

MTD Sales
688.86 L

Brand Share %
15.72 %

Information:

MTD : 01-11-2025 To 28-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.72 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	679.79	16.57 %
Home-The	9.07	3.26 %
Total	688.86	15.72 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	101.91	17.80 %
SOUTH-03	99.56	18.60 %
SOUTH-01	87.02	13.86 %
TRICHY-01	85.24	15.98 %
CHENNAI-02	81.73	14.31 %
WEST-02	67.25	16.02 %
WEST-01	66.86	19.61 %
SOUTH ARCOT	56.30	14.99 %
NORTH ARCOT	37.80	10.21 %
KL-SOUTH	5.19	15.24 %
Total	688.86	15.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	100.42	18.63 %
Home-The	1.49	4.44 %
Total	101.91	17.80 %

Branch *	MTD Sales L	Brand Share %
CH05	4.42	11.57 %
CH30	3.76	13.90 %
CH08	2.22	6.57 %
CH22	1.89	12.37 %
CH45	1.41	5.42 %
CH39	1.39	13.28 %
CH38	1.27	14.52 %
CZWH	0.53	7.06 %
CH29	0.31	8.18 %
GUD2	0.30	1.84 %
CH26	0.14	3.36 %
CH37		0.00 %
CH40		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN	-0.58	5.78 %
Total	101.91	17.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	98.17	19.69 %
Home-The	1.39	3.78 %
Total	99.56	18.60 %

Branch *	MTD Sales L	Brand Share %
DGL1	6.17	15.26 %
PNV2	2.19	10.84 %
SVG1	2.17	15.35 %
KRR1	1.37	8.38 %
USL1	1.21	15.38 %
TMM1	1.12	7.05 %
NKI1	0.92	13.35 %
KYK1	0.83	11.09 %
MLR1	0.76	8.51 %
MDU2	0.72	2.12 %
TDI1	0.47	6.52 %
TPT1	0.37	3.28 %
SGP1	0.36	5.31 %
MDU4	0.27	2.46 %
KPT1	0.21	3.36 %
PKM1	0.14	3.49 %
PNI1	0.13	1.40 %
BNR1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
Total	99.56	18.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	85.78	14.73 %
Home-The	1.24	2.75 %
Total	87.02	13.86 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.17	7.51 %
KVT1	3.54	14.32 %
NGR1	2.26	5.64 %
TKS1	2.23	12.44 %
SDI1	2.08	11.92 %
MAR1	2.05	10.72 %
RPM1	1.92	8.05 %
TUT2	1.88	7.38 %
SKD1	1.59	14.53 %
ARM1	1.02	10.61 %
SNL1	0.79	7.22 %
APK1	0.76	7.15 %
APK2	0.72	8.92 %
KGL1	0.68	8.80 %
KYR1	0.53	7.66 %
TYI1	0.38	3.76 %
VKM1	0.35	4.74 %
KSM1	0.33	9.62 %
PDI1	0.25	3.26 %
TKS2	0.14	0.47 %
COL1	0.14	3.50 %
VLY1	0.13	1.22 %
S2SD		0.00 %
Total	87.02	13.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	84.38	16.62 %
Home-The	0.86	3.33 %
Total	85.24	15.98 %

Branch *	MTD Sales L	Brand Share %
TNJ1	5.67	15.61 %
KUM1	5.00	13.48 %
MDI1	3.06	13.17 %
NGT1	1.87	7.98 %
PTK1	1.87	8.63 %
AYR1	1.64	13.03 %
TVR1	1.18	7.41 %
TRY4	0.76	5.01 %
JKM1	0.73	4.68 %
NMM1	0.64	5.02 %
TRY2	0.40	5.04 %
NCK1	0.27	3.52 %
PBR1	0.25	3.83 %
TYR1	0.21	1.85 %
PDK1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	85.24	15.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	80.62	14.88 %
Home-The	1.11	3.79 %
Total	81.73	14.31 %

Branch *	MTD Sales L	Brand Share %
CH20	4.29	11.47 %
CH09	4.11	12.53 %
CH34	2.80	10.33 %
CH24	2.51	10.07 %
CH17	1.63	6.12 %
MJR1	1.49	6.10 %
CH43	0.91	4.39 %
CH33	0.55	3.16 %
CH36	0.44	6.28 %
CH23	0.39	5.16 %
CH31	0.35	5.56 %
CH18	0.15	0.50 %
CH32	0.13	4.38 %
PON1	0.12	0.78 %
CH01		0.00 %
CH27		0.00 %
CH41		0.00 %
CH46		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	81.73	14.31 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	66.03	16.92 %
Home-The	1.22	4.14 %
Total	67.25	16.02 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.78	15.46 %
SLM1	4.74	11.05 %
VPD1	2.03	14.51 %
APN1	1.36	14.88 %
KVP1	0.99	11.59 %
SLM3	0.85	4.58 %
PDR1	0.78	10.31 %
BMD1	0.61	6.26 %
CMI1	0.60	14.92 %
EDP1	0.55	6.90 %
TCG1	0.53	5.17 %
HRR1	0.46	7.82 %
VKL1	0.22	3.60 %
EPI1	0.12	1.48 %
SGG1	0.12	4.19 %
DPR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
WHPD	-0.23	13.95 %
Total	67.25	16.02 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	65.62	20.63 %
Home-The	1.25	5.44 %
Total	66.86	19.61 %

Branch *	MTD Sales L	Brand Share %
CBE4	3.26	14.88 %
TPR2	2.39	13.61 %
PLI1	1.30	7.52 %
UMP1	0.82	12.75 %
SNR1	0.37	2.78 %
CNR1	0.25	2.74 %
GDR1	0.25	3.91 %
PPI1	0.22	4.81 %
ANR1	0.13	8.44 %
KGM1	0.13	2.83 %
CBE5		0.00 %
KMD1		0.00 %
TPR3		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	66.86	19.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	55.93	15.86 %
Home-The	0.37	1.60 %
Total	56.30	14.99 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.68	12.04 %
VPM2	3.07	12.61 %
TDM1	1.82	12.83 %
TVM1	1.24	14.95 %
POY1	1.23	3.43 %
POY2	1.07	3.91 %
STP1	0.84	10.30 %
ULP1	0.60	4.61 %
MKM1		0.00 %
VCM1		0.00 %
Total	56.30	14.99 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	37.66	11.07 %
Home-The	0.14	0.47 %
Total	37.80	10.21 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.39	10.51 %
ARC2	2.21	9.98 %
ABR1	2.13	10.95 %
KPM2	1.50	3.86 %
VEL1	1.50	8.84 %
VEL2	0.78	3.38 %
GDM1	0.42	2.75 %
BGR1	0.25	4.63 %
UGI1	0.20	3.22 %
VNB1	0.12	0.98 %
CPT1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	37.80	10.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.19	16.31 %
Total	5.19	15.24 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.30	10.25 %
TVSD		0.00 %
Total	5.19	15.24 %