

MTD Sales
54.97 L

Brand Share %
13.54 %

Information:

MTD : 01-09-2025 To 04-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.54 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	45.23	11.78 %
Home-The	9.74	43.94 %
Total	54.97	13.54 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	12.98	26.64 %
TRICHY-01	7.74	12.57 %
CHENNAI-02	7.13	17.39 %
SOUTH-01	5.44	9.16 %
WEST-02	4.45	11.80 %
SOUTH ARCOT	4.24	12.25 %
CHENNAI-01	3.80	10.56 %
WEST-01	3.58	11.56 %
KL-SOUTH	3.00	9.62 %
NORTH ARCOT	2.62	10.51 %
Total	54.97	13.54 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	10.85	23.66 %
Home-The	2.13	74.35 %
Total	12.98	26.64 %

Branch *	MTD Sales L	Brand Share %
TEN1	0.14	8.34 %
ADP1		0.00 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
KYK1		0.00 %
MDU2		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	12.98	26.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	6.81	11.45 %
Home-The	0.93	43.83 %
Total	7.74	12.57 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.47	11.55 %
APM1		0.00 %
JKM1		0.00 %
KIK1		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 %
PBR2		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
Total	7.74	12.57 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	6.62	16.86 %
Home-The	0.51	29.35 %
Total	7.13	17.39 %

Branch *	MTD Sales L	Brand Share %
CH12	0.42	8.91 %
CH17		0.00 %
CH20		0.00 %
CH21		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
CH41		0.00 %
CH44		0.00 %
CH46		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	7.13	17.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	2.83	5.17 %
Home-The	2.61	56.98 %
Total	5.44	9.16 %

Branch *	MTD Sales L	Brand Share %
SDI1	0.52	10.86 %
MAR1	0.15	4.74 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
KVT1		0.00 %
KYR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
RND1		0.00 %
RPM1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
SVK1		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TUT1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
Total	5.44	9.16 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	3.19	8.96 %
Home-The	1.26	60.02 %
Total	4.45	11.80 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.22	13.03 %
RSP1	0.15	13.10 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	4.45	11.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.03	12.16 %
Home-The	0.21	14.25 %
Total	4.24	12.25 %

Branch *	MTD Sales L	Brand Share %
CDM1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM2		0.00 %
Total	4.24	12.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	2.53	7.73 %
Home-The	1.27	39.44 %
Total	3.80	10.56 %

Branch *	MTD Sales L	Brand Share %
CH16	0.51	10.04 %
WHC3	0.05	6.70 %
AVD1		0.00 %
CGL1		0.00 %
CH07		0.00 %
CH11		0.00 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH39		0.00 %
CH42		0.00 %
CH45		0.00 %
CH48		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MRM1		0.00 %
SKL1		0.00 %
Total	3.80	10.56 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	3.22	11.12 %
Home-The	0.36	17.98 %
Total	3.58	11.56 %

Branch *	MTD Sales L	Brand Share %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE5		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 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	3.58	11.56 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.00	9.91 %
Total	3.00	9.62 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.23	3.05 %
KLR1		0.00 %
Total	3.00	9.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.15	9.06 %
Home-The	0.47	40.40 %
Total	2.62	10.51 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.16	9.20 %
GDM1	0.14	9.89 %
TRR1	0.09	6.71 %
AKM1	0.08	8.43 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	2.62	10.51 %