

MTD Sales
420.70 L

Brand Share %
14.57 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.57 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	415.77	15.46 %
Home-The	4.92	2.50 %
Total	420.70	14.57 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	85.58	23.94 %
SOUTH-03	56.46	16.22 %
CHENNAI-02	56.13	14.58 %
TRICHY-01	52.70	13.74 %
SOUTH-01	51.79	10.64 %
SOUTH ARCOT	26.22	11.74 %
NORTH ARCOT	25.42	11.76 %
WEST-02	23.35	11.36 %
WEST-03	23.31	20.33 %
WEST-01	19.73	11.84 %
Total	420.70	14.57 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	85.36	25.14 %
Home-The	0.22	1.20 %
Total	85.58	23.94 %

Branch *	MTD Sales L	Brand Share %
CH30	1.67	13.24 %
CH05	1.06	6.20 %
KNR1	0.76	9.00 %
CH38	0.68	10.03 %
CH39	0.50	10.75 %
CH26	0.37	10.56 %
MC09	0.14	13.87 %
CH28		0.00 %
CH29		0.00 %
CZWH		0.00 %
TKM1		0.00 %
Total	85.58	23.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	55.66	17.09 %
Home-The	0.80	3.56 %
Total	56.46	16.22 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.62	13.88 %
PVI1	1.15	7.94 %
KKD3	0.91	10.35 %
ADP1	0.90	14.37 %
MDU4	0.81	13.52 %
DGL2	0.67	13.02 %
MNM1	0.47	11.51 %
TDI1	0.45	5.37 %
KPT1	0.36	9.30 %
SVG1	0.36	3.13 %
PKM1	0.23	6.15 %
KYK1		0.00 %
MLR1		0.00 %
PNI1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TEN2		0.00 %
TMM1		0.00 %
WHMD		0.00 %
Total	56.46	16.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	54.79	15.13 %
Home-The	1.34	5.89 %
Total	56.13	14.58 %

Branch *	MTD Sales L	Brand Share %
CH12	2.22	8.15 %
CH20	1.86	7.85 %
CH34	1.48	8.21 %
CH06	1.36	11.39 %
CH33	1.29	11.77 %
MJR1	1.02	9.46 %
CH18	1.02	7.62 %
CH35	0.94	8.70 %
CH36	0.61	11.82 %
GPD1	0.54	12.02 %
PON1	0.48	4.46 %
CH27	0.47	7.38 %
CH43	0.43	6.23 %
CH41	0.32	1.57 %
UKI1	0.30	5.21 %
CH37	0.28	5.27 %
CH23		0.00 %
CH31		0.00 %
CH32		0.00 %
CH46		0.00 %
MC06		0.00 %
WHC3	-0.89	-8.90 %
WCHN	-1.28	14.08 %
Total	56.13	14.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	52.47	14.52 %
Home-The	0.23	1.05 %
Total	52.70	13.74 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.23	10.98 %
TNJ1	3.35	14.03 %
KUM1	3.03	13.69 %
PTK1	1.91	9.94 %
TRY4	1.29	12.72 %
MDI1	1.17	7.36 %
TYR1	0.99	11.42 %
MSI1	0.99	11.13 %
TVR2	0.89	4.51 %
KUM2	0.73	5.64 %
PDK1	0.66	11.67 %
KIK1	0.55	3.81 %
PBR1	0.24	9.13 %
APM1		0.00 %
JKM1		0.00 %
NMM1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
WTRZ		0.00 %
TZSD		0.00 %
Total	52.70	13.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	51.65	11.54 %
Home-The	0.14	0.36 %
Total	51.79	10.64 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.94	11.61 %
TKS2	3.20	11.55 %
NGR1	2.49	8.90 %
TVL1	2.36	5.89 %
TUT1	2.29	4.32 %
RPM1	1.81	6.82 %
TUT2	1.72	11.38 %
PKD1	1.27	12.26 %
TKS1	1.17	7.14 %
RND2	1.07	6.83 %
APK2	0.67	9.21 %
SNL1	0.62	6.03 %
COL1	0.45	9.59 %
VLY1	0.45	3.97 %
VKM1	0.44	6.03 %
KSM1	0.34	10.74 %
SVK1	0.31	2.11 %
TYI1	0.25	3.46 %
APK1	0.23	2.90 %
KGL1	0.22	3.99 %
S2SD		0.00 %
ERL2		0.00 %
PDI1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	51.79	10.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.93	12.48 %
Home-The	0.29	1.87 %
Total	26.22	11.74 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.81	9.35 %
KLM1	1.33	9.34 %
VPM2	1.29	11.57 %
ULP1	1.11	13.54 %
POY2	1.00	6.37 %
MKM1	0.48	8.41 %
POY1	0.22	1.12 %
TDM1	0.14	0.95 %
KML1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	26.22	11.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.02	12.47 %
Home-The	0.40	2.59 %
Total	25.42	11.76 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.11	10.23 %
VSI1	0.88	11.74 %
CYR1	0.84	10.96 %
VNB1	0.62	8.06 %
VEL4	0.59	6.41 %
KPM1	0.45	7.90 %
ARC2	0.42	5.73 %
ANI1	0.25	4.08 %
AKM1	0.23	2.05 %
WJD1	0.23	3.47 %
PLR1	0.14	1.99 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	25.42	11.76 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.61	11.89 %
Home-The	0.74	4.81 %
Total	23.35	11.36 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.18	11.47 %
KRI1	1.34	13.85 %
HSR1	1.27	9.37 %
ATU1	0.86	6.62 %
PNG1	0.75	9.98 %
SLM3	0.63	6.18 %
EPI1	0.32	4.60 %
PMP1	0.32	5.63 %
DPR1	0.14	2.04 %
EDP1	0.14	3.66 %
MTR1	0.08	1.50 %
APN1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
KAM1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	23.35	11.36 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	22.64	21.82 %
Home-The	0.68	6.21 %
Total	23.31	20.33 %

Branch *	MTD Sales L	Brand Share %
RSP1	0.59	6.19 %
SGG1	0.47	11.29 %
TCG1	0.23	3.87 %
CMI1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
TPR4		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	23.31	20.33 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.65	12.99 %
Home-The	0.08	0.55 %
Total	19.73	11.84 %

Branch *	MTD Sales L	Brand Share %
DPM2	0.82	14.43 %
PLI1	0.62	6.10 %
KMR1	0.44	2.28 %
CNR1	0.37	5.04 %
PDM1	0.35	7.21 %
UAM1	0.35	2.14 %
KMD1	0.27	5.27 %
CBE6	0.23	2.16 %
KGI1	0.14	3.97 %
CBE3		0.00 %
CBE5		0.00 %
GDR1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	19.73	11.84 %