

MTD Sales  
**16.90 L**

Brand Share %  
**13.28 %**

Information:

**MTD :** 01-09-2025 To 01-09-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **13.28 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 14.11       | 11.75 %       |
| Home-The | 2.78        | 39.21 %       |
| Total    | 16.90       | 13.28 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| TRICHY-01   | 5.21        | 16.82 %       |
| SOUTH-03    | 4.38        | 33.50 %       |
| SOUTH-01    | 1.83        | 12.48 %       |
| SOUTH ARCOT | 1.48        | 14.62 %       |
| WEST-01     | 1.35        | 11.11 %       |
| CHENNAI-02  | 1.26        | 10.75 %       |
| CHENNAI-01  | 0.61        | 5.69 %        |
| NORTH ARCOT | 0.36        | 4.71 %        |
| KL-SOUTH    | 0.34        | 4.36 %        |
| WEST-02     | 0.08        | 0.98 %        |
| Total       | 16.90       | 13.28 %       |

**TRICHY-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 5.12        | 16.75 %       |
| Home-The | 0.09        | 21.70 %       |
| Total    | 5.21        | 16.82 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| APM1     |             | 0.00 %        |
| AYR1     |             | 0.00 %        |
| JKM1     |             | 0.00 %        |
| MSI1     |             | 0.00 %        |
| MVM1     |             | 0.00 %        |
| NCK1     |             | 0.00 %        |
| NGT1     |             | 0.00 %        |
| NMM1     |             | 0.00 %        |
| ORU1     |             | 0.00 %        |
| PBR2     |             | 0.00 %        |
| PTK1     |             | 0.00 %        |
| TNJ1     |             | 0.00 %        |
| TNJ2     |             | 0.00 %        |
| TRY2     |             | 0.00 %        |
| TTP1     |             | 0.00 %        |
| TVR1     |             | 0.00 %        |
| TVR2     |             | 0.00 %        |
| Total    | 5.21        | 16.82 %       |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 3.20        | 27.68 %       |
| Home-The | 1.18        | 78.22 %       |
| Total    | 4.38        | 33.50 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ATG1     |             | 0.00 %        |
| CBM1     |             | 0.00 %        |
| DGL1     |             | 0.00 %        |
| DGL2     |             | 0.00 %        |
| DKI1     |             | 0.00 %        |
| KKD2     |             | 0.00 %        |
| KPT1     |             | 0.00 %        |
| KYK1     |             | 0.00 %        |
| MDU2     |             | 0.00 %        |
| MDU5     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| PNI1     |             | 0.00 %        |
| PNV1     |             | 0.00 %        |
| PVI1     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SVG1     |             | 0.00 %        |
| TDI1     |             | 0.00 %        |
| USL1     |             | 0.00 %        |
| Total    | 4.38        | 33.50 %       |

