

MTD Sales  
372.52 L

Brand Share %  
19.36 %

Information:

MTD : 01-10-2025 To 06-10-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **19.36 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 322.43      | 17.77 %       |
| Home-The | 50.09       | 45.53 %       |
| Total    | 372.52      | 19.36 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| WEST-01     | 59.67       | 27.43 %       |
| SOUTH-01    | 56.93       | 21.14 %       |
| SOUTH-03    | 51.74       | 20.87 %       |
| TRICHY-01   | 42.00       | 16.39 %       |
| CHENNAI-02  | 40.98       | 22.52 %       |
| SOUTH ARCOT | 40.39       | 26.44 %       |
| WEST-02     | 37.54       | 16.15 %       |
| CHENNAI-01  | 27.90       | 12.16 %       |
| NORTH ARCOT | 14.84       | 12.19 %       |
| KL-SOUTH    | 0.53        | 3.59 %        |
| Total       | 372.52      | 19.36 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 51.58       | 25.51 %       |
| Home-The | 8.10        | 52.70 %       |
| Total    | 59.67       | 27.43 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KMD1     | 1.31        | 18.19 %       |
| MPM1     | 1.11        | 12.88 %       |
| KGM1     | 0.51        | 14.12 %       |
| CNR1     | 0.46        | 12.74 %       |
| CBE5     | 0.44        | 13.80 %       |
| UMP1     | 0.34        | 12.89 %       |
| GDR1     | 0.34        | 7.25 %        |
| TPR1     | 0.24        | 3.48 %        |
| GBM1     | 0.24        | 4.10 %        |
| KGI1     | 0.19        | 5.59 %        |
| TPR3     | 0.12        | 2.30 %        |
| SUL1     | 0.12        | 1.97 %        |
| AVI1     | 0.12        | 2.45 %        |
| CBE1     |             | 0.00 %        |
| CBE3     |             | 0.00 %        |
| CBE6     |             | 0.00 %        |
| DPM2     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| PPI1     |             | 0.00 %        |
| SNR1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| TPR4     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 59.67       | 27.43 %       |

