

MTD Sales
80.07 L

Brand Share %
15.02 %

Information:

MTD : 01-09-2025 To 06-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.02 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	65.67	13.06 %
Home-The	14.40	47.61 %
Total	80.07	15.02 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	21.58	27.49 %
TRICHY-01	10.00	12.95 %
CHENNAI-02	9.63	19.73 %
WEST-01	7.58	15.90 %
SOUTH-01	7.46	9.80 %
SOUTH ARCOT	6.49	15.67 %
CHENNAI-01	6.04	12.24 %
WEST-02	5.38	11.69 %
KL-SOUTH	3.00	7.87 %
NORTH ARCOT	2.90	9.66 %
Total	80.07	15.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	18.56	24.90 %
Home-The	3.02	76.25 %
Total	21.58	27.49 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.49	5.98 %
TEN1	0.14	5.84 %
ADP1		0.00 %
ATG1		0.00 %
CBM1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KPT1		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 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
Total	21.58	27.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	8.39	11.30 %
Home-The	1.61	54.36 %
Total	10.00	12.95 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.56	12.53 %
TNJ1	0.41	11.74 %
KUM1	0.33	12.31 %
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 %
TZSD		0.00 %
Total	10.00	12.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	8.70	18.76 %
Home-The	0.93	38.42 %
Total	9.63	19.73 %

Branch *	MTD Sales L	Brand Share %
CH21	0.63	13.67 %
CH43	0.36	14.25 %
CH09	0.34	11.46 %
CH15	0.34	11.23 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	9.63	19.73 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	6.57	14.90 %
Home-The	1.01	28.22 %
Total	7.58	15.90 %

Branch *	MTD Sales L	Brand Share %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		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 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	7.58	15.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	3.75	5.35 %
Home-The	3.71	60.01 %
Total	7.46	9.80 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.79	10.62 %
TVL1	0.57	13.51 %
SDI1	0.52	10.70 %
MMT1	0.34	13.20 %
MAR1	0.30	7.11 %
TYI1	0.21	10.73 %
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 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
SVK1		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TUT1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLY1	-0.23	-26.17 %
Total	7.46	9.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.08	15.39 %
Home-The	0.41	21.43 %
Total	6.49	15.67 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.66	8.99 %
CDM1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
Total	6.49	15.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	4.77	10.45 %
Home-The	1.27	34.40 %
Total	6.04	12.24 %

Branch *	MTD Sales L	Brand Share %
CH14	0.84	14.87 %
CH08	0.23	12.85 %
WHC3	0.05	5.99 %
AVD1		0.00 %
CGL1		0.00 %
CH07		0.00 %
CH11		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 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
Total	6.04	12.24 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	3.42	7.99 %
Home-The	1.96	60.34 %
Total	5.38	11.69 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.22	10.43 %
RSP1	0.15	13.10 %
DPR2	0.15	12.23 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		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	5.38	11.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.00	8.08 %
Total	3.00	7.87 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.77	12.71 %
PAS1	0.23	2.31 %
KLR1		0.00 %
Total	3.00	7.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.43	8.46 %
Home-The	0.47	36.76 %
Total	2.90	9.66 %

Branch *	MTD Sales L	Brand Share %
GDM1	0.14	7.61 %
TRR1	0.09	5.77 %
AKM1	0.08	6.54 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		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	2.90	9.66 %