

MTD Sales
83.72 L

Brand Share %
10.73 %

Information:

MTD : 01-12-2025 To 04-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.73 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	72.80	9.77 %
Home-The	10.92	31.47 %
Total	83.72	10.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	17.34	13.59 %
SOUTH-03	12.05	12.64 %
CHENNAI-01	11.04	11.68 %
CHENNAI-02	10.01	13.82 %
SOUTH ARCOT	9.98	13.79 %
WEST-01	7.94	14.04 %
TRICHY-01	7.88	6.55 %
WEST-02	3.72	4.68 %
NORTH ARCOT	2.95	5.27 %
KL-SOUTH	0.82	15.26 %
Total	83.72	10.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	14.17	11.69 %
Home-The	3.16	49.60 %
Total	17.34	13.59 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.52	6.89 %
VNR1	0.31	10.55 %
MAR1	0.23	3.97 %
STU2	0.14	5.36 %
KYR1	0.14	8.77 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	17.34	13.59 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	10.81	11.93 %
Home-The	1.25	26.36 %
Total	12.05	12.64 %

Branch *	MTD Sales L	Brand Share %
KYK1	0.14	10.35 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD3		0.00 %
KPT1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	12.05	12.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	10.32	11.33 %
Home-The	0.72	21.38 %
Total	11.04	11.68 %

Branch *	MTD Sales L	Brand Share %
AVD1	0.38	8.25 %
CH30	0.30	8.52 %
CGL1	0.21	9.87 %
CH16	0.15	2.58 %
CH08		0.00 %
CH11		0.00 %
CH22		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH42		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MRM1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	11.04	11.68 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	9.48	13.46 %
Home-The	0.52	27.18 %
Total	10.01	13.82 %

Branch *	MTD Sales L	Brand Share %
CH21	0.38	8.76 %
CH34	0.33	7.62 %
CH24	0.32	10.32 %
CH43	0.22	10.29 %
CH01		0.00 %
CH06		0.00 %
CH15		0.00 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH44		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	10.01	13.82 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.63	13.75 %
Home-The	0.35	14.86 %
Total	9.98	13.79 %

Branch *	MTD Sales L	Brand Share %
NVL2	0.42	8.56 %
VPM2	0.32	6.60 %
KLM1	0.23	6.50 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	9.98	13.79 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.96	11.32 %
Home-The	1.98	50.54 %
Total	7.94	14.04 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.33	7.81 %
CNR1	0.23	9.52 %
PLI1	0.08	3.95 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	7.94	14.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	6.55	5.66 %
Home-The	1.33	28.85 %
Total	7.88	6.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.43	10.64 %
TNJ1	1.10	10.04 %
MVM1	0.59	7.39 %
TNJ2	0.55	8.82 %
MDI1	0.34	6.63 %
TRY4	0.31	7.49 %
TYR1	0.30	10.50 %
TVR1	0.25	5.08 %
KUM1	0.23	3.36 %
NGT1	0.15	3.50 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR2		0.00 %
TZSD		0.00 %
Total	7.88	6.55 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	2.78	3.70 %
Home-The	0.94	21.74 %
Total	3.72	4.68 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.50	10.45 %
ERD1	0.30	7.77 %
HSR1	0.30	9.24 %
SLM3	0.14	7.41 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		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 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	3.72	4.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.28	4.28 %
Home-The	0.68	23.62 %
Total	2.95	5.27 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.22	4.35 %
ABR1	0.16	4.35 %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
Total	2.95	5.27 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.82	16.08 %
Total	0.82	15.26 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	0.82	15.26 %