

MTD Sales
454.02 L

Brand Share %
14.76 %

Information:

MTD : 01-09-2026 To 20-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.76 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	448.86	15.69 %
Home-The	5.16	2.40 %
Total	454.02	14.76 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	98.35	24.46 %
SOUTH-03	59.28	16.41 %
CHENNAI-02	58.96	14.27 %
SOUTH-01	55.25	10.84 %
TRICHY-01	54.04	13.48 %
NORTH ARCOT	28.10	12.08 %
SOUTH ARCOT	27.44	11.71 %
WEST-03	26.47	20.82 %
WEST-02	24.93	11.60 %
WEST-01	21.20	11.81 %
Total	454.02	14.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	98.13	25.77 %
Home-The	0.22	1.01 %
Total	98.35	24.46 %

Branch *	MTD Sales L	Brand Share %
GUD1	2.38	13.18 %
CH30	1.67	11.76 %
GUD2	1.10	14.05 %
CH05	1.06	5.26 %
KNR1	1.02	11.26 %
CH38	0.93	12.67 %
CH39	0.50	10.14 %
CH26	0.37	10.56 %
MC09	0.14	10.93 %
CH28		0.00 %
CH29		0.00 %
CZWH		0.00 %
TKM1		0.00 %
Total	98.35	24.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	58.48	17.30 %
Home-The	0.80	3.44 %
Total	59.28	16.41 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.62	13.70 %
PVI1	1.15	7.84 %
TPT1	0.94	13.28 %
KKD3	0.91	9.91 %
ADP1	0.90	14.37 %
MDU4	0.81	12.96 %
DGL2	0.67	12.57 %
MNM1	0.47	10.65 %
TDI1	0.45	5.37 %
KPT1	0.36	9.30 %
SVG1	0.36	3.13 %
PKM1	0.23	5.97 %
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	59.28	16.41 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	57.53	14.85 %
Home-The	1.43	5.55 %
Total	58.96	14.27 %

Branch *	MTD Sales L	Brand Share %
CH12	2.22	7.10 %
CH20	2.16	8.50 %
CH34	1.48	7.53 %
CH06	1.36	11.03 %
CH33	1.29	11.63 %
MJR1	1.02	8.75 %
CH18	1.02	7.25 %
CH35	0.94	8.54 %
CH43	0.66	9.01 %
CH36	0.61	11.14 %
GPD1	0.54	11.63 %
PON1	0.48	3.89 %
CH27	0.47	6.94 %
CH41	0.32	1.39 %
UKI1	0.30	5.10 %
CH37	0.28	4.59 %
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	58.96	14.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	55.11	11.78 %
Home-The	0.14	0.34 %
Total	55.25	10.84 %

Branch *	MTD Sales L	Brand Share %
TKS2	3.20	11.18 %
NGR1	2.49	8.66 %
TVL1	2.36	5.70 %
TUT2	2.35	14.11 %
TUT1	2.29	4.17 %
RPM1	1.81	6.57 %
PKD1	1.27	11.65 %
TKS1	1.17	6.43 %
RND2	1.07	6.56 %
APK2	0.90	11.65 %
VKM1	0.85	10.81 %
SNL1	0.62	5.68 %
COL1	0.45	9.59 %
VLY1	0.45	3.84 %
KSM1	0.34	7.85 %
SVK1	0.31	2.05 %
TYI1	0.25	3.34 %
APK1	0.23	2.79 %
KGL1	0.22	3.99 %
S2SD		0.00 %
ERL2		0.00 %
PDI1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	55.25	10.84 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	53.81	14.24 %
Home-The	0.23	1.00 %
Total	54.04	13.48 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.59	10.92 %
MVM1	3.77	14.71 %
KUM1	3.03	13.32 %
PTK1	1.91	9.24 %
TRY4	1.29	12.31 %
TYR1	1.21	13.79 %
MDI1	1.17	6.54 %
MSI1	0.99	11.13 %
TVR2	0.89	4.26 %
KUM2	0.73	5.28 %
PDK1	0.66	11.11 %
KIK1	0.55	3.55 %
PBR1	0.24	8.06 %
APM1		0.00 %
JKM1		0.00 %
NMM1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
WTRZ		0.00 %
TZSD		0.00 %
Total	54.04	13.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.55	12.79 %
Home-The	0.55	3.18 %
Total	28.10	12.08 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.59	13.65 %
CYR1	0.84	9.29 %
VNB1	0.62	7.90 %
VEL4	0.59	5.56 %
KPM1	0.45	7.13 %
ARC2	0.42	5.73 %
AKM1	0.38	3.14 %
ANI1	0.25	3.89 %
WJD1	0.23	3.31 %
PLR1	0.14	1.95 %
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	28.10	12.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.15	12.48 %
Home-The	0.29	1.71 %
Total	27.44	11.71 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.84	14.44 %
TRK1	1.81	9.17 %
KLM1	1.33	9.20 %
VPM2	1.29	11.46 %
ULP1	1.11	12.48 %
POY2	1.00	5.87 %
POY1	0.65	2.92 %
MKM1	0.48	8.12 %
STP1	0.39	13.10 %
TDM1	0.14	0.90 %
KML1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	27.44	11.71 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	25.80	22.46 %
Home-The	0.68	5.51 %
Total	26.47	20.82 %

Branch *	MTD Sales L	Brand Share %
RSP1	0.59	5.09 %
SGG1	0.47	10.23 %
TCG1	0.23	3.68 %
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	26.47	20.82 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	24.19	12.17 %
Home-The	0.74	4.57 %
Total	24.93	11.60 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.18	10.95 %
HSR1	1.73	11.56 %
KRI1	1.34	13.25 %
ATU1	0.86	6.55 %
PNG1	0.75	9.98 %
SLM3	0.63	5.91 %
EPI1	0.32	4.60 %
PMP1	0.32	5.39 %
DPR1	0.14	1.92 %
EDP1	0.14	3.66 %
MTR1	0.08	1.43 %
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	24.93	11.60 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	21.12	13.00 %
Home-The	0.08	0.50 %
Total	21.20	11.81 %

Branch *	MTD Sales L	Brand Share %
DPM2	0.82	13.16 %
PLI1	0.62	5.81 %
KMR1	0.44	2.25 %
CNR1	0.37	4.94 %
PDM1	0.35	6.96 %
UAM1	0.35	2.01 %
KMD1	0.27	4.98 %
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	21.20	11.81 %