

MTD Sales  
46.03 L

Brand Share %  
15.98 %

Information:

MTD : 01-08-2025 To 02-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **15.98 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 39.75       | 14.62 %       |
| Home-The | 6.28        | 38.60 %       |
| Total    | 46.03       | 15.98 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 8.92        | 21.16 %       |
| WEST-02     | 8.46        | 19.53 %       |
| CHENNAI-02  | 6.71        | 21.96 %       |
| SOUTH-03    | 5.91        | 15.96 %       |
| TRICHY-01   | 4.95        | 12.73 %       |
| CHENNAI-01  | 4.60        | 19.18 %       |
| SOUTH ARCOT | 2.88        | 15.19 %       |
| NORTH ARCOT | 2.06        | 8.91 %        |
| WEST-01     | 1.54        | 5.78 %        |
| KL-SOUTH    |             | 0.00 %        |
| Total       | 46.03       | 15.98 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 8.46        | 20.88 %       |
| Home-The | 0.47        | 27.79 %       |
| Total    | 8.92        | 21.16 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 0.34        | 8.91 %        |
| VNR2     | 0.12        | 11.81 %       |
| APK1     |             | 0.00 %        |
| ARM1     |             | 0.00 %        |
| ASM1     |             | 0.00 %        |
| COL1     |             | 0.00 %        |
| KYR1     |             | 0.00 %        |
| NGR1     |             | 0.00 %        |
| PDI1     |             | 0.00 %        |
| PKD1     |             | 0.00 %        |
| RND1     |             | 0.00 %        |
| SDI1     |             | 0.00 %        |
| SNL1     |             | 0.00 %        |
| STU2     |             | 0.00 %        |
| TCN1     |             | 0.00 %        |
| TUT2     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| TYI1     |             | 0.00 %        |
| VKM1     |             | 0.00 %        |
| VLY1     |             | 0.00 %        |
| Total    | 8.92        | 21.16 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 7.42        | 18.14 %       |
| Home-The | 1.04        | 43.11 %       |
| Total    | 8.46        | 19.53 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ERD1     | 0.21        | 6.83 %        |
| BMD1     | 0.20        | 14.60 %       |
| SGI1     | 0.12        | 11.15 %       |
| APN1     |             | 0.00 %        |
| ATU1     |             | 0.00 %        |
| CMI1     |             | 0.00 %        |
| DPR2     |             | 0.00 %        |
| EDP1     |             | 0.00 %        |
| EPI1     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| KMM1     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| MCR1     |             | 0.00 %        |
| MTR1     |             | 0.00 %        |
| NKL2     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| PLC1     |             | 0.00 %        |
| PMP1     |             | 0.00 %        |
| RSP1     |             | 0.00 %        |
| SLM2     |             | 0.00 %        |
| TCG1     |             | 0.00 %        |
| TRM1     |             | 0.00 %        |
| VKL1     |             | 0.00 %        |
| VPD1     |             | 0.00 %        |
| Total    | 8.46        | 19.53 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 6.32        | 21.71 %       |
| Home-The | 0.39        | 27.01 %       |
| Total    | 6.71        | 21.96 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 0.33        | 10.71 %       |
| CH44     | 0.15        | 7.02 %        |
| CH20     | 0.13        | 7.85 %        |
| CH17     |             | 0.00 %        |
| CH18     |             | 0.00 %        |
| CH23     |             | 0.00 %        |
| CH24     |             | 0.00 %        |
| CH27     |             | 0.00 %        |
| CH31     |             | 0.00 %        |
| CH33     |             | 0.00 %        |
| CH34     |             | 0.00 %        |
| CH36     |             | 0.00 %        |
| CH43     |             | 0.00 %        |
| CH46     |             | 0.00 %        |
| GPD1     |             | 0.00 %        |
| UKI1     |             | 0.00 %        |
| Total    | 6.71        | 21.96 %       |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 4.75        | 13.70 %       |
| Home-The | 1.16        | 49.37 %       |
| Total    | 5.91        | 15.96 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBM1     | 0.34        | 11.72 %       |
| KPT1     | 0.14        | 12.16 %       |
| DGL1     | 0.12        | 5.92 %        |
| BNR1     | 0.08        | 11.22 %       |
| ADP1     |             | 0.00 %        |
| ATG1     |             | 0.00 %        |
| BTU1     |             | 0.00 %        |
| CMR1     |             | 0.00 %        |
| DGL2     |             | 0.00 %        |
| DKI1     |             | 0.00 %        |
| KKD2     |             | 0.00 %        |
| KRR1     |             | 0.00 %        |
| MDU3     |             | 0.00 %        |
| MDU5     |             | 0.00 %        |
| MDU6     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| MNM1     |             | 0.00 %        |
| MPA1     |             | 0.00 %        |
| NKI1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| PKM1     |             | 0.00 %        |
| PNI1     |             | 0.00 %        |