**SOUTH-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 45.37       | 17.97 %       |
| Home-The | 11.56       | 68.71 %       |
| Total    | 56.93       | 21.14 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 7.08        | 19.31 %       |
| TKY1     | 1.48        | 13.93 %       |
| VLY1     | 1.10        | 16.15 %       |
| RPM1     | 0.97        | 8.79 %        |
| ASM1     | 0.74        | 14.82 %       |
| MAR1     | 0.62        | 7.36 %        |
| SNL1     | 0.61        | 11.32 %       |
| SKD1     | 0.56        | 18.67 %       |
| PDI1     | 0.47        | 14.77 %       |
| TCN1     | 0.34        | 8.81 %        |
| VKM1     | 0.34        | 10.74 %       |
| STU2     | 0.33        | 10.57 %       |
| SDI1     | 0.31        | 9.94 %        |
| TYI1     | 0.25        | 6.57 %        |
| KYR1     | 0.24        | 8.60 %        |
| UDN1     | 0.12        | 3.32 %        |
| VNR1     | 0.11        | 2.27 %        |
| APK1     |             | 0.00 %        |
| ARM1     |             | 0.00 %        |
| COL1     |             | 0.00 %        |
| ERL2     |             | 0.00 %        |
| KGL1     |             | 0.00 %        |
| KSM1     |             | 0.00 %        |
| MMT1     |             | 0.00 %        |
| PKD1     |             | 0.00 %        |
| RND1     |             | 0.00 %        |
| S2SD     |             | 0.00 %        |
| SGT1     |             | 0.00 %        |
| Total    | 56.93       | 21.14 %       |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 43.75       | 18.81 %       |
| Home-The | 7.98        | 52.50 %       |
| Total    | 51.74       | 20.87 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KRR1     | 1.85        | 16.85 %       |
| MDU3     | 0.96        | 10.98 %       |
| CMR1     | 0.70        | 17.58 %       |
| ATG1     | 0.66        | 11.66 %       |
| SVG1     | 0.66        | 15.41 %       |
| MDU5     | 0.63        | 15.98 %       |
| NKI1     | 0.58        | 16.92 %       |
| DGL2     | 0.56        | 13.48 %       |
| MLR1     | 0.51        | 7.29 %        |
| MDU6     | 0.49        | 15.54 %       |
| TPT1     | 0.49        | 17.76 %       |
| TEN1     | 0.44        | 7.77 %        |
| TDI1     | 0.33        | 8.25 %        |
| PVI1     | 0.23        | 6.54 %        |
| DKI1     | 0.23        | 5.01 %        |
| CBM1     | 0.19        | 3.58 %        |
| KYK1     | 0.11        | 3.51 %        |
| MDU4     | 0.11        | 3.32 %        |
| PNV1     | 0.11        | 3.46 %        |
| BTU1     | 0.11        | 4.37 %        |
| ADP1     |             | 0.00 %        |
| KKD2     |             | 0.00 %        |
| KPT1     |             | 0.00 %        |
| MPA1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| PKM1     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| USL1     |             | 0.00 %        |
| Total    | 51.74       | 20.87 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 38.14       | 15.50 %       |
| Home-The | 3.85        | 38.36 %       |
| Total    | 42.00       | 16.39 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TNJ2     | 2.76        | 15.34 %       |
| KUM1     | 2.55        | 15.11 %       |
| TVR2     | 2.31        | 18.69 %       |
| JKM1     | 1.40        | 18.44 %       |
| TRY3     | 1.23        | 17.01 %       |
| PDK1     | 1.05        | 17.90 %       |
| AYR1     | 0.97        | 18.00 %       |
| TVR1     | 0.52        | 8.22 %        |
| KRN1     | 0.49        | 14.67 %       |
| ORU1     | 0.49        | 8.70 %        |
| MSI1     | 0.46        | 9.54 %        |
| TRY2     | 0.34        | 9.12 %        |
| KIK1     | 0.28        | 4.38 %        |
| MVM1     | 0.25        | 1.62 %        |
| TTP1     | 0.25        | 4.24 %        |
| NCK1     | 0.20        | 7.03 %        |
| PBR1     | 0.19        | 5.08 %        |
| APM1     |             | 0.00 %        |
| NGT1     |             | 0.00 %        |
| NMM1     |             | 0.00 %        |
| Total    | 42.00       | 16.39 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 37.66       | 21.78 %       |
| Home-The | 3.32        | 36.51 %       |
| Total    | 40.98       | 22.52 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH34     | 1.90        | 15.06 %       |
| CH18     | 1.56        | 18.66 %       |
| CH44     | 1.28        | 17.29 %       |
| CH24     | 1.25        | 19.18 %       |
| CH06     | 0.34        | 4.99 %        |
| UKI1     | 0.24        | 8.60 %        |
| GPD1     | 0.20        | 6.91 %        |
| CH17     | 0.12        | 4.58 %        |
| CH01     |             | 0.00 %        |
| CH23     |             | 0.00 %        |
| CH27     |             | 0.00 %        |
| CH31     |             | 0.00 %        |
| CH32     |             | 0.00 %        |
| CH33     |             | 0.00 %        |
