

MTD Sales
97.17 L

Brand Share %
10.77 %

Information:

MTD : 01-12-2025 To 05-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	83.55	9.71 %
Home-The	13.63	33.01 %
Total	97.17	10.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	19.99	13.31 %
SOUTH-03	13.48	12.54 %
CHENNAI-01	12.05	11.03 %
CHENNAI-02	11.73	13.79 %
SOUTH ARCOT	11.65	13.90 %
TRICHY-01	10.10	7.10 %
WEST-01	9.09	14.18 %
WEST-02	5.30	5.98 %
NORTH ARCOT	2.95	4.54 %
KL-SOUTH	0.82	13.56 %
Total	97.17	10.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	16.32	11.44 %
Home-The	3.67	49.05 %
Total	19.99	13.31 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.52	6.44 %
RND1	0.40	8.66 %
VNR1	0.31	10.14 %
ERL2	0.23	8.04 %
MAR1	0.23	3.35 %
TKS2	0.23	4.20 %
TKY1	0.22	5.70 %
STU2	0.14	5.36 %
KYR1	0.14	8.01 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	19.99	13.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	11.70	11.49 %
Home-The	1.78	31.18 %
Total	13.48	12.54 %

Branch *	MTD Sales L	Brand Share %
TDI1	0.15	5.28 %
KYK1	0.14	10.35 %
ADP1		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 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	13.48	12.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	11.33	10.73 %
Home-The	0.72	19.21 %
Total	12.05	11.03 %

Branch *	MTD Sales L	Brand Share %
AVD1	0.38	7.45 %
CGL1	0.21	9.87 %
CH16	0.15	1.98 %
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 %
MC10		0.00 %
MRM1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	12.05	11.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	10.38	12.62 %
Home-The	1.35	47.98 %
Total	11.73	13.79 %

Branch *	MTD Sales L	Brand Share %
CH21	0.38	7.26 %
CH34	0.33	7.62 %
CH24	0.32	9.89 %
CH43	0.22	7.66 %
CH15	0.14	1.83 %
CH01		0.00 %
CH06		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	11.73	13.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.08	13.67 %
Home-The	0.57	20.31 %
Total	11.65	13.90 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.23	6.08 %
TVM1	0.21	9.68 %
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	11.65	13.90 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	8.53	6.25 %
Home-The	1.57	26.69 %
Total	10.10	7.10 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.43	8.52 %
TNJ2	0.55	8.22 %
MDI1	0.34	5.11 %
TRY4	0.31	7.10 %
TVR1	0.25	5.08 %
NGT1	0.23	4.68 %
KUM1	0.23	3.06 %
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	10.10	7.10 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	7.11	11.86 %
Home-The	1.98	47.70 %
Total	9.09	14.18 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.33	7.57 %
UMP1	0.31	10.71 %
CNR1	0.23	9.52 %
PLI1	0.08	3.19 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		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	9.09	14.18 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	4.00	4.77 %
Home-The	1.31	26.91 %
Total	5.30	5.98 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.30	6.72 %
HSR1	0.30	7.82 %
KRI1	0.15	10.21 %
VPD1	0.15	2.65 %
SLM3	0.14	7.41 %
EPI1	0.14	7.38 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		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 %
WZWH		0.00 %
Total	5.30	5.98 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.28	3.70 %
Home-The	0.68	19.49 %
Total	2.95	4.54 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.30	9.01 %
KPM2	0.22	3.44 %
ABR1	0.16	4.13 %
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	4.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.82	14.38 %
Total	0.82	13.56 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	0.82	13.56 %