| PNV1     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SVG1     |             | 0.00 %        |
| TDI1     |             | 0.00 %        |
| TMM1     |             | 0.00 %        |
| TPT1     |             | 0.00 %        |
| Total    | 5.91        | 15.96 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 3.79        | 10.31 %       |
| Home-The | 1.16        | 54.55 %       |
| Total    | 4.95        | 12.73 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVR2     | 0.33        | 14.09 %       |
| PTK1     | 0.13        | 13.76 %       |
| TNJ2     | 0.08        | 5.98 %        |
| APM1     |             | 0.00 %        |
| AYR1     |             | 0.00 %        |
| JKM1     |             | 0.00 %        |
| KRN1     |             | 0.00 %        |
| MSI1     |             | 0.00 %        |
| MVM1     |             | 0.00 %        |
| NCK1     |             | 0.00 %        |
| NGT1     |             | 0.00 %        |
| NMM1     |             | 0.00 %        |
| ORU1     |             | 0.00 %        |
| PBR1     |             | 0.00 %        |
| PDK1     |             | 0.00 %        |
| TRY2     |             | 0.00 %        |
| TRY3     |             | 0.00 %        |
| TTP1     |             | 0.00 %        |
| TVR1     |             | 0.00 %        |
| Total    | 4.95        | 12.73 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 3.24        | 15.26 %       |
| Home-The | 1.35        | 49.88 %       |
| Total    | 4.60        | 19.18 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| GUD2     | 0.20        | 15.57 %       |
| AVD1     |             | 0.00 %        |
| CH05     |             | 0.00 %        |
| CH07     |             | 0.00 %        |
| CH11     |             | 0.00 %        |
| CH16     |             | 0.00 %        |
| CH26     |             | 0.00 %        |
| CH28     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| CH30     |             | 0.00 %        |
| CH37     |             | 0.00 %        |
| CH38     |             | 0.00 %        |
| CH39     |             | 0.00 %        |
| CH42     |             | 0.00 %        |
| CH45     |             | 0.00 %        |
| CH48     |             | 0.00 %        |
| KNR1     |             | 0.00 %        |
| MRM1     |             | 0.00 %        |
| SKL1     |             | 0.00 %        |
| Total    | 4.60        | 19.18 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 2.75        | 14.83 %       |
| Home-The | 0.13        | 31.54 %       |
| Total    | 2.88        | 15.19 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRK1     | 0.13        | 15.12 %       |
| CDM1     |             | 0.00 %        |
| CUD1     |             | 0.00 %        |
| KLM1     |             | 0.00 %        |
| KML1     |             | 0.00 %        |
| NVL2     |             | 0.00 %        |
| POY1     |             | 0.00 %        |
| POY2     |             | 0.00 %        |
| PRT1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| TDM1     |             | 0.00 %        |
| TVM1     |             | 0.00 %        |
| TVM2     |             | 0.00 %        |
| ULP1     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| VPM1     |             | 0.00 %        |
| Total    | 2.88        | 15.19 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1.68        | 7.82 %        |
| Home-The | 0.38        | 23.25 %       |
| Total    | 2.06        | 8.91 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 0.33        | 10.23 %       |
| WJP1     | 0.26        | 15.57 %       |
| ABR1     |             | 0.00 %        |
| AKM1     |             | 0.00 %        |
| ANI1     |             | 0.00 %        |
| ARC2     |             | 0.00 %        |
| BGR1     |             | 0.00 %        |
| CGM1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| CYR1     |             | 0.00 %        |
| GDM1     |             | 0.00 %        |
| PLR1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| SLG1     |             | 0.00 %        |
| TRL1     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| VEL1     |             | 0.00 %        |
| VEL2     |             | 0.00 %        |
| VNB1     |             | 0.00 %        |
| VSI1     |             | 0.00 %        |
| WJD1     |             | 0.00 %        |
| Total    | 2.06        | 8.91 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 1.33        | 5.28 %        |
| Home-The | 0.21        | 14.91 %       |
| Total    | 1.54        | 5.78 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| AVI1     |             | 0.00 %        |
| CBE1     |             | 0.00 %        |
| CBE3     |             | 0.00 %        |
| CBE4     |             | 0.00 %        |
| CBE6     |             | 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 %        |
| SUL1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| TPR1     |             | 0.00 %        |
| TPR2     |             | 0.00 %        |
| TPR3     |             | 0.00 %        |
| TPR4     |             | 0.00 %        |
| UMP1     |             | 0.00 %        |
| Total    | 1.54        | 5.78 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    |             | 0.00 %        |

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