

MTD Sales
215.81 L

Brand Share %
1.85 %

Information:

MTD : 01-10-2025 To 23-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **1.85 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	154.34	1.83 %
Air-Cond	61.47	1.91 %
Total	215.81	1.85 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	42.51	2.86 %
SOUTH-01	39.19	2.03 %
CHENNAI-02	30.73	2.63 %
SOUTH-03	27.27	1.66 %
CHENNAI-01	24.86	1.80 %
NORTH ARCOT	15.22	1.88 %
SOUTH ARCOT	12.23	1.47 %
WEST-02	11.45	0.82 %
WEST-01	11.02	1.16 %
KL-SOUTH	1.34	1.92 %
Total	215.81	1.85 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	37.01	3.50 %
Air-Cond	5.50	1.28 %
Total	42.51	2.86 %

Branch *	MTD Sales L	Brand Share %
TVR1	0.34	1.11 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PBR2		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TTP1		0.00 %
TVR2		0.00 %
TZSD		0.00 %
Total	42.51	2.86 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	20.09	1.57 %
Air-Cond	19.10	2.94 %
Total	39.19	2.03 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.27	0.92 %
APK1	0.35	0.73 %
KYR1	0.35	1.76 %
SVK1	0.35	0.48 %
PDI1	0.30	1.15 %
TCN1	0.29	0.64 %
ARM1	0.26	0.78 %
APK2		0.00 %
ASM1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KVT1		0.00 %
MMT1		0.00 %
RPM1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
STU2		0.00 %
TKS1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
Total	39.19	2.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	21.35	2.80 %
Air-Cond	9.38	2.31 %
Total	30.73	2.63 %

Branch *	MTD Sales L	Brand Share %
CH43	0.63	1.62 %
PON1	0.31	1.39 %
CH24	0.16	0.35 %
CH01		0.00 %
CH06		0.00 %
CH09		0.00 %
CH12		0.00 %
CH15		0.00 %
CH21		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH34		0.00 %
CH36		0.00 %
CH44		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC05		0.00 %
MC06		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	30.73	2.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	16.90	1.38 %
Air-Cond	10.37	2.48 %
Total	27.27	1.66 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.92	0.35 %
SVG1	0.28	0.69 %
PNI1	0.27	1.30 %
DKI1	0.26	0.72 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL1		0.00 %
DGL2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TMM1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	27.27	1.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	17.43	2.01 %
Air-Cond	7.42	1.45 %
Total	24.86	1.80 %

Branch *	MTD Sales L	Brand Share %
CH08	0.95	1.10 %
CH38	0.36	1.36 %
AVD1	0.27	0.43 %
KNR1	0.14	0.39 %
CGL1		0.00 %
CH07		0.00 %
CH11		0.00 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH39		0.00 %
CH40		0.00 %
CH42		0.00 %
CH45		0.00 %
CH48		0.00 %
GUD1		0.00 %
GUD2		0.00 %
MC09		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	24.86	1.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.09	2.01 %
Air-Cond	3.13	1.51 %
Total	15.22	1.88 %

Branch *	MTD Sales L	Brand Share %
WJD1	0.34	1.60 %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
Total	15.22	1.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.14	1.50 %
Air-Cond	3.09	1.39 %
Total	12.23	1.47 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.35	0.52 %
KML1	0.34	1.54 %
POY2	0.13	0.19 %
CDM1		0.00 %
KKI2		0.00 %
KLM1		0.00 %
POY1		0.00 %
PRT1		0.00 %
SJI2		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	12.23	1.47 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	9.90	0.83 %
Air-Cond	1.55	0.78 %
Total	11.45	0.82 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.34	0.31 %
ERD2	0.27	0.22 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	11.45	0.82 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	9.84	1.23 %
Air-Cond	1.19	0.80 %
Total	11.02	1.16 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.26	0.85 %
KMR1	0.11	0.23 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	11.02	1.16 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.74	2.73 %
LED TV	0.59	1.40 %
Total	1.34	1.92 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
TVSD		0.00 %
Total	1.34	1.92 %