

MTD Sales
130.45 L

Brand Share %
12.04 %

Information:

MTD : 01-11-2025 To 05-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.04 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	110.62	10.78 %
Home-The	19.83	34.63 %
Total	130.45	12.04 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.93	15.62 %
SOUTH-03	20.15	16.31 %
CHENNAI-02	17.79	13.35 %
WEST-02	16.35	13.91 %
TRICHY-01	14.65	10.29 %
SOUTH ARCOT	12.70	12.85 %
CHENNAI-01	9.13	7.09 %
WEST-01	9.13	10.43 %
NORTH ARCOT	5.11	5.99 %
KL-SOUTH	1.49	11.55 %
Total	130.45	12.04 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	19.46	13.48 %
Home-The	4.48	50.64 %
Total	23.93	15.62 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.28	8.99 %
VNR2	0.81	9.66 %
RPM1	0.63	11.60 %
TKS1	0.42	10.08 %
PKD1	0.34	5.69 %
SKD1	0.23	8.21 %
RND1	0.23	4.08 %
SDI1	0.15	4.36 %
UDN1	0.12	7.57 %
ASM1	0.09	3.58 %
ERL2	0.08	3.22 %
APK1		0.00 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
STU2		0.00 %
TCN1		0.00 %
TKY1		0.00 %
VKM1		0.00 %
Total	23.93	15.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	17.41	14.89 %
Home-The	2.74	41.33 %
Total	20.15	16.31 %

Branch *	MTD Sales L	Brand Share %
TPT1	0.23	8.11 %
KKD3	0.23	3.12 %
CBM1	0.21	4.52 %
NKI1	0.14	7.66 %
ADP1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
DKI1		0.00 %
KPT1		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 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
WHMD		0.00 %
MDU4	-0.48	-10.47 %
Total	20.15	16.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	15.94	12.48 %
Home-The	1.84	33.36 %
Total	17.79	13.35 %

Branch *	MTD Sales L	Brand Share %
CH12	0.99	9.10 %
CH34	0.33	4.88 %
CH21	0.08	1.70 %
CH06		0.00 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH43		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	17.79	13.35 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	13.45	12.12 %
Home-The	2.91	44.05 %
Total	16.35	13.91 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.35	6.50 %
NKL2	0.34	8.21 %
SGI1	0.25	11.53 %
ERD1	0.15	1.93 %
PLC1	0.15	7.32 %
DPR2	0.15	7.52 %
MTR1	0.08	2.99 %
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 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
Total	16.35	13.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	13.07	9.60 %
Home-The	1.58	25.40 %
Total	14.65	10.29 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.49	5.07 %
PDK1	0.34	10.46 %
MVM1	0.34	3.86 %
JKM1	0.33	11.16 %
PBR2	0.33	5.75 %
TYR1	0.21	4.72 %
APM1		0.00 %
AYR1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	14.65	10.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.67	11.34 %
Home-The	2.03	43.37 %
Total	12.70	12.85 %

Branch *	MTD Sales L	Brand Share %
POY2	0.78	11.80 %
VPM2	0.50	7.54 %
KLM1	0.22	4.46 %
TDM1	0.21	6.54 %
PRT1	0.14	3.72 %
KML1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	12.70	12.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	8.61	7.06 %
Home-The	0.53	7.52 %
Total	9.13	7.09 %

Branch *	MTD Sales L	Brand Share %
CH05	0.51	6.76 %
CH30	0.35	9.82 %
CH08	0.35	3.66 %
CH11	0.15	2.73 %
GUD1	0.08	1.74 %
AVD1		0.00 %
CGL1		0.00 %
CH16		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		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	9.13	7.09 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	7.64	9.27 %
Home-The	1.49	29.20 %
Total	9.13	10.43 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.00	9.41 %
GBM1	0.51	11.48 %
DPM2	0.51	11.43 %
SUL1	0.49	9.20 %
CNR1	0.22	10.12 %
CBE1	0.14	5.41 %
TPR2	0.08	2.52 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CBE6		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 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	9.13	10.43 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.24	4.07 %
Home-The	1.88	32.49 %
Total	5.11	5.99 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.51	10.70 %
CYR1	0.33	10.89 %
SBR1	0.21	3.15 %
ABR1	0.15	4.46 %
ARC2	0.14	6.51 %
KPM2	0.14	1.87 %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		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 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	5.11	5.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.13	9.40 %
Home-The	0.36	41.08 %
Total	1.49	11.55 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.78	8.20 %
KLR1		0.00 %
Total	1.49	11.55 %