

MTD Sales
147.05 L

Brand Share %
12.43 %

Information:

MTD : 01-11-2025 To 06-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.43 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	124.28	11.12 %
Home-The	22.76	35.06 %
Total	147.05	12.43 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	25.44	15.14 %
SOUTH-03	22.30	16.47 %
CHENNAI-02	20.79	14.41 %
WEST-02	19.10	14.96 %
SOUTH ARCOT	17.38	15.24 %
TRICHY-01	16.10	10.24 %
CHENNAI-01	10.20	7.40 %
WEST-01	9.13	9.60 %
NORTH ARCOT	5.11	5.71 %
KL-SOUTH	1.49	11.23 %
Total	147.05	12.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	20.30	12.88 %
Home-The	5.14	49.54 %
Total	25.44	15.14 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.28	8.34 %
VNR2	0.81	9.53 %
RPM1	0.63	9.84 %
TKS1	0.42	9.38 %
PKD1	0.34	5.44 %
SKD1	0.23	7.97 %
RND1	0.23	4.01 %
SDI1	0.15	3.96 %
UDN1	0.12	7.01 %
ASM1	0.09	3.27 %
ERL2	0.08	2.48 %
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	25.44	15.14 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	19.27	15.05 %
Home-The	3.03	41.28 %
Total	22.30	16.47 %

Branch *	MTD Sales L	Brand Share %
PNI1	0.34	9.48 %
TPT1	0.23	6.68 %
KKD3	0.23	2.86 %
CBM1	0.21	4.42 %
NKI1	0.14	7.12 %
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 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
WHMD		0.00 %
MDU4	-0.48	-10.07 %
Total	22.30	16.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	18.51	13.40 %
Home-The	2.28	37.05 %
Total	20.79	14.41 %

Branch *	MTD Sales L	Brand Share %
CH12	1.34	11.44 %
CH34	0.33	4.88 %
CH21	0.08	1.68 %
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	20.79	14.41 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	16.05	13.32 %
Home-The	3.06	42.44 %
Total	19.10	14.96 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.35	5.99 %
NKL2	0.34	8.05 %
VPD1	0.34	6.49 %
SGI1	0.25	9.51 %
ERD1	0.15	1.88 %
PLC1	0.15	6.15 %
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 %
WZWH		0.00 %
Total	19.10	14.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.68	13.54 %
Home-The	2.70	47.96 %
Total	17.38	15.24 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.83	10.59 %
KLM1	0.22	4.07 %
TDM1	0.21	6.54 %
PRT1	0.14	3.43 %
NVL2	0.09	1.69 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	17.38	15.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	14.08	9.39 %
Home-The	2.01	27.99 %
Total	16.10	10.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.50	11.88 %
PBR2	0.89	11.93 %
TNJ2	0.49	5.00 %
PDK1	0.34	8.91 %
MVM1	0.34	3.55 %
JKM1	0.33	9.70 %
TYR1	0.21	4.28 %
NMM1	0.14	2.61 %
APM1		0.00 %
AYR1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
NGT1		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	16.10	10.24 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	9.38	7.22 %
Home-The	0.82	10.27 %
Total	10.20	7.40 %

Branch *	MTD Sales L	Brand Share %
CH05	0.89	11.28 %
CH08	0.74	6.63 %
CH30	0.35	9.36 %
CH11	0.15	2.68 %
GUD1	0.08	1.39 %
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 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
Total	10.20	7.40 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	7.64	8.55 %
Home-The	1.49	25.96 %
Total	9.13	9.60 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.00	8.16 %
GBM1	0.51	10.76 %
DPM2	0.51	10.07 %
SUL1	0.49	8.86 %
CNR1	0.22	8.81 %
CBE1	0.14	4.26 %
TPR2	0.08	2.26 %
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 %
WZSD		0.00 %
Total	9.13	9.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.24	3.89 %
Home-The	1.88	29.22 %
Total	5.11	5.71 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.51	10.20 %
KPM1	0.36	12.37 %
CYR1	0.33	8.34 %
SBR1	0.21	3.15 %
ABR1	0.15	4.08 %
ARC2	0.14	4.92 %
KPM2	0.14	1.82 %
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	5.71 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.13	9.12 %
Home-The	0.36	41.08 %
Total	1.49	11.23 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.78	8.07 %
KLR1		0.00 %
Total	1.49	11.23 %