

MTD Sales
625.22 L

Brand Share %
15.38 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.38 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	616.37	16.21 %
Home-The	8.85	3.37 %
Total	625.22	15.38 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	94.07	18.29 %
CHENNAI-01	93.25	17.75 %
SOUTH-01	81.28	13.48 %
TRICHY-01	77.72	15.63 %
CHENNAI-02	66.09	13.65 %
WEST-01	63.65	19.40 %
WEST-02	61.83	15.75 %
SOUTH ARCOT	48.96	14.53 %
NORTH ARCOT	33.19	9.45 %
KL-SOUTH	5.19	15.42 %
Total	625.22	15.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	92.68	19.35 %
Home-The	1.39	3.94 %
Total	94.07	18.29 %

Branch *	MTD Sales L	Brand Share %
DGL1	5.40	13.98 %
PNV2	2.19	10.89 %
SVG1	2.17	15.35 %
KRR1	1.37	8.57 %
TMM1	1.12	7.31 %
USL1	0.97	12.97 %
NKI1	0.92	13.74 %
KYK1	0.83	11.81 %
MLR1	0.76	9.12 %
MDU2	0.60	1.85 %
TDI1	0.47	6.59 %
SGP1	0.36	5.72 %
MDU4	0.27	2.53 %
TPT1	0.25	2.26 %
KPT1	0.21	3.49 %
PKM1	0.14	3.49 %
PNI1	0.13	1.44 %
BNR1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
Total	94.07	18.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	91.76	18.57 %
Home-The	1.49	4.78 %
Total	93.25	17.75 %

Branch *	MTD Sales L	Brand Share %
CH05	4.42	13.08 %
CH30	3.76	14.46 %
CH22	1.65	11.16 %
CH08	1.54	4.76 %
CH45	1.41	5.73 %
CH39	1.39	14.01 %
CH38	1.27	14.73 %
CZWH	0.53	7.06 %
CH29	0.31	9.87 %
GUD2	0.30	2.25 %
CH26	0.14	3.96 %
CH37		0.00 %
CH40		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN	-0.58	5.78 %
Total	93.25	17.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	80.25	14.35 %
Home-The	1.02	2.35 %
Total	81.28	13.48 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.58	7.03 %
SVK1	3.83	14.90 %
KVT1	3.07	12.76 %
NGR1	2.26	6.02 %
MAR1	2.05	10.90 %
TKS1	2.00	11.41 %
SDI1	1.84	11.27 %
TUT2	1.64	6.57 %
RPM1	1.56	7.37 %
ARM1	1.02	10.61 %
SNL1	0.79	7.66 %
APK2	0.72	9.63 %
KGL1	0.68	8.80 %
APK1	0.64	6.15 %
KYR1	0.53	8.53 %
TYI1	0.38	4.22 %
VKM1	0.35	4.74 %
KSM1	0.33	9.62 %
PDI1	0.25	3.32 %
TKS2	0.14	0.48 %
COL1	0.14	3.50 %
VLY1	0.13	1.29 %
S2SD		0.00 %
Total	81.28	13.48 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	76.86	16.25 %
Home-The	0.86	3.55 %
Total	77.72	15.63 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.22	12.23 %
MDI1	2.94	13.56 %
PTK1	1.75	8.75 %
AYR1	1.64	13.03 %
KRN1	1.19	14.77 %
TVR1	1.18	8.54 %
NGT1	1.16	5.43 %
TRY4	0.76	5.23 %
JKM1	0.61	3.98 %
NMM1	0.52	4.35 %
TRY2	0.40	5.04 %
NCK1	0.27	3.75 %
PBR1	0.25	3.83 %
TYR1	0.21	1.97 %
PDK1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	77.72	15.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	64.98	14.18 %
Home-The	1.11	4.28 %
Total	66.09	13.65 %

Branch *	MTD Sales L	Brand Share %
CH09	4.11	14.47 %
CH20	3.53	11.46 %
CH34	2.44	11.19 %
CH24	2.15	9.53 %
CH17	1.63	7.72 %
MJR1	1.38	6.60 %
CH43	0.91	4.65 %
CH36	0.44	6.45 %
CH33	0.43	2.78 %
CH23	0.39	6.73 %
CH18	0.15	0.59 %
CH32	0.13	4.38 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH41		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	66.09	13.65 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	62.40	20.39 %
Home-The	1.25	5.65 %
Total	63.65	19.40 %

Branch *	MTD Sales L	Brand Share %
CBE4	3.02	14.47 %
TPR2	2.39	13.65 %
PLI1	1.30	7.75 %
UMP1	0.82	13.93 %
SNR1	0.37	2.98 %
GDR1	0.25	3.91 %
PPI1	0.22	4.95 %
ANR1	0.13	8.91 %
CNR1	0.13	1.49 %
KGM1	0.13	3.63 %
CBE5		0.00 %
KMD1		0.00 %
TPR3		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	63.65	19.40 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	60.61	16.63 %
Home-The	1.22	4.33 %
Total	61.83	15.75 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.62	12.26 %
ERD2	4.48	12.54 %
VPD1	1.42	10.87 %
KVP1	0.88	10.57 %
SLM3	0.85	4.95 %
PDR1	0.78	10.67 %
BMD1	0.61	6.42 %
CMI1	0.60	14.92 %
EDP1	0.55	7.13 %
TCG1	0.53	5.57 %
HRR1	0.46	9.08 %
VKL1	0.22	3.69 %
EPI1	0.12	1.60 %
DPR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-0.23	13.95 %
Total	61.83	15.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	48.59	15.38 %
Home-The	0.37	1.75 %
Total	48.96	14.53 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.68	13.19 %
VPM2	2.83	12.67 %
POY1	1.23	3.70 %
TDM1	1.17	10.59 %
POY2	0.72	2.89 %
STP1	0.60	8.79 %
ULP1	0.27	2.30 %
MKM1		0.00 %
VCM1		0.00 %
Total	48.96	14.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.05	10.27 %
Home-The	0.14	0.48 %
Total	33.19	9.45 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.27	10.16 %
ARC2	2.21	10.05 %
ABR1	2.13	11.32 %
KPM2	1.50	4.06 %
VEL1	0.91	5.63 %
ANI1	0.56	12.31 %
VEL2	0.42	1.95 %
GDM1	0.42	2.81 %
UGI1	0.20	3.60 %
BGR1	0.13	3.36 %
CPT1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	33.19	9.45 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.19	16.52 %
Total	5.19	15.42 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.30	10.35 %
TVSD		0.00 %
Total	5.19	15.42 %