

MTD Sales
61.26 L

Brand Share %
17.24 %

Information:

MTD : 01-11-2025 To 03-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.24 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	52.02	15.71 %
Home-The	9.24	38.22 %
Total	61.26	17.24 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	11.38	23.53 %
WEST-02	9.36	22.41 %
SOUTH-01	8.89	17.13 %
CHENNAI-02	8.32	18.98 %
TRICHY-01	6.07	14.85 %
CHENNAI-01	5.86	13.43 %
WEST-01	5.55	18.11 %
SOUTH ARCOT	2.70	12.29 %
NORTH ARCOT	2.43	8.40 %
KL-SOUTH	0.71	20.78 %
Total	61.26	17.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	9.66	21.47 %
Home-The	1.72	51.25 %
Total	11.38	23.53 %

Branch *	MTD Sales L	Brand Share %
KKD3	0.23	13.02 %
KYK1	0.03	3.46 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KPT1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	11.38	23.53 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	7.28	18.86 %
Home-The	2.09	65.16 %
Total	9.36	22.41 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.15	6.76 %
OML1	0.15	9.49 %
SLM3	0.15	12.85 %
SGI1	0.09	8.66 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		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 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
Total	9.36	22.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	7.54	15.42 %
Home-The	1.34	45.32 %
Total	8.89	17.13 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.28	4.48 %
RPM1	0.23	15.88 %
RND1	0.08	4.77 %
TKS1	0.08	7.67 %
ERL2	0.08	10.96 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
S2SD		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 %
TYI1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
Total	8.89	17.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	7.51	18.03 %
Home-The	0.81	37.09 %
Total	8.32	18.98 %

Branch *	MTD Sales L	Brand Share %
CH12	0.34	11.18 %
MJR1	0.22	12.33 %
CH21	0.08	5.83 %
CH06		0.00 %
CH17		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
CH43		0.00 %
CH44		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
CH23	-0.32	-106.72 %
Total	8.32	18.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	5.83	15.02 %
Home-The	0.24	11.61 %
Total	6.07	14.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.83	10.29 %
MVM1	0.34	13.52 %
TVR2	0.24	9.85 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TYR1		0.00 %
WTRZ		0.00 %
Total	6.07	14.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	5.33	13.50 %
Home-The	0.53	12.76 %
Total	5.86	13.43 %

Branch *	MTD Sales L	Brand Share %
CH05	0.51	15.66 %
CH08	0.35	8.73 %
CH14	0.34	8.51 %
CH11	0.15	10.26 %
GUD1	0.08	3.01 %
AVD1		0.00 %
CGL1		0.00 %
CH16		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH42		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC09		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
Total	5.86	13.43 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	4.86	17.06 %
Home-The	0.69	32.22 %
Total	5.55	18.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.23	8.63 %
GBM1	0.16	11.79 %
TPR2	0.08	5.57 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CBE6		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	5.55	18.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.10	10.04 %
Home-The	0.60	58.92 %
Total	2.70	12.29 %

Branch *	MTD Sales L	Brand Share %
POY2	0.14	9.53 %
PRT1	0.14	11.01 %
POY1	0.08	5.82 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
SJI2		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
WHUT		0.00 %
Total	2.70	12.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	1.41	5.42 %
Home-The	1.01	35.98 %
Total	2.43	8.40 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.21	6.49 %
ABR1	0.15	9.36 %
TRR1	0.15	13.91 %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	2.43	8.40 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.49	15.85 %
Home-The	0.22	66.84 %
Total	0.71	20.78 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVP1		0.00 %
Total	0.71	20.78 %