

MTD Sales
721.57 L

Brand Share %
14.63 %

Information:

MTD : 01-09-2026 To 30-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.63 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	712.86	15.50 %
Home-The	8.70	2.62 %
Total	721.57	14.63 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	144.99	23.31 %
CHENNAI-02	96.26	14.28 %
SOUTH-01	92.59	11.17 %
SOUTH-03	90.88	16.72 %
TRICHY-01	89.89	13.42 %
NORTH ARCOT	47.98	12.38 %
SOUTH ARCOT	44.18	11.51 %
WEST-03	40.51	19.38 %
WEST-02	39.41	11.87 %
WEST-01	34.87	12.43 %
Total	721.57	14.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	144.48	24.45 %
Home-The	0.51	1.62 %
Total	144.99	23.31 %

Branch *	MTD Sales L	Brand Share %
CH14	5.52	12.56 %
CH05	3.79	10.31 %
GUD1	2.38	9.68 %
CH30	1.99	7.66 %
KNR1	1.98	12.88 %
CH28	1.41	4.12 %
GUD2	1.10	9.86 %
CGL1	1.08	14.23 %
CH26	0.62	7.06 %
CH39	0.50	7.98 %
MC09	0.14	9.72 %
CH29		0.00 %
CZWH		0.00 %
TKM1		0.00 %
Total	144.99	23.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	94.39	14.90 %
Home-The	1.87	4.58 %
Total	96.26	14.28 %

Branch *	MTD Sales L	Brand Share %
CH20	4.10	10.38 %
CH12	3.77	8.52 %
CH34	3.66	11.64 %
CH18	2.56	9.46 %
MJR1	1.86	7.68 %
CH06	1.36	6.05 %
CH33	1.29	6.71 %
CH43	0.66	4.27 %
CH41	0.62	1.37 %
GPD1	0.54	7.37 %
PON1	0.48	2.98 %
CH27	0.47	4.55 %
UKI1	0.30	3.85 %
CH37	0.28	2.88 %
CH23		0.00 %
CH31		0.00 %
CH32		0.00 %
CH46		0.00 %
MC06		0.00 %
WHC3	-1.21	-8.24 %
Total	96.26	14.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	91.23	11.97 %
Home-The	1.36	2.05 %
Total	92.59	11.17 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.85	6.74 %
NGR1	5.47	11.89 %
TKS2	5.16	11.22 %
TUT1	5.12	5.50 %
TUT2	2.89	10.91 %
RND2	2.14	8.48 %
RPM1	1.81	4.54 %
TKS1	1.71	6.42 %
APK2	1.52	8.30 %
VKM1	0.85	8.20 %
KGL1	0.67	7.71 %
SNL1	0.62	3.63 %
VLY1	0.59	3.15 %
SVK1	0.54	2.17 %
COL1	0.45	7.05 %
KSM1	0.34	4.05 %
TYI1	0.25	2.30 %
APK1	0.23	1.54 %
TKY1	0.23	3.20 %
S2SD		0.00 %
ERL2		0.00 %
PDI1		0.00 %
SGT1		0.00 %
Total	92.59	11.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	89.36	17.61 %
Home-The	1.52	4.22 %
Total	90.88	16.72 %

Branch *	MTD Sales L	Brand Share %
KKD3	2.26	11.28 %
PVI1	1.43	7.87 %
TDI1	0.91	6.22 %
ADP1	0.90	14.06 %
MDU4	0.81	9.74 %
SVG1	0.73	5.26 %
DGL2	0.67	9.02 %
PNI1	0.53	11.58 %
KPT1	0.36	7.49 %
KYK1	0.25	4.45 %
PKM1	0.23	2.86 %
MLR1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TEN2		0.00 %
TMM1		0.00 %
WHMD		0.00 %
Total	90.88	16.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	89.22	14.05 %
Home-The	0.67	1.91 %
Total	89.89	13.42 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.18	9.00 %
TN11	5.24	14.53 %
KUM1	5.16	12.73 %
PTK1	3.12	9.91 %
TRY4	2.05	12.13 %
TVR2	1.72	4.61 %
KIK1	1.40	5.25 %
MDI1	1.17	4.19 %
PDK1	0.79	8.19 %
KUM2	0.73	3.38 %
PBR1	0.47	6.79 %
JKM1	0.23	1.20 %
APM1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
WTRZ		0.00 %
TZSD		0.00 %
Total	89.89	13.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	47.44	13.15 %
Home-The	0.55	2.05 %
Total	47.98	12.38 %

Branch *	MTD Sales L	Brand Share %
VSI1	1.75	12.59 %
VEL2	1.59	8.63 %
VNB1	1.42	9.10 %
SBR1	1.19	4.82 %
CYR1	1.19	9.69 %
KPM1	0.90	8.86 %
AKM1	0.85	4.86 %
VEL4	0.80	4.97 %
ANI1	0.62	7.74 %
ARC2	0.42	4.38 %
GDM1	0.23	1.80 %
WJD1	0.23	2.15 %
PLR1	0.14	0.71 %
BGR1		0.00 %
CPT1		0.00 %
NASD		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	47.98	12.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.75	12.20 %
Home-The	0.43	1.72 %
Total	44.18	11.51 %

Branch *	MTD Sales L	Brand Share %
SJI2	3.50	12.95 %
VPM2	2.80	14.15 %
TRK1	2.63	8.91 %
KLM1	2.60	10.13 %
POY1	2.20	5.33 %
ULP1	2.04	12.28 %
KKI2	2.04	12.47 %
POY2	1.23	4.69 %
MKM1	0.70	8.63 %
VPM1	0.60	8.70 %
STP1	0.39	8.88 %
VCM1	0.25	6.16 %
TVM1	0.24	1.74 %
TDM1	0.14	0.68 %
KML1		0.00 %
WHNV		0.00 %
WHUT	-0.40	11.68 %
Total	44.18	11.51 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	39.83	20.82 %
Home-The	0.68	3.82 %
Total	40.51	19.38 %

Branch *	MTD Sales L	Brand Share %
RSP1	0.59	4.15 %
SGG1	0.47	7.98 %
CM11	0.33	5.93 %
TCG1	0.23	2.73 %
PDR1	0.14	1.54 %
GBM1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
TPR4		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	40.51	19.38 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.38	12.55 %
Home-The	1.03	3.97 %
Total	39.41	11.87 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.72	12.12 %
KRI1	1.69	10.36 %
ATU1	1.22	6.21 %
SLM3	0.77	4.25 %
PNG1	0.75	8.68 %
SLM2	0.62	4.34 %
DPR1	0.59	4.22 %
APN1	0.41	4.03 %
SGI1	0.36	4.94 %
EPI1	0.32	2.39 %
PMP1	0.32	4.08 %
EDP1	0.14	2.71 %
MTR1	0.08	0.92 %
BMD1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
KAM1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	39.41	11.87 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	34.79	13.70 %
Home-The	0.08	0.32 %
Total	34.87	12.43 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.70	9.53 %
DPM2	1.05	13.94 %
KMR1	0.44	1.53 %
CNR1	0.37	4.59 %
UAM1	0.35	1.40 %
KMD1	0.27	3.91 %
ANR1	0.24	9.11 %
CBE6	0.23	1.29 %
KGI1	0.14	1.62 %
CBE3		0.00 %
CBE5		0.00 %
GDR1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	34.87	12.43 %