

MTD Sales
73.34 L

Brand Share %
16.04 %

Information:

MTD : 01-10-2026 To 02-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.04 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	59.52	13.92 %
Home-The	13.82	46.92 %
Total	73.34	16.04 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	13.90	25.99 %
TRICHY-01	11.81	22.59 %
SOUTH-01	9.93	10.02 %
WEST-01	8.14	24.63 %
WEST-02	7.22	23.45 %
CHENNAI-02	6.76	13.18 %
CHENNAI-01	6.68	11.15 %
NORTH ARCOT	4.99	12.78 %
WEST-03	2.38	12.98 %
SOUTH ARCOT	1.53	7.73 %
Total	73.34	16.04 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	12.21	23.97 %
Home-The	1.69	66.40 %
Total	13.90	25.99 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.14	10.29 %
ADP1		0.00 %
ATG1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MDU6		0.00 %
MDU7		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	13.90	25.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	10.91	22.04 %
Home-The	0.89	32.28 %
Total	11.81	22.59 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.18	15.44 %
AYR1	0.14	11.30 %
NMM1	0.14	14.49 %
TNJ2	0.14	5.08 %
KUM1	0.08	5.39 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
MSI1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TYR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	11.81	22.59 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	6.69	7.17 %
Home-The	3.24	56.27 %
Total	9.93	10.02 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.29	2.63 %
TVL1	0.60	16.02 %
MAR1	0.14	3.29 %
TKS2	0.14	5.90 %
VNR2	0.13	3.71 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
RND1		0.00 %
RND2		0.00 %
RPM1		0.00 %
SGT1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
Total	9.93	10.02 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	6.36	20.75 %
Home-The	1.78	74.44 %
Total	8.14	24.63 %

Branch *	MTD Sales L	Brand Share %
CBE1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
UMP1		0.00 %
Total	8.14	24.63 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	5.77	20.70 %
Home-The	1.45	49.69 %
Total	7.22	23.45 %

Branch *	MTD Sales L	Brand Share %
BMD1	0.14	11.12 %
KAM1	0.14	11.82 %
ATU1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
PNG1		0.00 %
SGI1		0.00 %
SLM3		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	7.22	23.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	4.97	10.62 %
Home-The	1.79	40.27 %
Total	6.76	13.18 %

Branch *	MTD Sales L	Brand Share %
CH51	0.37	7.77 %
CH06		0.00 %
CH12		0.00 %
CH17		0.00 %
CH18		0.00 %
CH20		0.00 %
CH23		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH35		0.00 %
CH36		0.00 %
CH37		0.00 %
CH43		0.00 %
CH44		0.00 %
CH46		0.00 %
CH50		0.00 %
GPD1		0.00 %
PON1		0.00 %
UKI1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	6.76	13.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	5.64	9.88 %
Home-The	1.04	36.75 %
Total	6.68	11.15 %

Branch *	MTD Sales L	Brand Share %
CH14	1.20	15.13 %
CH05	0.19	4.29 %
CGL1		0.00 %
CH16		0.00 %
CH19		0.00 %
CH25		0.00 %
CH26		0.00 %
CH28		0.00 %
CH30		0.00 %
CH38		0.00 %
CH39		0.00 %
CH42		0.00 %
CH45		0.00 %
CH47		0.00 %
CH49		0.00 %
GUD1		0.00 %
GUD2		0.00 %
TKM1		0.00 %
Total	6.68	11.15 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.30	11.84 %
Home-The	0.69	24.88 %
Total	4.99	12.78 %

Branch *	MTD Sales L	Brand Share %
VEL3	0.21	3.94 %
SBR1	0.14	8.08 %
VEL4	0.14	5.06 %
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 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	4.99	12.78 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	1.72	10.17 %
Home-The	0.67	44.70 %
Total	2.38	12.98 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.14	3.80 %
AVI1		0.00 %
CMI1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
TPR1		0.00 %
TPR3		0.00 %
TPR4		0.00 %
VKL1		0.00 %
Total	2.38	12.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	0.95	5.18 %
Home-The	0.58	38.03 %
Total	1.53	7.73 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.23	12.19 %
KKI2	0.08	6.77 %
CDM1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		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 %
VPM1		0.00 %
VPM2		0.00 %
Total	1.53	7.73 %