

MTD Sales
121.41 L

Brand Share %
11.43 %

Information:

MTD : 01-12-2025 To 06-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **11.43 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	104.34	10.31 %
Home-The	17.07	34.44 %
Total	121.41	11.43 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	22.86	17.16 %
SOUTH-01	22.79	13.23 %
CHENNAI-01	13.77	9.75 %
SOUTH ARCOT	13.44	14.24 %
CHENNAI-02	13.29	13.54 %
WEST-01	12.59	16.28 %
TRICHY-01	11.44	7.12 %
WEST-02	6.15	6.14 %
NORTH ARCOT	3.71	4.84 %
KL-SOUTH	1.36	17.12 %
Total	121.41	11.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	20.57	16.31 %
Home-The	2.29	32.06 %
Total	22.86	17.16 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.36	10.93 %
TDI1	0.15	5.08 %
TEN2	0.15	5.39 %
PNV2	0.14	9.89 %
KYK1	0.14	8.05 %
ADP1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KPT1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
PNI1	-0.73	-95.81 %
Total	22.86	17.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	18.50	11.30 %
Home-The	4.30	49.97 %
Total	22.79	13.23 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.52	6.34 %
PKD1	0.48	9.14 %
TKS2	0.46	7.75 %
RND1	0.40	8.06 %
TCN1	0.39	11.04 %
VL11	0.34	9.65 %
VNR1	0.31	10.14 %
ERL2	0.23	8.04 %
MAR1	0.23	3.02 %
TKY1	0.22	5.02 %
STU2	0.14	4.75 %
KYR1	0.14	7.44 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SKD1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	22.79	13.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	12.46	9.15 %
Home-The	1.31	25.76 %
Total	13.77	9.75 %

Branch *	MTD Sales L	Brand Share %
CH05	0.82	8.93 %
CH30	0.66	11.16 %
CH14	0.56	9.17 %
CH42	0.50	5.77 %
AVD1	0.38	6.60 %
CH08	0.23	2.58 %
CH22	0.22	3.68 %
CGL1	0.21	8.58 %
CH38	0.15	5.76 %
CH16	0.15	1.50 %
CH11		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH40		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	13.77	9.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.50	13.76 %
Home-The	0.95	26.36 %
Total	13.44	14.24 %

Branch *	MTD Sales L	Brand Share %
PRT1	0.31	7.95 %
KLM1	0.23	5.51 %
TVM1	0.21	9.68 %
KML1		0.00 %
MKM1		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	13.44	14.24 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	11.50	12.16 %
Home-The	1.79	50.25 %
Total	13.29	13.54 %

Branch *	MTD Sales L	Brand Share %
CH21	0.38	6.59 %
CH34	0.33	7.53 %
CH24	0.32	9.28 %
CH44	0.30	10.64 %
CH43	0.22	7.39 %
CH15	0.14	1.67 %
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 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	13.29	13.54 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	10.61	14.57 %
Home-The	1.98	43.78 %
Total	12.59	16.28 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.31	9.61 %
PLI1	0.08	3.05 %
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	12.59	16.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	9.44	6.15 %
Home-The	2.01	27.44 %
Total	11.44	7.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.92	9.65 %
MVM1	1.41	9.28 %
PBR2	0.78	10.28 %
TNJ2	0.55	7.13 %
MDI1	0.34	4.59 %
TRY4	0.31	6.51 %
PBR1	0.28	10.96 %
TVR1	0.25	4.78 %
NGT1	0.23	4.56 %
KUM1	0.23	2.72 %
JKM1	0.14	2.04 %
APM1		0.00 %
AYR1		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	11.44	7.12 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	4.84	5.09 %
Home-The	1.31	25.76 %
Total	6.15	6.14 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.30	6.72 %
HSR1	0.30	7.82 %
VPD1	0.15	2.58 %
SLM3	0.14	6.92 %
EPI1	0.14	5.81 %
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 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	6.15	6.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.58	3.57 %
Home-The	1.13	26.41 %
Total	3.71	4.84 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.30	8.06 %
KPM2	0.22	2.17 %
ABR1	0.16	3.63 %
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 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	3.71	4.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.36	17.90 %
Total	1.36	17.12 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	1.36	17.12 %