

MTD Sales
495.11 L

Brand Share %
15.32 %

Information:

MTD : 01-11-2025 To 21-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.32 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	487.88	16.10 %
Home-The	7.24	3.60 %
Total	495.11	15.32 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	73.50	17.71 %
CHENNAI-01	73.32	17.56 %
SOUTH-01	63.22	14.08 %
TRICHY-01	60.41	15.15 %
CHENNAI-02	52.18	13.03 %
WEST-01	51.35	19.64 %
WEST-02	50.44	16.55 %
SOUTH ARCOT	40.86	15.02 %
NORTH ARCOT	25.02	8.82 %
KL-SOUTH	4.80	16.55 %
Total	495.11	15.32 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	72.60	18.78 %
Home-The	0.90	3.18 %
Total	73.50	17.71 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.27	13.53 %
SVG1	1.63	14.75 %
PNV2	1.61	8.91 %
KRR1	1.22	9.06 %
TMM1	1.12	8.21 %
NKI1	0.78	14.03 %
MLR1	0.76	10.24 %
MDU2	0.60	2.24 %
KYK1	0.55	9.16 %
SGP1	0.36	7.77 %
MDU4	0.27	3.08 %
TDI1	0.26	5.18 %
TPT1	0.25	2.33 %
KPT1	0.21	4.23 %
PKM1	0.14	4.35 %
PNI1	0.13	1.62 %
BNR1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	73.50	17.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	72.05	18.31 %
Home-The	1.27	5.28 %
Total	73.32	17.56 %

Branch *	MTD Sales L	Brand Share %
CH14	3.45	14.57 %
CH30	2.43	11.50 %
CH22	1.44	12.48 %
CH08	1.41	5.26 %
CZWH	0.53	8.60 %
CH38	0.48	6.73 %
CH45	0.37	2.07 %
CH29	0.31	10.87 %
GUD2	0.30	2.69 %
CH26	0.14	4.73 %
CH37		0.00 %
CH40		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN	-0.58	6.26 %
Total	73.32	17.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	62.72	14.97 %
Home-The	0.50	1.67 %
Total	63.22	14.08 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.94	8.35 %
SVK1	3.12	15.05 %
KVT1	2.78	14.55 %
NGR1	1.89	6.61 %
MAR1	1.56	12.77 %
SDI1	1.51	12.81 %
TKS1	1.37	10.56 %
TUT2	1.36	7.49 %
ASM1	1.19	10.96 %
SKD1	1.14	13.96 %
ARM1	1.02	14.08 %
KGL1	0.68	10.59 %
RPM1	0.68	3.95 %
APK1	0.64	9.42 %
APK2	0.60	10.84 %
SNL1	0.54	6.02 %
TYI1	0.38	5.35 %
KYR1	0.27	6.11 %
PDI1	0.25	5.04 %
VKM1	0.21	3.46 %
KSM1	0.19	8.20 %
TKS2	0.14	1.32 %
VLY1	0.13	1.55 %
COL1		0.00 %
S2SD		0.00 %
Total	63.22	14.08 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	59.55	15.71 %
Home-The	0.86	4.34 %
Total	60.41	15.15 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.97	11.16 %
PBR2	2.22	11.47 %
MDI1	2.19	12.59 %
AYR1	1.40	13.08 %
PTK1	1.28	7.55 %
MSI1	1.26	14.16 %
NGT1	0.92	5.62 %
TVR1	0.81	7.07 %
TRY4	0.76	7.53 %
JKM1	0.61	4.89 %
NMM1	0.52	4.63 %
TRY2	0.40	5.86 %
NCK1	0.27	4.51 %
PBR1	0.25	4.56 %
TYR1	0.21	2.73 %
PDK1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	60.41	15.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	51.21	13.50 %
Home-The	0.97	4.60 %
Total	52.18	13.03 %

Branch *	MTD Sales L	Brand Share %
CH20	3.39	11.84 %
CH24	1.44	7.65 %
CH34	1.35	7.35 %
CH17	0.94	5.17 %
MJR1	0.91	5.93 %
CH43	0.62	3.62 %
CH36	0.44	7.64 %
CH23	0.39	7.59 %
CH33	0.14	1.09 %
CH32	0.13	4.79 %
CH01		0.00 %
CH18		0.00 %
CH27		0.00 %
CH31		0.00 %
CH41		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	52.18	13.03 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	50.10	20.41 %
Home-The	1.25	7.82 %
Total	51.35	19.64 %

Branch *	MTD Sales L	Brand Share %
CBE4	2.38	14.07 %
UAM1	2.02	12.74 %
TPR2	1.69	12.55 %
KGI1	0.99	14.17 %
PLI1	0.94	6.83 %
PPI1	0.22	6.36 %
ANR1	0.13	10.14 %
CNR1	0.13	1.74 %
GDR1	0.13	2.30 %
KGM1	0.13	6.40 %
CBE5		0.00 %
KMD1		0.00 %
TPR3		0.00 %
WHCB		0.00 %
WZSD		0.00 %
SNR1	-0.01	-0.13 %
Total	51.35	19.64 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	49.45	17.41 %
Home-The	0.99	4.77 %
Total	50.44	16.55 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.51	14.14 %
ERD2	3.96	14.43 %
SLM2	1.64	13.36 %
VPD1	1.14	12.05 %
PDR1	0.67	10.86 %
TCG1	0.53	8.56 %
KVP1	0.52	9.76 %
SLM3	0.50	3.82 %
CMI1	0.47	14.06 %
EDP1	0.41	6.67 %
HRR1	0.24	7.84 %
VKL1	0.22	7.39 %
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	50.44	16.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	40.50	15.90 %
Home-The	0.37	2.10 %
Total	40.86	15.02 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.03	13.82 %
KKI2	3.03	13.53 %
VPM2	2.07	12.20 %
POY1	1.23	4.64 %
TDM1	0.78	8.75 %
POY2	0.72	3.99 %
TVM1	0.63	10.26 %
ULP1	0.27	2.71 %
STP1	0.14	2.46 %
MKM1		0.00 %
VCM1		0.00 %
Total	40.86	15.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.88	9.51 %
Home-The	0.14	0.63 %
Total	25.02	8.82 %

Branch *	MTD Sales L	Brand Share %
SBR1	3.53	14.53 %
ABR1	1.97	11.67 %
TRR1	1.62	13.02 %
AKM1	1.52	7.64 %
ARC2	1.49	8.19 %
KPM2	1.35	4.23 %
VEL1	0.66	4.45 %
GDM1	0.42	5.15 %
UGI1	0.20	4.03 %
BGR1	0.13	7.91 %
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	25.02	8.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.80	17.59 %
Total	4.80	16.55 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.30	11.47 %
Total	4.80	16.55 %