

MTD Sales
61.94 L

Brand Share %
18.21 %

Information:

MTD : 01-10-2025 To 01-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.21 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	53.27	16.64 %
Home-The	8.68	43.48 %
Total	61.94	18.21 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.57	23.80 %
WEST-02	8.35	17.80 %
CHENNAI-02	7.59	22.52 %
WEST-01	6.94	23.54 %
CHENNAI-01	6.60	12.99 %
TRICHY-01	6.27	13.85 %
SOUTH-03	6.24	17.11 %
SOUTH ARCOT	4.74	19.89 %
NORTH ARCOT	3.64	15.71 %
KL-SOUTH		0.00 %
Total	61.94	18.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	9.10	20.02 %
Home-The	2.47	78.72 %
Total	11.57	23.80 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.59	15.57 %
RPM1	0.31	14.07 %
TKS2	0.23	17.57 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
RND1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SNL1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
Total	11.57	23.80 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	7.66	17.29 %
Home-The	0.69	26.41 %
Total	8.35	17.80 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.12	4.64 %
ATU1		0.00 %
BMD1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	8.35	17.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	6.77	21.29 %
Home-The	0.82	43.11 %
Total	7.59	22.52 %

Branch *	MTD Sales L	Brand Share %
CH12	0.51	15.20 %
CH03	0.45	14.99 %
CH15	0.19	7.90 %
CH41	0.08	4.60 %
CH06		0.00 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
UKI1		0.00 %
Total	7.59	22.52 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.28	19.93 %
Home-The	1.66	55.64 %
Total	6.94	23.54 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.42	16.06 %
AVI1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR3		0.00 %
Total	6.94	23.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	6.18	12.77 %
Home-The	0.42	17.37 %
Total	6.60	12.99 %

Branch *	MTD Sales L	Brand Share %
CH08	0.75	18.18 %
CH11	0.18	10.25 %
AVD1	0.12	4.71 %
CGL1		0.00 %
CH05		0.00 %
CH16		0.00 %
CH22		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH42		0.00 %
CH45		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
Total	6.60	12.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	5.50	12.59 %
Home-The	0.77	49.34 %
Total	6.27	13.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.59	13.27 %
TNJ1	0.49	14.12 %
KUM1	0.45	11.20 %
PBR2	0.41	14.20 %
MDI1	0.35	17.31 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
Total	6.27	13.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	5.28	15.43 %
Home-The	0.96	42.64 %
Total	6.24	17.11 %

Branch *	MTD Sales L	Brand Share %
TMM1	0.23	10.85 %
PVI1	0.23	14.66 %
ADP1		0.00 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD3		0.00 %
KPT1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	6.24	17.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.21	18.58 %
Home-The	0.54	44.50 %
Total	4.74	19.89 %

Branch *	MTD Sales L	Brand Share %
POY1	0.12	6.86 %
CDM1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
PRT1		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VPM1		0.00 %
Total	4.74	19.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.28	15.27 %
Home-The	0.35	21.56 %
Total	3.64	15.71 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.12	6.88 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	3.64	15.71 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Total		0.00 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
TVP1		0.00 %
Total		0.00 %