

MTD Sales
111.28 L

Brand Share %
18.20 %

Information:

MTD : 01-10-2026 To 03-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **18.20 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	88.44	15.62 %
Home-The	22.84	50.68 %
Total	111.28	18.20 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	20.00	24.52 %
SOUTH-01	18.80	14.69 %
TRICHY-01	16.29	22.25 %
CHENNAI-02	13.46	18.38 %
WEST-01	10.73	28.39 %
CHENNAI-01	9.56	12.69 %
WEST-02	8.42	21.38 %
NORTH ARCOT	6.77	13.47 %
SOUTH ARCOT	4.21	14.65 %
WEST-03	3.05	12.72 %
Total	111.28	18.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	17.77	23.12 %
Home-The	2.23	47.45 %
Total	20.00	24.52 %

Branch *	MTD Sales L	Brand Share %
TDI1	0.21	16.17 %
DGL1	0.14	5.15 %
DKI1	0.14	13.88 %
ADP1		0.00 %
ATG1		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 %
MDU7		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	20.00	24.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	13.19	11.06 %
Home-The	5.61	64.19 %
Total	18.80	14.69 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.70	3.31 %
TKS2	0.68	13.72 %
PKD1	0.21	18.09 %
VLY1	0.21	17.64 %
MAR1	0.14	3.06 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
ERL2		0.00 %
KYR1		0.00 %
MMT1		0.00 %
RND1		0.00 %
RND2		0.00 %
RPM1		0.00 %
S2SD		0.00 %
SDI1		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	18.80	14.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	14.38	21.09 %
Home-The	1.91	37.86 %
Total	16.29	22.25 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.82	15.06 %
TNJ1	1.05	15.93 %
MVM1	0.39	11.48 %
AYR1	0.14	7.86 %
NCK1	0.14	10.09 %
NMM1	0.14	14.49 %
TNJ2	0.14	3.73 %
KUM1	0.08	5.05 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
MSI1		0.00 %
NGT1		0.00 %
ORU1		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	16.29	22.25 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	10.40	15.53 %
Home-The	3.07	48.68 %
Total	13.46	18.38 %

Branch *	MTD Sales L	Brand Share %
CH24	0.52	12.10 %
CH12		0.00 %
CH17		0.00 %
CH18		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 %
CH46		0.00 %
CH50		0.00 %
GPD1		0.00 %
PON1		0.00 %
UKI1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
CH20	-0.38	-9.42 %
Total	13.46	18.38 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	7.33	21.78 %
Home-The	3.40	82.59 %
Total	10.73	28.39 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.21	8.99 %
PLI1	0.14	14.63 %
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 %
PPI1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	10.73	28.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	7.86	11.04 %
Home-The	1.70	41.02 %
Total	9.56	12.69 %

Branch *	MTD Sales L	Brand Share %
CH28	0.71	14.66 %
AVD1	0.42	13.66 %
CH05	0.33	6.15 %
MRM1	0.27	11.84 %
SKL1	0.15	16.99 %
CGL1		0.00 %
CH16		0.00 %
CH19		0.00 %
CH22		0.00 %
CH25		0.00 %
CH26		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 %
MC09		0.00 %
TKM1		0.00 %
Total	9.56	12.69 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	6.62	18.52 %
Home-The	1.80	49.42 %
Total	8.42	21.38 %

Branch *	MTD Sales L	Brand Share %
BMD1	0.14	11.12 %
KAM1	0.14	8.79 %
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 %
TRM1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	8.42	21.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.81	12.43 %
Home-The	0.96	27.24 %
Total	6.77	13.47 %

Branch *	MTD Sales L	Brand Share %
CYR1	0.43	17.01 %
VEL3	0.21	3.94 %
SBR1	0.14	6.87 %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		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 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	6.77	13.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.36	12.83 %
Home-The	0.85	33.42 %
Total	4.21	14.65 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.23	12.19 %
KLM1	0.14	4.04 %
KKI2	0.08	4.68 %
CDM1		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 %
Total	4.21	14.65 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	1.72	7.94 %
Home-The	1.33	56.53 %
Total	3.05	12.72 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.80	15.43 %
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	3.05	12.72 %