

MTD Sales
374.16 L

Brand Share %
15.19 %

Information:

MTD : 01-11-2025 To 15-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.19 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	368.32	15.88 %
Home-The	5.84	4.05 %
Total	374.16	15.19 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	54.51	16.84 %
SOUTH-03	52.88	16.84 %
TRICHY-01	49.59	16.11 %
SOUTH-01	47.78	13.62 %
WEST-02	40.50	16.98 %
CHENNAI-02	39.31	12.83 %
WEST-01	36.95	18.63 %
SOUTH ARCOT	29.16	13.87 %
NORTH ARCOT	18.93	9.88 %
KL-SOUTH	4.56	20.59 %
Total	374.16	15.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	53.39	17.41 %
Home-The	1.12	6.53 %
Total	54.51	16.84 %

Branch *	MTD Sales L	Brand Share %
CH14	3.03	15.12 %
CH08	1.41	6.68 %
CH22	1.19	14.56 %
CH39	1.13	13.84 %
CH30	0.88	5.09 %
CZWH	0.53	8.73 %
CH38	0.48	8.62 %
GUD2	0.30	3.29 %
CH26	0.14	6.97 %
CH45	0.14	1.01 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	54.51	16.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	51.97	17.66 %
Home-The	0.90	4.59 %
Total	52.88	16.84 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.91	12.22 %
PNV2	1.61	9.47 %
KRR1	0.84	7.01 %
TMM1	0.65	5.51 %
DGL2	0.63	12.21 %
MDU2	0.60	2.92 %
NKI1	0.55	12.10 %
KYK1	0.55	11.29 %
MNM1	0.34	14.12 %
MDU4	0.27	3.59 %
TDI1	0.26	6.67 %
TPT1	0.25	3.24 %
KPT1	0.21	7.80 %
MLR1	0.21	4.25 %
PNI1	0.13	2.14 %
NTM1	0.04	1.25 %
BNR1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	52.88	16.84 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	48.73	16.64 %
Home-The	0.86	5.69 %
Total	49.59	16.11 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.97	14.51 %
PBR2	1.96	13.86 %
MDI1	1.59	11.26 %
AYR1	1.14	13.60 %
NGT1	0.92	6.88 %
PTK1	0.87	6.96 %
TVR1	0.81	8.25 %
TRY4	0.61	8.80 %
JKM1	0.61	6.57 %
NMM1	0.52	6.07 %
TRY2	0.40	6.46 %
NCK1	0.27	7.22 %
PBR1	0.25	6.43 %
TYR1	0.21	3.18 %
PDK1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	49.59	16.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	47.42	14.39 %
Home-The	0.36	1.68 %
Total	47.78	13.62 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.40	13.32 %
TVL1	2.85	7.82 %
SVK1	2.15	14.39 %
KVT1	1.82	12.72 %
PKD1	1.62	14.15 %
SDI1	1.32	14.28 %
ASM1	1.19	12.32 %
TUT2	1.08	8.03 %
TKS1	0.89	8.48 %
SKD1	0.83	13.52 %
RPM1	0.68	4.54 %
KGL1	0.54	9.19 %
SNL1	0.54	7.91 %
TYI1	0.38	6.98 %
NGR1	0.38	1.62 %
APK1	0.35	8.51 %
APK2	0.34	7.75 %
KYR1	0.27	8.71 %
KSM1	0.19	8.63 %
VLY1	0.13	1.40 %
COL1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
TKS2		0.00 %
VKM1		0.00 %
Total	47.78	13.62 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	39.66	17.75 %
Home-The	0.84	5.57 %
Total	40.50	16.98 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.40	13.46 %
ERD2	2.92	13.11 %
VPD1	1.02	14.03 %
PDR1	0.67	13.26 %
SLM3	0.50	4.77 %
EDP1	0.41	7.87 %
TCG1	0.27	7.71 %
DPR1	0.27	6.78 %
KVP1	0.25	5.84 %
HRR1	0.24	11.44 %
VKL1	0.22	8.73 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	40.50	16.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	38.49	13.26 %
Home-The	0.82	5.07 %
Total	39.31	12.83 %

Branch *	MTD Sales L	Brand Share %
CH20	1.63	7.83 %
CH24	1.19	7.10 %
CH43	0.62	5.02 %
CH17	0.59	4.05 %
MJR1	0.49	4.42 %
CH34	0.48	3.41 %
CH36	0.44	10.11 %
CH23	0.39	8.41 %
CH33	0.14	1.30 %
CH18		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH41		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	39.31	12.83 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	36.15	19.39 %
Home-The	0.80	6.76 %
Total	36.95	18.63 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.18	14.58 %
CBE4	1.72	12.56 %
KMR1	1.48	14.55 %
UAM1	1.36	10.85 %
GBM1	0.98	13.42 %
PLI1	0.69	7.99 %
KGI1	0.48	8.17 %
ANR1	0.13	14.35 %
CNR1	0.13	2.15 %
GDR1	0.13	3.78 %
KGM1	0.13	10.55 %
CBE5		0.00 %
KMD1		0.00 %
PPI1		0.00 %
TPR3		0.00 %
WHCB		0.00 %
WZSD		0.00 %
SNR1	-0.01	-0.21 %
Total	36.95	18.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.16	14.74 %
Home-The		0.00 %
Total	29.16	13.87 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.41	14.22 %
KKI2	2.76	14.44 %
VPM2	1.26	9.17 %
POY1	0.89	4.18 %
POY2	0.72	4.77 %
TVM1	0.63	13.91 %
TDM1	0.52	9.33 %
ULP1	0.27	3.22 %
MKM1		0.00 %
STP1		0.00 %
VCM1		0.00 %
Total	29.16	13.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.79	10.58 %
Home-The	0.14	1.00 %
Total	18.93	9.88 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.23	4.58 %
AKM1	1.10	7.70 %
TRR1	0.93	11.29 %
ARC2	0.72	13.77 %
CYR1	0.68	11.64 %
GDM1	0.28	4.09 %
VEL1	0.21	1.79 %
UGI1	0.20	5.74 %
BGR1	0.13	12.95 %
CPT1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	18.93	9.88 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.56	22.07 %
Total	4.56	20.59 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.05	14.29 %
Total	4.56	20.59 %