

MTD Sales
716.31 L

Brand Share %
17.47 %

Information:

MTD : 01-09-2025 To 30-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.47 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	583.85	15.22 %
Home-The	132.46	50.01 %
Total	716.31	17.47 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	150.99	20.20 %
SOUTH-03	100.89	20.92 %
CHENNAI-02	97.86	21.02 %
CHENNAI-01	85.38	16.03 %
TRICHY-01	73.92	16.62 %
WEST-01	63.75	17.61 %
WEST-02	63.41	15.85 %
SOUTH ARCOT	47.97	15.84 %
NORTH ARCOT	24.91	8.78 %
KL-SOUTH	7.22	9.18 %
Total	716.31	17.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	112.66	16.34 %
Home-The	38.33	66.28 %
Total	150.99	20.20 %

Branch *	MTD Sales L	Brand Share %
MAR1	2.92	11.44 %
TCN1	1.88	12.54 %
SDI1	1.65	10.45 %
KSM1	1.44	13.53 %
SKD1	1.40	14.25 %
VLY1	1.37	7.61 %
APK1	1.22	8.81 %
ERL2	0.86	5.60 %
TVL2	0.80	12.95 %
VKM1	0.79	9.53 %
VNR1	0.69	7.44 %
ASM1	0.68	5.67 %
RND1	0.68	3.27 %
STU2	0.67	6.96 %
TKY1	0.51	5.52 %
APK2	0.51	7.72 %
TYI1	0.49	4.51 %
KGL1	0.46	6.41 %
SGT1	0.35	3.40 %
MMT1	0.34	3.20 %
UDN1	0.19	2.27 %
KYR1	0.12	2.40 %
ARM1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
Total	150.99	20.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	83.57	18.46 %
Home-The	17.33	58.69 %
Total	100.89	20.92 %

Branch *	MTD Sales L	Brand Share %
KYK1	1.65	15.05 %
NKI1	1.61	16.05 %
PVI1	1.41	8.34 %
TPT1	1.23	10.00 %
BTU1	1.00	17.02 %
MDU4	0.94	11.27 %
CBM1	0.84	6.16 %
KKD2	0.72	11.23 %
MLR1	0.67	7.99 %
PNI1	0.54	11.74 %
SGP1	0.51	12.15 %
MNM1	0.44	10.52 %
MPA1	0.43	3.76 %
ODM1	0.28	6.68 %
ADP1	0.25	2.75 %
USL1	0.24	2.35 %
CMR1	0.16	3.81 %
KPT1	0.14	1.99 %
PNV1	0.12	2.02 %
MDU5	0.12	3.10 %
DKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	100.89	20.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	86.45	19.57 %
Home-The	11.41	48.14 %
Total	97.86	21.02 %

Branch *	MTD Sales L	Brand Share %
CH06	2.60	13.25 %
CH44	1.82	16.06 %
CH34	1.28	7.04 %
GPD1	1.11	11.35 %
PON1	0.72	4.27 %
CH46	0.71	14.69 %
CH23	0.54	7.37 %
UKI1	0.46	4.67 %
CH43	0.36	2.21 %
CH01		0.00 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
Total	97.86	21.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	74.45	14.84 %
Home-The	10.93	35.25 %
Total	85.38	16.03 %

Branch *	MTD Sales L	Brand Share %
CH08	5.51	17.42 %
CH16	2.41	5.13 %
CH22	2.36	17.04 %
GUD1	2.22	10.89 %
KNR1	1.57	16.90 %
GUD2	1.56	11.38 %
CH38	1.34	12.47 %
CH45	1.32	5.52 %
CH42	0.92	6.35 %
CGL1	0.84	13.18 %
CH39	0.83	7.33 %
CH35	0.67	4.49 %
CH28	0.49	2.30 %
SKL1	0.23	2.26 %
CH37	0.15	2.81 %
WHC3	0.05	0.16 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	85.38	16.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	62.70	14.85 %
Home-The	11.22	49.38 %
Total	73.92	16.62 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.91	12.42 %
TVR2	2.60	16.55 %
MSI1	1.32	11.77 %
TRY3	1.18	15.22 %
AYR1	0.99	12.38 %
PBR1	0.64	11.28 %
TTP1	0.58	6.64 %
NGT1	0.58	3.36 %
NMM1	0.51	5.20 %
KRN1	0.37	5.81 %
KIK1	0.12	0.82 %
APM1	0.11	2.23 %
NCK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	73.92	16.62 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	52.15	15.49 %
Home-The	11.60	45.51 %
Total	63.75	17.61 %

