

MTD Sales
101.40 L

Brand Share %
17.91 %

Information:

MTD : 01-08-2025 To 03-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.91 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	87.92	16.47 %
Home-The	13.48	41.83 %
Total	101.40	17.91 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	20.43	23.29 %
CHENNAI-02	16.86	26.60 %
WEST-02	16.43	20.51 %
SOUTH-03	12.25	16.64 %
TRICHY-01	9.41	13.54 %
CHENNAI-01	8.55	14.77 %
SOUTH ARCOT	6.71	18.66 %
WEST-01	6.38	11.97 %
NORTH ARCOT	4.38	11.06 %
KL-SOUTH		0.00 %
Total	101.40	17.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	18.23	21.97 %
Home-The	2.20	46.55 %
Total	20.43	23.29 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.59	13.40 %
VNR2	0.46	14.36 %
TUT1	0.42	4.92 %
MAR1	0.36	14.52 %
SNL1	0.24	15.01 %
TYI1	0.23	13.04 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
NGR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
SDI1		0.00 %
STU2		0.00 %
TKY1		0.00 %
TVL2		0.00 %
VKM1		0.00 %
VLY1		0.00 %
Total	20.43	23.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	16.01	26.26 %
Home-The	0.85	35.11 %
Total	16.86	26.60 %

Branch *	MTD Sales L	Brand Share %
CH24	0.34	17.64 %
CH44	0.15	5.10 %
CH17		0.00 %
CH18		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	16.86	26.60 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	14.22	18.83 %
Home-The	2.21	47.89 %
Total	16.43	20.51 %

Branch *	MTD Sales L	Brand Share %
TRM1	0.24	7.32 %
VPD1	0.20	6.50 %
BMD1	0.20	11.56 %
OML1	0.13	7.31 %
SGI1	0.12	9.52 %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		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 %
SGG1		0.00 %
SLM2		0.00 %
TCG1		0.00 %
Total	16.43	20.51 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	10.18	14.76 %
Home-The	2.08	44.61 %
Total	12.25	16.64 %

Branch *	MTD Sales L	Brand Share %
CBM1	0.55	9.27 %
MDU3	0.34	16.54 %
KPT1	0.14	9.54 %
DGL2	0.13	6.98 %
DGL1	0.12	2.33 %
TMM1	0.12	9.47 %
BNR1	0.08	5.18 %
ADP1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KRR1		0.00 %
MDU5		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 %
TDI1		0.00 %
Total	12.25	16.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	7.47	11.30 %
Home-The	1.94	57.41 %
Total	9.41	13.54 %

Branch *	MTD Sales L	Brand Share %
TVR2	0.70	17.80 %
KUM1	0.68	14.93 %
MVM1	0.47	5.86 %
AYR1	0.33	14.27 %
PBR2	0.27	7.65 %
PTK1	0.25	10.49 %
TNJ2	0.08	2.71 %
APM1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
Total	9.41	13.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	6.86	12.86 %
Home-The	1.70	37.02 %
Total	8.55	14.77 %

Branch *	MTD Sales L	Brand Share %
GUD2	0.41	11.98 %
CH22	0.38	17.32 %
MRM1	0.33	12.70 %
TKM1	0.13	5.73 %
AVD1		0.00 %
CH05		0.00 %
CH11		0.00 %
CH16		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH42		0.00 %
CH45		0.00 %
KNR1		0.00 %
SKL1		0.00 %
Total	8.55	14.77 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.05	17.64 %
Home-The	0.66	40.31 %
Total	6.71	18.66 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.47	17.18 %
CUD1	0.46	14.54 %
POY1	0.33	8.21 %
CDM1	0.21	12.94 %
KLM1		0.00 %
NVL2		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
Total	6.71	18.66 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.18	10.37 %
Home-The	1.20	35.92 %
Total	6.38	11.97 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.69	17.84 %
DPM2	0.34	8.83 %
UAM1	0.34	10.14 %
TPR1	0.21	4.92 %
GBM1	0.13	12.74 %
TPR2	0.13	5.02 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
Total	6.38	11.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.72	10.06 %
Home-The	0.66	25.52 %
Total	4.38	11.06 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.83	16.52 %
TRR1	0.80	12.78 %
WJP1	0.26	10.69 %
ABR1		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 %
SBR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
Total	4.38	11.06 %

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 %