

MTD Sales
353.53 L

Brand Share %
4.27 %

Information:

MTD : 01-08-2025 To 30-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.27 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	347.59	7.29 %
Fridge	3.91	0.11 %
Air-Cool	2.04	2.22 %
Total	353.53	4.27 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	56.66	6.49 %
TRICHY-01	54.65	5.05 %
SOUTH-01	52.97	3.99 %
SOUTH-03	37.55	3.78 %
CHENNAI-01	35.03	3.24 %
CHENNAI-02	33.90	4.00 %
SOUTH ARCOT	28.52	4.28 %
WEST-01	28.33	3.94 %
NORTH ARCOT	23.10	3.99 %
KL-SOUTH	2.83	2.54 %
Total	353.53	4.27 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	56.02	10.92 %
Air-Cool	0.43	21.07 %
Fridge	0.21	0.06 %
Total	56.66	6.49 %

Branch *	MTD Sales L	Brand Share %
HSR2	2.12	4.26 %
KRI1	1.27	4.03 %
ERD1	0.73	1.38 %
BMD1	0.70	3.60 %
PLC1	0.68	3.84 %
MCR1	0.63	2.57 %
PMP1	0.54	3.88 %
VKL1	0.53	3.99 %
DPR1	0.43	2.67 %
MTR1	0.24	0.76 %
ERD2	0.23	0.44 %
KVP1	0.17	0.78 %
NKL2	0.10	0.27 %
KMM1	0.08	0.79 %
CMI1	0.07	0.62 %
DPR2		0.00 %
HRR1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	56.66	6.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	54.31	8.82 %
Fridge	0.34	0.07 %
Total	54.65	5.05 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.39	2.34 %
MVM1	2.70	3.28 %
MDI1	1.63	2.68 %
TRY3	1.01	3.70 %
AYR1	0.95	3.92 %
KUM1	0.52	0.69 %
TYR1	0.47	1.36 %
PDK1	0.42	1.84 %
TVR1	0.42	1.86 %
NMM1	0.35	1.69 %
KRN1	0.32	1.90 %
NCK1	0.30	1.57 %
PTK1		0.00 %
WTRZ		0.00 %
Total	54.65	5.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	52.27	6.84 %
Fridge	0.47	0.08 %
Air-Cool	0.23	4.98 %
Total	52.97	3.99 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.76	2.70 %
TUT1	1.77	1.46 %
TKS1	1.76	3.49 %
NGR1	1.50	1.65 %
MAR1	1.33	3.43 %
ERL2	0.71	1.79 %
PDI1	0.65	3.59 %
TUT2	0.65	1.64 %
KGL1	0.60	4.10 %
ASM1	0.47	1.93 %
TVL2	0.40	2.39 %
TKY1	0.40	2.01 %
MMT1	0.39	2.15 %
S2SD	0.27	3.42 %
RPM1	0.26	0.57 %
TKS2	0.25	0.43 %
VLY1	0.25	0.82 %
UDN1	0.14	0.81 %
ERL1	0.08	3.10 %
STU2	0.08	0.56 %
APK2		0.00 %
ARM1		0.00 %
KSM1		0.00 %
SGT1		0.00 %
TYI1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
KYR1	-0.01	-0.05 %
Total	52.97	3.99 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	36.56	6.60 %
Fridge	0.77	0.18 %
Air-Cool	0.22	7.03 %
Total	37.55	3.78 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.70	3.61 %
DGL1	1.79	2.39 %
TEN1	1.15	4.09 %
TMM1	1.01	3.46 %
SVG1	0.76	3.46 %
ATG1	0.72	1.71 %
USL1	0.67	2.46 %
KRR1	0.65	4.12 %
PVI1	0.63	2.38 %
DKI1	0.61	2.05 %
MDU6	0.60	1.25 %
ADP1	0.53	3.18 %
MPA1	0.50	2.11 %
PNV1	0.39	2.99 %
KPT1	0.39	3.33 %
NTM1	0.36	2.51 %
NKI1	0.34	2.16 %
MDU3	0.31	1.62 %
PKM1	0.30	2.22 %
DGL2	0.25	1.23 %
PNI1	0.22	1.61 %
MLR1	0.22	0.82 %
MNM1	0.19	1.95 %
KKD2	0.17	0.61 %
TPT1	0.08	0.27 %
CBM1		0.00 %
KYK1		0.00 %
ODM1		0.00 %
WHMD		0.00 %
Total	37.55	3.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	34.17	5.92 %
Air-Cool	0.61	0.82 %
Fridge	0.25	0.06 %
Total	35.03	3.24 %

