

MTD Sales
788.31 L

Brand Share %
18.70 %

Information:

MTD : 01-07-2025 To 31-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.70 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	671.79	16.93 %
Home-The	116.51	46.94 %
Total	788.31	18.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	181.07	23.05 %
CHENNAI-02	113.85	23.29 %
SOUTH-03	111.37	22.63 %
TRICHY-01	94.88	18.25 %
CHENNAI-01	75.24	14.17 %
WEST-02	71.45	15.13 %
WEST-01	67.00	19.82 %
SOUTH ARCOT	45.77	16.43 %
NORTH ARCOT	24.79	8.93 %
KL-SOUTH	2.90	9.26 %
Total	788.31	18.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	154.22	20.85 %
Home-The	26.85	58.72 %
Total	181.07	23.05 %

Branch *	MTD Sales L	Brand Share %
VLY1	3.87	16.73 %
TYI1	3.54	14.99 %
KYR1	1.91	15.31 %
TKY1	1.62	13.18 %
TVL2	1.61	13.97 %
PKD1	1.42	10.04 %
MMT1	1.40	8.25 %
APK1	1.40	11.60 %
VKM1	1.04	14.82 %
STU2	1.02	8.22 %
RND1	1.01	4.58 %
SNL1	0.95	5.39 %
ERL1	0.83	8.89 %
PDI1	0.64	6.02 %
ASM1	0.55	4.70 %
SDI1	0.43	2.82 %
TCN1	0.34	2.69 %
ARM1	0.33	4.48 %
KSM1	0.26	5.21 %
UDN1	0.13	1.24 %
COL1		0.00 %
S2SD		0.00 %
Total	181.07	23.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	100.38	21.80 %
Home-The	13.47	47.32 %
Total	113.85	23.29 %

Branch *	MTD Sales L	Brand Share %
CH12	4.60	17.77 %
CH34	2.51	10.98 %
CH24	0.87	7.29 %
CH43	0.66	4.40 %
UKI1	0.26	2.39 %
CH46	0.20	5.17 %
GPD1	0.19	1.71 %
PON1	0.16	1.74 %
CH32	0.15	12.92 %
CH17	0.13	1.02 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	113.85	23.29 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	95.29	20.61 %
Home-The	16.08	54.20 %
Total	111.37	22.63 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.59	16.93 %
KKD2	1.52	14.67 %
MDU5	1.45	15.65 %
CBM1	1.24	4.90 %
KPT1	0.88	18.41 %
BTU1	0.81	16.73 %
USL1	0.63	6.22 %
ADP1	0.57	7.94 %
KRR1	0.56	5.66 %
MLR1	0.50	7.37 %
DKI1	0.47	3.69 %
CMR1	0.41	8.55 %
PNV1	0.34	4.35 %
SGP1	0.34	8.36 %
TPT1	0.25	1.91 %
MDU4	0.21	2.22 %
NKI1	0.13	2.99 %
PVI1	0.13	1.51 %
PNI1	0.02	0.31 %
MDWH		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	111.37	22.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	83.53	16.83 %
Home-The	11.35	48.27 %
Total	94.88	18.25 %

Branch *	MTD Sales L	Brand Share %
KUM1	5.40	16.82 %
TNJ2	5.28	16.60 %
MVM1	4.07	12.81 %
JKM1	2.70	16.37 %
MSI1	1.31	12.85 %
PDK1	1.17	11.87 %
PTK1	0.94	4.41 %
KRN1	0.69	12.44 %
NGT1	0.66	3.83 %
ORU1	0.63	7.78 %
TTP1	0.60	6.17 %
NMM1	0.52	5.52 %
APM1	0.37	7.96 %
NCK1	0.19	2.86 %
TVR1	0.15	1.26 %
KIK1	0.08	0.64 %
TZSD		0.00 %
Total	94.88	18.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	66.78	13.28 %
Home-The	8.46	29.92 %
Total	75.24	14.17 %

