

MTD Sales
941.96 L

Brand Share %
17.94 %

Information:

MTD : 01-08-2025 To 31-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.94 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	792.80	16.02 %
Home-The	149.16	49.60 %
Total	941.96	17.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	196.75	22.89 %
CHENNAI-02	131.87	23.37 %
SOUTH-03	127.41	21.05 %
WEST-02	94.08	16.61 %
SOUTH ARCOT	93.54	22.06 %
CHENNAI-01	91.39	14.18 %
TRICHY-01	90.99	13.85 %
WEST-01	79.40	16.74 %
NORTH ARCOT	30.53	7.88 %
KL-SOUTH	5.99	8.88 %
Total	941.96	17.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	161.77	20.13 %
Home-The	34.99	62.54 %
Total	196.75	22.89 %

Branch *	MTD Sales L	Brand Share %
MAR1	3.74	12.64 %
ERL2	3.21	13.46 %
RND1	2.61	10.74 %
VLY1	2.36	11.30 %
TVL2	2.05	17.11 %
APK1	1.96	11.27 %
PKD1	1.91	9.19 %
TCN1	1.63	8.85 %
VNR1	1.51	14.58 %
SNL1	1.24	7.01 %
APK2	1.23	12.76 %
MMT1	1.18	10.59 %
TKY1	0.94	7.86 %
STU2	0.87	8.22 %
SGT1	0.69	12.67 %
VKM1	0.50	2.85 %
PDI1	0.49	4.38 %
ASM1	0.47	2.84 %
TYI1	0.35	3.03 %
COL1	0.34	6.79 %
KYR1	0.28	3.00 %
ARM1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
SDI1	-0.16	-1.25 %
Total	196.75	22.89 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	120.34	22.40 %
Home-The	11.54	42.69 %
Total	131.87	23.37 %

Branch *	MTD Sales L	Brand Share %
CH44	3.49	15.95 %
CH34	2.02	8.25 %
CH24	1.91	14.37 %
CH43	1.68	9.25 %
CH23	0.75	6.77 %
PON1	0.68	4.46 %
CH46	0.58	11.41 %
CH17	0.54	4.15 %
CH33	0.49	2.51 %
CH27	0.23	2.55 %
CH36	0.22	3.31 %
CH01		0.00 %
CH31		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	131.87	23.37 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	108.48	18.98 %
Home-The	18.93	56.06 %
Total	127.41	21.05 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.67	13.96 %
KKD2	2.38	13.19 %
CBM1	2.26	11.41 %
TPT1	2.02	13.95 %
KRR1	1.55	17.86 %
MPA1	1.49	11.96 %
CMR1	1.22	14.47 %
ADP1	1.16	10.87 %
MLR1	1.15	7.31 %
USL1	1.06	5.99 %
BTU1	0.89	9.32 %
PVI1	0.85	6.05 %
DKI1	0.68	3.33 %
NKI1	0.62	6.88 %
KPT1	0.61	8.94 %
PNI1	0.58	5.79 %
SGP1	0.23	3.56 %
ODM1	0.14	2.86 %
MDU5	0.13	2.08 %
MNM1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	127.41	21.05 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	80.59	15.01 %
Home-The	13.49	45.65 %
Total	94.08	16.61 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.87	11.86 %
MTR1	2.80	15.59 %
SLM2	2.18	10.11 %
ATU1	2.05	9.24 %
EPI1	2.05	12.17 %
OML1	1.81	14.69 %
TRM1	1.78	9.68 %
VPD1	1.06	5.36 %
HRR1	0.68	7.43 %
KMM1	0.63	7.96 %
TCG1	0.46	5.43 %
BMD1	0.40	2.73 %
PMP1	0.25	3.16 %
SGI1	0.24	2.77 %
EDP1	0.23	2.24 %
DPR2	0.20	1.77 %
RSP1	0.15	0.92 %
KVP1	0.14	0.91 %
CMI1	0.13	1.72 %
APN1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	94.08	16.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	79.35	19.83 %
Home-The	14.19	59.40 %
Total	93.54	22.06 %