**SOUTH-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Home-The | 1.17        | 80.09 %       |
| LED TV   | 0.67        | 5.04 %        |
| Total    | 1.83        | 12.48 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| APK1     |             | 0.00 %        |
| APK2     |             | 0.00 %        |
| ARM1     |             | 0.00 %        |
| COL1     |             | 0.00 %        |
| ERL2     |             | 0.00 %        |
| KSM1     |             | 0.00 %        |
| KVT1     |             | 0.00 %        |
| KYR1     |             | 0.00 %        |
| MAR1     |             | 0.00 %        |
| PDI1     |             | 0.00 %        |
| PKD1     |             | 0.00 %        |
| RND1     |             | 0.00 %        |
| RPM1     |             | 0.00 %        |
| STU2     |             | 0.00 %        |
| SVK1     |             | 0.00 %        |
| TCN1     |             | 0.00 %        |
| TKY1     |             | 0.00 %        |
| TUT1     |             | 0.00 %        |
| VNR1     |             | 0.00 %        |
| VNR2     |             | 0.00 %        |
| Total    | 1.83        | 12.48 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1.48        | 15.40 %       |
| Total    | 1.48        | 14.62 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CDM1     |             | 0.00 %        |
| KLM1     |             | 0.00 %        |
| KML1     |             | 0.00 %        |
| MKM1     |             | 0.00 %        |
| POY2     |             | 0.00 %        |
| PRT1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| TDM1     |             | 0.00 %        |
| TRK1     |             | 0.00 %        |
| TVM1     |             | 0.00 %        |
| ULP1     |             | 0.00 %        |
| VPM1     |             | 0.00 %        |
| VPM2     |             | 0.00 %        |
| Total    | 1.48        | 14.62 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1.35        | 11.74 %       |
| Total    | 1.35        | 11.11 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ANR1     |             | 0.00 %        |
| AVI1     |             | 0.00 %        |
| CBE1     |             | 0.00 %        |
| CBE3     |             | 0.00 %        |
| CBE4     |             | 0.00 %        |
| CBE5     |             | 0.00 %        |
| CNR1     |             | 0.00 %        |
| DPM2     |             | 0.00 %        |
| GBM1     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| KGI1     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| KMD1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| PLI1     |             | 0.00 %        |
| PPI1     |             | 0.00 %        |
| SNR1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| TPR1     |             | 0.00 %        |
| TPR2     |             | 0.00 %        |
| TPR3     |             | 0.00 %        |
| UMP1     |             | 0.00 %        |
| Total    | 1.35        | 11.11 %       |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1.26        | 11.38 %       |
| Total    | 1.26        | 10.75 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH06     |             | 0.00 %        |
| CH09     |             | 0.00 %        |
| CH12     |             | 0.00 %        |
| CH15     |             | 0.00 %        |
| CH17     |             | 0.00 %        |
| CH21     |             | 0.00 %        |
| CH23     |             | 0.00 %        |
| CH33     |             | 0.00 %        |
| CH34     |             | 0.00 %        |
| CH36     |             | 0.00 %        |
| CH41     |             | 0.00 %        |
| CH43     |             | 0.00 %        |
| CH44     |             | 0.00 %        |
| CH46     |             | 0.00 %        |
| GPD1     |             | 0.00 %        |
| PON1     |             | 0.00 %        |
| Total    | 1.26        | 10.75 %       |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 0.34        | 3.56 %        |
| Home-The | 0.27        | 22.17 %       |
| Total    | 0.61        | 5.69 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| AVD1     |             | 0.00 %        |
| CGL1     |             | 0.00 %        |
| CH05     |             | 0.00 %        |
| CH07     |             | 0.00 %        |
| CH14     |             | 0.00 %        |
| CH16     |             | 0.00 %        |
| CH19     |             | 0.00 %        |
| CH22     |             | 0.00 %        |
| CH28     |             | 0.00 %        |
| CH30     |             | 0.00 %        |
| CH45     |             | 0.00 %        |
| CH48     |             | 0.00 %        |
| GUD2     |             | 0.00 %        |
| KNR1     |             | 0.00 %        |
| MRM1     |             | 0.00 %        |
| SKL1     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 0.61        | 5.69 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 0.36        | 4.85 %        |
| Total    | 0.36        | 4.71 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ABR1     |             | 0.00 %        |
| AKM1     |             | 0.00 %        |
| ANI1     |             | 0.00 %        |
| ARC2     |             | 0.00 %        |
| BGR1     |             | 0.00 %        |
| GDM1     |             | 0.00 %        |
| KPM1     |             | 0.00 %        |
| SBR1     |             | 0.00 %        |
| SLG1     |             | 0.00 %        |
| TRL1     |             | 0.00 %        |
| TRR1     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| VEL1     |             | 0.00 %        |
| VEL2     |             | 0.00 %        |
| VNB1     |             | 0.00 %        |
| WJD1     |             | 0.00 %        |
| WJP1     |             | 0.00 %        |
| Total    | 0.36        | 4.71 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 0.34        | 4.47 %        |
| Total    | 0.34        | 4.36 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 0.34        | 8.41 %        |
| KLR1     |             | 0.00 %        |
| PAS1     |             | 0.00 %        |
| Total    | 0.34        | 4.36 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Home-The | 0.08        | 28.61 %       |
| Total    | 0.08        | 0.98 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ATU1     |             | 0.00 %        |
| BMD1     |             | 0.00 %        |
| DPR2     |             | 0.00 %        |
| EDP1     |             | 0.00 %        |
| EPI1     |             | 0.00 %        |
| ERD1     |             | 0.00 %        |
| HSR1     |             | 0.00 %        |
| HSR2     |             | 0.00 %        |
| KRI1     |             | 0.00 %        |
| MCR1     |             | 0.00 %        |
| NKL2     |             | 0.00 %        |
| OML1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| PLC1     |             | 0.00 %        |
| RSP1     |             | 0.00 %        |
| SGI1     |             | 0.00 %        |
| SLM1     |             | 0.00 %        |
| SLM2     |             | 0.00 %        |
| TCG1     |             | 0.00 %        |
| TRM1     |             | 0.00 %        |
| VKL1     |             | 0.00 %        |
| VPD1     |             | 0.00 %        |
| Total    | 0.08        | 0.98 %        |