Branch *	MTD Sales L	Brand Share %
CH16	3.59	9.08 %
SKL1	1.85	15.38 %
CH11	1.46	11.84 %
KNR1	1.26	16.25 %
CH45	1.03	5.27 %
CH42	0.80	4.35 %
CH28	0.69	2.96 %
CH35	0.67	5.08 %
GUD1	0.64	2.89 %
CZWH	0.63	9.74 %
CH39	0.55	6.47 %
TKM1	0.47	5.37 %
AVD1	0.38	1.45 %
CH40	0.34	10.39 %
CH37	0.14	2.55 %
MRM1	0.13	0.89 %
CGL1		0.00 %
CH26		0.00 %
CH38		0.00 %
GUD2		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	75.24	14.17 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	57.53	12.97 %
Home-The	13.92	48.84 %
Total	71.45	15.13 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.97	17.57 %
RSP1	1.95	9.27 %
NKL2	1.93	11.24 %
TRM1	1.91	11.91 %
MCR1	1.14	7.87 %
PDR1	1.14	11.15 %
SLM2	1.13	6.83 %
PMP1	0.96	9.70 %
PLC1	0.95	8.36 %
VPD1	0.87	6.36 %
EDP1	0.82	8.80 %
EPI1	0.59	5.32 %
VKL1	0.55	6.97 %
HRR1	0.55	7.20 %
KMM1	0.48	6.30 %
APN1	0.36	4.45 %
CMI1	0.28	5.58 %
ATU1	0.15	1.34 %
BMD1		0.00 %
KVP1		0.00 %
OML1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	71.45	15.13 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	54.67	17.55 %
Home-The	12.32	46.48 %
Total	67.00	19.82 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.51	13.46 %
SUL1	1.99	15.06 %
CBE6	1.57	17.20 %
SNR1	1.00	8.33 %
CBE1	0.97	11.80 %
MPM1	0.79	7.63 %
GDR1	0.67	8.74 %
KMD1	0.51	9.67 %
SYM2	0.43	5.67 %
TPR1	0.36	2.36 %
DPM2	0.26	3.09 %
ANR1	0.15	3.54 %
TPR4	0.14	1.45 %
TPR3	0.13	1.67 %
PDM1	0.09	1.39 %
AVI1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	67.00	19.82 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	38.26	14.60 %
Home-The	7.51	45.60 %
Total	45.77	16.43 %

Branch *	MTD Sales L	Brand Share %
POY1	4.41	17.50 %
NVL2	1.43	8.68 %
TRK1	1.26	5.49 %
KLM1	0.85	5.53 %
ULP1	0.50	2.76 %
PRT1	0.42	4.42 %
TDM1	0.41	3.10 %
MKM1	0.36	6.31 %
VCM1	0.34	3.12 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	45.77	16.43 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.51	7.15 %
Home-The	6.28	33.29 %
Total	24.79	8.93 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.38	17.50 %
KPM2	2.21	8.67 %
CGM1	1.16	12.19 %
GDM1	1.16	9.41 %
VNB1	0.95	11.28 %
CPT1	0.66	10.70 %
KPM1	0.64	6.47 %
BGR1	0.55	6.17 %
ABR1	0.54	4.46 %
AKM1	0.52	3.58 %
CYR1	0.46	7.60 %
SLG1	0.34	6.44 %
UGI1	0.34	4.99 %
PLR1	0.27	5.22 %
PTU1	0.26	5.86 %
ANI1	0.21	3.53 %
TRT1	0.20	2.01 %
SBR1	0.15	1.15 %
WJD1	0.15	1.24 %
ARC2		0.00 %
NASD		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1	-0.02	-0.32 %
Total	24.79	8.93 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.62	9.03 %
Home-The	0.27	12.27 %
Total	2.90	9.26 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.93	8.49 %
PAS1	0.97	11.28 %
Total	2.90	9.26 %