Branch *	MTD Sales L	Brand Share %
POY1	6.57	16.17 %
KLM1	1.82	8.26 %
TRK1	1.08	3.04 %
MKM1	0.56	5.85 %
ULP1	0.51	2.90 %
VCM1	0.47	3.89 %
VPM1	0.39	6.24 %
PRT1	0.35	2.50 %
STP1	0.34	5.32 %
KML1	0.33	3.33 %
TDM1		0.00 %
Total	93.54	22.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	76.04	12.58 %
Home-The	15.35	38.61 %
Total	91.39	14.18 %

Branch *	MTD Sales L	Brand Share %
CH05	5.17	15.66 %
CH08	2.81	10.44 %
SKL1	2.37	13.91 %
CH16	2.29	4.40 %
GUD1	2.23	8.79 %
CH22	2.00	10.08 %
CH42	1.87	6.19 %
CH11	1.53	7.70 %
TKM1	1.22	9.03 %
MRM1	1.16	4.44 %
AVD1	0.95	4.56 %
CH28	0.73	2.30 %
CH39	0.62	5.36 %
CH38	0.62	4.24 %
GUD2	0.60	3.18 %
CZWH	0.22	3.94 %
CH45	0.20	0.83 %
CH26	0.14	2.81 %
CH37	0.12	1.46 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	91.39	14.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	76.62	12.17 %
Home-The	14.38	51.93 %
Total	90.99	13.85 %

Branch *	MTD Sales L	Brand Share %
KUM1	6.63	13.34 %
TVR2	5.25	13.72 %
MVM1	3.86	7.38 %
PBR2	3.80	11.40 %
JKM1	2.83	13.95 %
TNJ2	2.64	7.82 %
PTK1	1.67	5.96 %
AYR1	1.37	8.15 %
MSI1	0.69	7.87 %
TRY2	0.58	8.19 %
KRN1	0.57	5.85 %
ORU1	0.46	3.14 %
KIK1	0.45	1.72 %
TTP1	0.33	1.71 %
APM1	0.14	1.78 %
NGT1	0.08	0.47 %
NCK1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	90.99	13.85 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	63.91	14.45 %
Home-The	15.49	48.40 %
Total	79.40	16.74 %

Branch *	MTD Sales L	Brand Share %
PLI1	4.21	16.84 %
CBE6	2.13	9.95 %
CBE1	1.92	10.13 %
GDR1	1.37	15.62 %
TPR3	1.34	11.33 %
TPR2	1.18	5.07 %
CNR1	1.17	13.55 %
DPM2	1.17	6.67 %
AVI1	1.03	6.66 %
SNR1	1.00	7.12 %
MPM1	0.94	6.78 %
GBM1	0.81	7.77 %
KGI1	0.81	8.14 %
SUL1	0.64	4.99 %
CBE3	0.60	7.88 %
PDM1	0.50	5.44 %
CBE5	0.49	16.91 %
KMD1	0.47	5.59 %
TPR1	0.35	1.64 %
TPR4	0.17	2.09 %
SYM2	0.12	1.18 %
KGM1		0.00 %
PPI1		0.00 %
WZSD		0.00 %
Total	79.40	16.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.22	5.90 %
Home-The	9.31	34.00 %
Total	30.53	7.88 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.47	13.97 %
KPM1	1.82	12.80 %
AKM1	1.72	7.16 %
VNB1	1.36	11.89 %
GDM1	1.16	7.40 %
VEL2	1.09	5.45 %
WJD1	1.02	6.27 %
VEL1	0.98	5.28 %
SLG1	0.77	7.79 %
ABR1	0.70	2.94 %
SBR1	0.65	3.32 %
WJP1	0.62	4.71 %
PLR1	0.53	6.13 %
VSI1	0.50	2.53 %
BGR1	0.45	6.30 %
TRT1	0.38	4.32 %
ANI1	0.37	3.89 %
ARC2	0.14	1.11 %
CPT1	0.14	1.13 %
CGM1	0.13	0.87 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	30.53	7.88 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.49	7.05 %
Home-The	1.50	40.38 %
Total	5.99	8.88 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.93	9.90 %
PAS1	1.16	7.79 %
KLR1	0.89	6.99 %
Total	5.99	8.88 %