Branch *	MTD Sales L	Brand Share %
KMD1	1.57	13.67 %
CBE6	1.51	15.93 %
AVI1	1.47	14.86 %
TPR2	1.25	5.62 %
CBE5	0.83	13.21 %
SUL1	0.72	8.81 %
MPM1	0.63	5.82 %
ANR1	0.38	8.74 %
DPM2	0.34	3.33 %
SYM2	0.31	3.07 %
GBM1	0.27	2.68 %
CBE1	0.24	3.97 %
PPI1	0.23	3.20 %
TPR3	0.21	2.64 %
CBE3	0.15	2.34 %
TPR1	0.12	0.61 %
TPR4	0.09	2.03 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
WZSD		0.00 %
Total	63.75	17.61 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	48.35	13.09 %
Home-The	15.06	49.03 %
Total	63.41	15.85 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.38	7.02 %
SLM2	1.65	11.69 %
OML1	0.89	9.32 %
KVP1	0.78	9.24 %
VPD1	0.73	4.70 %
DPR2	0.63	8.01 %
EPI1	0.62	6.76 %
SGI1	0.50	5.07 %
VKL1	0.46	10.75 %
TRM1	0.40	3.30 %
RSP1	0.39	3.76 %
PDR1	0.34	4.64 %
KMM1	0.33	5.84 %
MTR1	0.30	3.19 %
PLC1	0.28	3.90 %
ATU1	0.25	2.31 %
CMI1	0.24	6.05 %
PMP1	0.19	3.15 %
TCG1	0.14	2.15 %
EDP1	0.08	1.85 %
BMD1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	63.41	15.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	37.81	13.32 %
Home-The	10.17	53.67 %
Total	47.97	15.84 %

Branch *	MTD Sales L	Brand Share %
VPM2	3.72	16.95 %
NVL2	2.19	16.46 %
CDM1	1.34	8.31 %
TRK1	1.01	3.38 %
PRT1	0.91	8.35 %
ULP1	0.71	4.21 %
TDM1	0.66	4.09 %
MKM1	0.66	8.86 %
KLM1	0.36	2.10 %
VCM1	0.22	3.69 %
VPM1	0.21	3.62 %
STP1	0.14	2.76 %
KML1		0.00 %
TVM1		0.00 %
WHNV		0.00 %
Total	47.97	15.84 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.70	7.15 %
Home-The	6.21	27.81 %
Total	24.91	8.78 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.86	10.36 %
VSI1	1.37	13.71 %
TRT1	0.97	13.88 %
AKM1	0.41	2.37 %
CGM1	0.40	1.91 %
CYR1	0.36	7.69 %
SLG1	0.35	7.58 %
KPM1	0.34	3.56 %
VEL1	0.34	2.56 %
GDM1	0.26	3.30 %
PLR1	0.24	2.02 %
UGI1	0.22	3.72 %
VNB1	0.21	1.97 %
ARC2	0.14	1.50 %
BGR1	0.12	3.28 %
ABR1		0.00 %
ANI1		0.00 %
CPT1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	24.91	8.78 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	7.02	9.23 %
Home-The	0.20	7.71 %
Total	7.22	9.18 %

Branch *	MTD Sales L	Brand Share %
TVP1	6.17	13.98 %
PAS1	1.05	4.66 %
KLR1		0.00 %
Total	7.22	9.18 %