.23 %
Total	56.28	5.93 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.28	3.37 %
TUT1	2.70	2.82 %
TUT2	1.24	3.21 %
MAR1	1.16	4.20 %
TKS2	0.47	1.03 %
STU2	0.47	3.33 %
TVL2	0.31	3.32 %
ASM1	0.29	1.41 %
APK1	0.17	0.92 %
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	-0.61 %
ERL2	-0.21	-1.35 %
Total	56.28	5.93 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.70	9.25 %
Total	38.70	5.91 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.80	4.46 %
ERD2	0.54	1.09 %
APN1	0.47	3.54 %
MCR1	0.47	2.68 %
VKL1	0.38	4.44 %
SGG1	0.23	4.07 %
PDR1	0.23	2.17 %
NKL2	0.23	0.80 %
PLC1	0.22	1.39 %
KVP1	0.22	1.38 %
KMM1	0.21	1.67 %
TCG1	0.21	1.30 %
BMD1	0.19	1.18 %
DPR1	0.19	1.49 %
MTR1	0.12	0.77 %
CMI1	0.08	1.08 %
HRR1		0.00 %
KRI1		0.00 %
WHKP		0.00 %
WHPD	-0.13	3.78 %
DPR2	-0.21	-1.81 %
Total	38.70	5.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	37.55	6.54 %
Total	37.55	4.23 %

Branch *	MTD Sales L	Brand Share %
CH08	2.08	3.82 %
CGL1	1.17	4.51 %
CH11	1.08	3.40 %
CH48	0.50	1.35 %
SKL1	0.43	1.87 %
CH26	0.24	3.31 %
AVD1	0.24	0.72 %
CH35	0.20	1.03 %
CH38	0.17	1.07 %
CH29	0.15	2.76 %
MRM1	0.15	0.46 %
GUD2	0.13	0.56 %
CH45	0.10	0.30 %
KNR1	0.08	0.64 %
CH07		0.00 %
CH16		0.00 %
CH30		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD1		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN	-0.11	0.78 %
Total	37.55	4.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	37.38	7.23 %
Total	37.38	4.62 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.86	2.98 %
DGL1	2.06	3.45 %
TMM1	1.13	4.26 %
NTM1	0.56	5.03 %
MPA1	0.49	2.99 %
BNR1	0.46	3.29 %
PNV2	0.44	1.65 %
SVG1	0.39	1.88 %
KYK1	0.36	3.34 %
MDU6	0.36	0.87 %
MDU3	0.30	1.03 %
PKM1	0.28	4.06 %
MNM1	0.25	2.85 %
USL1	0.24	1.77 %
KKD3	0.20	0.48 %
CBM1	0.19	0.85 %
KPT1	0.14	1.57 %
ADP1	0.12	0.99 %
ODM1	0.09	0.95 %
DGL2	0.02	0.20 %
CMR1		0.00 %
MLR1		0.00 %
PVI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
WHMD		0.00 %
ATG1	-0.02	-0.06 %
Total	37.38	4.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.15	8.80 %
Total	32.15	6.08 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	1.22 %
ULP1	0.35	1.43 %
TDM1	0.34	1.65 %
SJI2	0.31	0.92 %
TVM2	0.24	2.00 %
TVM1	0.22	1.74 %
KML1	0.20	1.09 %
MKM1	0.19	1.76 %
VPM1	0.14	1.56 %
POY2	0.08	0.22 %
KLM1		0.00 %
STP1		0.00 %
VCM1		0.00 %
Total	32.15	6.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	29.91	5.27 %
Total	29.91	3.76 %

Branch *	MTD Sales L	Brand Share %
CH03	3.74	3.72 %
CH15	2.81	3.97 %
CH12	2.51	4.39 %
CH20	1.83	3.96 %
MJR1	0.48	1.46 %
CH46	0.39	4.46 %
CH33	0.38	1.47 %
UKI1	0.32	2.63 %
CH21	0.22	0.45 %
CH17	0.22	0.59 %
CH43	0.21	0.72 %
CH24	0.11	0.30 %
GPD1	0.10	0.79 %
CH32	0.08	1.60 %
PON1	0.08	0.40 %
CH27		0.00 %
CH01		0.00 %
CH36		0.00 %
CH41		0.00 %
MC06		0.00 %
Total	29.91	3.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	17.55	5.27 %
Total	17.55	3.24 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.51	4.34 %
TPR2	0.51	1.91 %
CBE1	0.44	2.34 %
TPR4	0.28	2.31 %
CBE4	0.26	0.86 %
CBE6	0.23	0.94 %
TPR3	0.22	1.72 %
KGI1	0.22	1.78 %
SYM2	0.22	1.45 %
UMP1	0.17	1.39 %
KMD1	0.15	1.14 %
KGM1	0.13	1.72 %
ANR1	0.12	3.73 %
DPM2	0.12	0.81 %
GDR1	0.12	1.34 %
GBM1	0.10	0.74 %
CBE3	0.08	0.91 %
PDM1	0.08	0.70 %
AVI1		0.00 %
CBE5		0.00 %
KMR1		0.00 %
SNR1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
Total	17.55	3.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.10	4.30 %
Total	15.10	2.89 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.55	4.22 %
TRR1	0.76	2.41 %
SBR1	0.71	1.59 %
ARC2	0.69	2.41 %
VSI1	0.64	2.12 %
WJP1	0.42	4.05 %
VNB1	0.42	2.77 %
ANI1	0.40	4.14 %
SLG1	0.28	3.33 %
VEL1	0.28	1.16 %
KPM1	0.21	1.47 %
ABR1	0.17	0.68 %
TRT1	0.11	0.76 %
WJD1	0.10	0.65 %
GDM1	0.10	0.57 %
AKM1		0.00 %
BGR1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
WHVL		0.00 %
Total	15.10	2.89 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.19	0.56 %
Total	0.19	0.33 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.19	0.54 %
KLR1		0.00 %
PAS1		0.00 %
TVSD		0.00 %
WTVP		0.00 %
Total	0.19	0.33 %