

MTD Sales
159.86 L

Brand Share %
12.31 %

Information:

MTD : 01-11-2025 To 07-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.31 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	133.05	10.86 %
Home-The	26.81	36.26 %
Total	159.86	12.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	26.83	14.66 %
SOUTH-03	24.24	16.16 %
CHENNAI-02	21.45	13.68 %
WEST-02	19.84	14.28 %
TRICHY-01	19.49	11.24 %
SOUTH ARCOT	18.89	15.38 %
CHENNAI-01	11.51	7.37 %
WEST-01	10.35	9.86 %
NORTH ARCOT	5.76	5.88 %
KL-SOUTH	1.49	10.48 %
Total	159.86	12.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	20.97	12.25 %
Home-The	5.86	49.41 %
Total	26.83	14.66 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.72	9.31 %
VNR2	0.81	9.48 %
RPM1	0.63	9.41 %
TKS1	0.50	10.81 %
PKD1	0.34	5.44 %
RND1	0.31	5.02 %
SKD1	0.23	6.53 %
ASM1	0.23	8.47 %
SDI1	0.15	3.72 %
VKM1	0.14	4.45 %
UDN1	0.12	5.94 %
ERL2	0.08	2.26 %
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 %
Total	26.83	14.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	20.98	14.82 %
Home-The	3.26	38.66 %
Total	24.24	16.16 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.82	11.74 %
DGL2	0.35	11.31 %
PNI1	0.34	8.53 %
TPT1	0.23	4.99 %
KKD3	0.23	2.67 %
CBM1	0.21	4.42 %
KYK1	0.16	6.41 %
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	24.24	16.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	18.41	12.33 %
Home-The	3.04	41.12 %
Total	21.45	13.68 %

Branch *	MTD Sales L	Brand Share %
CH12	1.34	11.44 %
CH21	0.47	7.17 %
CH34	0.33	4.53 %
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	21.45	13.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	16.05	12.28 %
Home-The	3.79	45.92 %
Total	19.84	14.28 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.35	5.72 %
NKL2	0.34	7.03 %
VPD1	0.34	6.19 %
PLC1	0.29	11.04 %
SGI1	0.25	8.51 %
MTR1	0.23	6.04 %
APN1	0.21	10.64 %
ERD1	0.15	1.85 %
DPR2	0.15	6.72 %
KVP1	0.14	4.52 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	19.84	14.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	16.82	10.19 %
Home-The	2.67	31.66 %
Total	19.49	11.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.65	11.21 %
TNJ2	0.49	4.85 %
PDK1	0.34	8.66 %
MVM1	0.34	3.09 %
NCK1	0.30	12.14 %
TYR1	0.21	4.02 %
KIK1	0.15	4.67 %
NMM1	0.14	2.37 %
APM1		0.00 %
AYR1		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	19.49	11.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.68	13.50 %
Home-The	3.21	48.31 %
Total	18.89	15.38 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.56	8.73 %
TDM1	0.21	6.54 %
MKM1	0.14	5.62 %
PRT1	0.14	3.43 %
NVL2	0.09	1.69 %
KML1		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	18.89	15.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	10.55	7.15 %
Home-The	0.96	11.04 %
Total	11.51	7.37 %

Branch *	MTD Sales L	Brand Share %
CH05	1.10	10.55 %
CH08	0.74	5.82 %
CH30	0.35	9.07 %
CH11	0.15	2.26 %
GUD1	0.08	1.14 %
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	11.51	7.37 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	8.87	8.98 %
Home-The	1.49	23.93 %
Total	10.35	9.86 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.35	9.95 %
GBM1	0.51	10.31 %
DPM2	0.51	9.32 %
SUL1	0.49	8.28 %
CBE1	0.14	4.18 %
TPR2	0.08	2.10 %
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 %
SNR1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	10.35	9.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.59	3.95 %
Home-The	2.17	30.51 %
Total	5.76	5.88 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.51	10.00 %
CYR1	0.33	7.88 %
KPM2	0.22	2.67 %
PLR1	0.21	9.87 %
SBR1	0.21	3.15 %
ABR1	0.15	4.08 %
ARC2	0.14	4.78 %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		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	5.76	5.88 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.13	8.48 %
Home-The	0.36	41.08 %
Total	1.49	10.48 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.78	7.67 %
KLR1		0.00 %
Total	1.49	10.48 %