

MTD Sales
152.03 L

Brand Share %
18.11 %

Information:

MTD : 01-08-2025 To 05-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.11 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	128.50	16.24 %
Home-The	23.53	48.75 %
Total	152.03	18.11 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	29.87	22.91 %
CHENNAI-02	24.09	27.44 %
SOUTH-03	21.54	20.06 %
WEST-02	21.02	18.76 %
WEST-01	18.18	17.39 %
TRICHY-01	13.04	13.10 %
CHENNAI-01	9.86	11.46 %
SOUTH ARCOT	9.43	17.15 %
NORTH ARCOT	5.02	9.99 %
KL-SOUTH		0.00 %
Total	152.03	18.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	25.35	20.72 %
Home-The	4.52	56.56 %
Total	29.87	22.91 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.19	9.42 %
APK1	0.50	13.90 %
MAR1	0.49	12.06 %
VNR2	0.46	12.83 %
KGL1	0.25	11.16 %
TYI1	0.23	8.79 %
STU2	0.19	9.23 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
VKM1		0.00 %
VLV1		0.00 %
Total	29.87	22.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	22.62	26.79 %
Home-The	1.47	43.60 %
Total	24.09	27.44 %

Branch *	MTD Sales L	Brand Share %
CH34	0.34	13.79 %
CH24	0.34	13.95 %
CH44	0.15	4.10 %
CH17		0.00 %
CH18		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	24.09	27.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	17.08	17.12 %
Home-The	4.46	58.79 %
Total	21.54	20.06 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.18	13.61 %
MDU6	0.74	17.20 %
CBM1	0.55	9.10 %
MDU3	0.34	11.35 %
KRR1	0.26	13.76 %
PVI1	0.25	17.66 %
TMM1	0.25	9.36 %
ADP1	0.21	10.44 %
KPT1	0.14	7.22 %
ODM1	0.14	7.66 %
MDU5	0.13	15.40 %
BTU1		0.00 %
DKI1		0.00 %
KKD2		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 %
SZSD		0.00 %
TDI1		0.00 %
Total	21.54	20.06 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.03	17.04 %
Home-The	2.98	48.36 %
Total	21.02	18.76 %

Branch *	MTD Sales L	Brand Share %
VPD1	0.73	14.81 %
TRM1	0.24	5.71 %
BMD1	0.20	9.26 %
MTR1	0.13	4.72 %
OML1	0.13	5.00 %
SGI1	0.12	4.71 %
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 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SLM2		0.00 %
TCG1		0.00 %
WZWH		0.00 %
Total	21.02	18.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	15.05	15.30 %
Home-The	3.13	50.67 %
Total	18.18	17.39 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.69	14.09 %
CBE1	0.50	11.03 %
CBE6	0.34	6.51 %
DPM2	0.34	7.12 %
CBE3	0.24	17.01 %
TPR1	0.21	4.59 %
ANR1	0.13	9.66 %
GBM1	0.13	7.88 %
TPR2	0.13	3.45 %
CBE4	0.13	8.42 %
AVI1		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	18.18	17.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	10.98	11.53 %
Home-The	2.06	48.18 %
Total	13.04	13.10 %

Branch *	MTD Sales L	Brand Share %
TVR2	0.70	14.04 %
KUM1	0.68	10.29 %
TNJ2	0.62	11.02 %
MVM1	0.47	4.58 %
KIK1	0.45	12.02 %
JKM1	0.34	10.76 %
AYR1	0.33	11.13 %
PBR2	0.27	4.45 %
PTK1	0.25	7.94 %
APM1		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 %
TZSD		0.00 %
Total	13.04	13.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	7.20	9.02 %
Home-The	2.66	43.15 %
Total	9.86	11.46 %

Branch *	MTD Sales L	Brand Share %
GUD1	0.50	17.35 %
GUD2	0.41	10.06 %
CH22	0.38	12.55 %
MRM1	0.33	9.38 %
TKM1	0.13	4.81 %
CH05	0.08	2.07 %
AVD1		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 %
CH40		0.00 %
CH42		0.00 %
CH45		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MC10		0.00 %
SKL1		0.00 %
Total	9.86	11.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.25	15.81 %
Home-The	1.18	42.36 %
Total	9.43	17.15 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.91	17.95 %
TRK1	0.47	12.20 %
POY1	0.33	5.18 %
KML1	0.33	16.15 %
KLM1	0.26	10.31 %
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	9.43	17.15 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.95	8.43 %
Home-The	1.07	32.10 %
Total	5.02	9.99 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.92	14.36 %
TRR1	0.80	11.60 %
WJP1	0.26	10.16 %
VSI1	0.13	6.47 %
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 %
Total	5.02	9.99 %

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 %