

MTD Sales
143.00 L

Brand Share %
13.79 %

Information:

MTD : 01-09-2025 To 07-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.79 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	117.32	12.00 %
Home-The	25.68	43.04 %
Total	143.00	13.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	27.60	22.38 %
CHENNAI-02	18.49	16.63 %
SOUTH-01	17.75	11.92 %
CHENNAI-01	16.69	13.94 %
TRICHY-01	16.56	12.42 %
WEST-01	14.27	14.90 %
SOUTH ARCOT	13.74	16.06 %
WEST-02	9.64	9.02 %
NORTH ARCOT	5.24	7.46 %
KL-SOUTH	3.00	7.14 %
Total	143.00	13.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	24.00	20.47 %
Home-The	3.60	59.45 %
Total	27.60	22.38 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	6.63 %
TPT1	0.49	10.17 %
ATG1	0.25	13.06 %
KYK1	0.22	9.71 %
TEN1	0.14	4.74 %
ADP1	0.14	4.03 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KPT1		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	27.60	22.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	17.09	15.95 %
Home-The	1.41	34.18 %
Total	18.49	16.63 %

Branch *	MTD Sales L	Brand Share %
CH43	0.36	8.18 %
CH09	0.34	7.39 %
UKI1	0.34	11.34 %
CH15	0.34	4.34 %
CH46	0.21	12.93 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	18.49	16.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	10.96	8.00 %
Home-The	6.80	56.56 %
Total	17.75	11.92 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.05	7.60 %
TKS2	0.63	11.82 %
TVL1	0.57	8.67 %
SDI1	0.52	7.19 %
MAR1	0.44	4.81 %
VNR1	0.39	12.01 %
MMT1	0.34	9.89 %
STU2	0.23	10.63 %
KGL1	0.22	13.20 %
TYI1	0.21	6.77 %
TVL2	0.15	7.01 %
TCN1	0.14	6.23 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
KVT1		0.00 %
KYR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
TKY1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLY1	-0.23	-9.36 %
Total	17.75	11.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	13.92	12.35 %
Home-The	2.78	39.29 %
Total	16.69	13.94 %

Branch *	MTD Sales L	Brand Share %
CH16	1.17	10.50 %
CH48	0.73	11.55 %
GUD2	0.58	12.88 %
CH07	0.14	4.95 %
WHC3	0.05	5.99 %
AVD1		0.00 %
CGL1		0.00 %
CH11		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH39		0.00 %
CH40		0.00 %
CH42		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD1		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
Total	16.69	13.94 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	14.09	11.06 %
Home-The	2.48	41.17 %
Total	16.56	12.42 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.28	13.48 %
TNJ1	0.88	11.57 %
MVM1	0.52	7.05 %
KUM1	0.33	4.68 %
TNJ2	0.33	4.64 %
KRN1	0.14	6.41 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TZSD		0.00 %
Total	16.56	12.42 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	11.59	13.11 %
Home-The	2.68	36.31 %
Total	14.27	14.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.18	12.27 %
UMP1	0.29	13.62 %
CBE6	0.29	7.70 %
ANR1	0.14	12.14 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		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	14.27	14.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.20	14.99 %
Home-The	1.54	36.98 %
Total	13.74	16.06 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.66	5.78 %
ULP1	0.33	5.17 %
NVL2	0.30	9.03 %
VPM1	0.21	11.35 %
CDM1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	13.74	16.06 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	6.44	6.44 %
Home-The	3.20	45.98 %
Total	9.64	9.02 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.04	10.49 %
ERD1	0.60	10.81 %
SGI1	0.50	9.79 %
OML1	0.34	10.45 %
KRI1	0.23	6.41 %
SLM2	0.22	4.90 %
RSP1	0.15	5.23 %
TCG1	0.14	5.04 %
VKL1	0.14	5.82 %
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 %
MTR1		0.00 %
NKL2		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	9.64	9.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.05	6.18 %
Home-The	1.20	24.59 %
Total	5.24	7.46 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.44	7.52 %
AKM1	0.30	10.33 %
TRR1	0.23	6.88 %
CGM1	0.21	13.17 %
GDM1	0.14	3.52 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		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	5.24	7.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.00	7.31 %
Total	3.00	7.14 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.77	11.61 %
PAS1	0.23	2.02 %
KLR1		0.00 %
Total	3.00	7.14 %