| CH36     |             | 0.00 %        |
| CH43     |             | 0.00 %        |
| CH46     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| PON1     |             | 0.00 %        |
| Total    | 40.98       | 22.52 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 36.08       | 25.07 %       |
| Home-The | 4.31        | 48.73 %       |
| Total    | 40.39       | 26.44 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TDM1     | 0.65        | 8.15 %        |
| MKM1     | 0.57        | 16.89 %       |
| TVM1     | 0.50        | 14.41 %       |
| CDM1     | 0.49        | 9.20 %        |
| KLM1     | 0.21        | 2.93 %        |
| VCM1     | 0.19        | 9.08 %        |
| TRK1     | 0.12        | 1.59 %        |
| KML1     |             | 0.00 %        |
| PRT1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| ULP1     |             | 0.00 %        |
| Total    | 40.39       | 26.44 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 31.95       | 14.57 %       |
| Home-The | 5.59        | 42.51 %       |
| Total    | 37.54       | 16.15 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR2     | 3.01        | 17.82 %       |
| VPD1     | 1.00        | 12.09 %       |
| PDR1     | 0.88        | 17.54 %       |
| NKL2     | 0.75        | 6.86 %        |
| TRM1     | 0.67        | 10.89 %       |
| KMM1     | 0.51        | 12.25 %       |
| TCG1     | 0.51        | 11.39 %       |
| OML1     | 0.40        | 8.15 %        |
| SLM2     | 0.38        | 4.97 %        |
| DPR2     | 0.20        | 6.86 %        |
| BMD1     | 0.12        | 2.19 %        |
| RSP1     | 0.12        | 1.86 %        |
| KVP1     | 0.11        | 2.67 %        |
| DPR1     | 0.11        | 3.94 %        |
| ATU1     |             | 0.00 %        |
| EDP1     |             | 0.00 %        |
| EPI1     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| MCR1     |             | 0.00 %        |
| MTR1     |             | 0.00 %        |
| PLC1     |             | 0.00 %        |
| SGG1     |             | 0.00 %        |
| SGI1     |             | 0.00 %        |
| VKL1     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| Total    | 37.54       | 16.15 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 25.38       | 11.64 %       |
| Home-The | 2.53        | 21.83 %       |
| Total    | 27.90       | 12.16 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 2.69        | 15.43 %       |
| CH05     | 1.90        | 11.04 %       |
| CH16     | 1.22        | 6.70 %        |
| CH30     | 0.96        | 16.99 %       |
| GUD2     | 0.86        | 14.61 %       |
| CH11     | 0.77        | 9.69 %        |
| CH08     | 0.75        | 6.19 %        |
| SKL1     | 0.60        | 10.87 %       |
| CH22     | 0.51        | 7.13 %        |
| MRM1     | 0.45        | 4.87 %        |
| CH42     | 0.34        | 3.67 %        |
| AVD1     | 0.12        | 2.33 %        |
| CH35     | 0.11        | 2.45 %        |
| CGL1     |             | 0.00 %        |
| CH26     |             | 0.00 %        |
| CH28     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| CH37     |             | 0.00 %        |
| CH45     |             | 0.00 %        |
| GUD1     |             | 0.00 %        |
| KNR1     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| TKM1     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 27.90       | 12.16 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 12.30       | 10.89 %       |
| Home-The | 2.55        | 28.82 %       |
| Total    | 14.84       | 12.19 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SBR1     | 1.18        | 13.12 %       |
| VSI1     | 0.84        | 11.26 %       |
| TRT1     | 0.76        | 18.49 %       |
| ARC2     | 0.35        | 10.19 %       |
| CGM1     | 0.34        | 8.24 %        |
| AKM1     | 0.34        | 15.46 %       |
| VEL2     | 0.24        | 3.24 %        |
| ANI1     |             | 0.00 %        |
| BGR1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| CYR1     |             | 0.00 %        |
| KPM1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| SLG1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| VEL1     |             | 0.00 %        |
| VNB1     |             | 0.00 %        |
| WJD1     |             | 0.00 %        |
| WJP1     |             | 0.00 %        |
| Total    | 14.84       | 12.19 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Home-The | 0.30        | 27.98 %       |
| LED TV   | 0.23        | 1.68 %        |
| Total    | 0.53        | 3.59 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 0.23        | 2.60 %        |
| PAS1     | 0.18        | 4.39 %        |
| KLR1     | 0.11        | 6.73 %        |
| Total    | 0.53        | 3.59 %        |