Branch *	MTD Sales L	Brand Share %
CZWH	2.00	2.61 %
CH42	1.96	3.82 %
CH19	1.28	2.33 %
CGL1	0.75	2.15 %
AVD1	0.50	1.54 %
MRM1	0.42	1.18 %
CH11	0.42	1.41 %
KNR1	0.38	2.01 %
CH45	0.35	0.97 %
CH30	0.30	0.63 %
CH26	0.23	3.37 %
CH48	0.20	0.49 %
GUD2	0.16	0.56 %
CH38	0.15	0.69 %
CH16	0.12	0.15 %
CH35	0.11	0.44 %
GUD1	0.10	0.26 %
CH39	0.08	0.41 %
CH40	0.05	0.80 %
CH07		0.00 %
CH29		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	35.03	3.24 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	33.54	6.45 %
Fridge	0.25	0.08 %
Air-Cool	0.10	6.07 %
Total	33.90	4.00 %

Branch *	MTD Sales L	Brand Share %
CH03	2.32	2.38 %
CH21	2.19	3.29 %
CH20	1.81	3.84 %
CH18	1.73	3.58 %
CH41	1.39	3.64 %
CH15	1.23	1.60 %
CH23	0.68	3.98 %
CH43	0.53	1.76 %
CH27	0.53	3.81 %
CH17	0.40	2.00 %
UKI1	0.38	2.03 %
CH33	0.36	1.20 %
PON1	0.28	1.13 %
CH36	0.20	2.01 %
CH46	0.18	1.97 %
MJR1	0.10	0.27 %
CH24	0.08	0.32 %
CH32		0.00 %
MC05		0.00 %
Total	33.90	4.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	28.05	7.17 %
Fridge	0.42	0.16 %
Air-Cool	0.05	2.48 %
Total	28.52	4.28 %

Branch *	MTD Sales L	Brand Share %
NVL2	1.44	3.37 %
TRK1	1.08	2.17 %
KML1	0.80	3.87 %
ULP1	0.63	1.88 %
POY1	0.55	0.79 %
POY2	0.49	0.78 %
VPM1	0.44	3.73 %
TVM1	0.30	2.66 %
KLM1	0.29	0.93 %
TVM2	0.20	1.65 %
SJI1	0.17	0.54 %
STP1	0.08	0.78 %
TDM1	0.08	0.32 %
VCM1	0.08	0.40 %
WHUT		0.00 %
Total	28.52	4.28 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	27.61	6.40 %
Fridge	0.51	0.18 %
Air-Cool	0.21	20.36 %
Total	28.33	3.94 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.48	3.80 %
UAM1	1.36	3.36 %
AVI1	0.70	3.24 %
KGI1	0.54	4.19 %
UMP1	0.48	2.37 %
TPR3	0.47	2.61 %
GDR1	0.46	3.99 %
KMD1	0.36	2.72 %
TPR4	0.26	2.11 %
PPI1	0.26	1.64 %
KMR1	0.26	0.48 %
CBE1	0.18	0.60 %
GBM1	0.17	1.25 %
CBE6	0.15	0.46 %
CBE4	0.11	0.34 %
PDM1	0.11	0.78 %
WZSD	0.09	2.15 %
CNR1	0.08	0.65 %
SNR1	0.08	0.30 %
CBE3		0.00 %
CBE5		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	28.33	3.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.24	6.48 %
Fridge	0.68	0.29 %
Air-Cool	0.19	12.55 %
Total	23.10	3.99 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.99	2.79 %
KPM2	0.72	1.26 %
TRR1	0.64	1.68 %
AKM1	0.57	1.74 %
VNB1	0.52	2.84 %
ABR1	0.43	1.42 %
GDM1	0.41	1.94 %
WJP1	0.38	1.94 %
SLG1	0.37	2.92 %
VSI1	0.33	1.30 %
ARC2	0.32	1.61 %
BGR1	0.28	2.32 %
TRT1	0.26	1.57 %
PLR1	0.12	0.91 %
UGI1	0.08	0.92 %
VEL1	0.05	0.19 %
KPM1		0.00 %
WHVL		0.00 %
Total	23.10	3.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.83	4.90 %
Total	2.83	2.54 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.56	2.53 %
PAS1	1.06	4.19 %
KLR1	0.21	0.86 %
Total	2.83	2.54 %