

MTD Sales
144.01 L

Brand Share %
11.52 %

Information:

MTD : 01-12-2025 To 07-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **11.52 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	122.92	10.34 %
Home-The	21.08	34.15 %
Total	144.01	11.52 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	27.72	18.03 %
SOUTH-01	26.75	13.55 %
CHENNAI-02	17.12	13.50 %
CHENNAI-01	15.95	9.17 %
WEST-01	15.41	16.11 %
SOUTH ARCOT	14.22	13.69 %
TRICHY-01	13.80	7.58 %
WEST-02	7.49	6.42 %
NORTH ARCOT	4.19	4.60 %
KL-SOUTH	1.36	15.35 %
Total	144.01	11.52 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	24.36	16.83 %
Home-The	3.35	37.49 %
Total	27.72	18.03 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.36	10.93 %
MDU3	0.33	10.45 %
KYK1	0.23	10.84 %
TDI1	0.15	4.72 %
PNV2	0.14	7.03 %
USL1	0.08	5.21 %
ADP1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		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 %
PNI1	-0.73	-88.55 %
Total	27.72	18.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	22.32	11.92 %
Home-The	4.43	43.89 %
Total	26.75	13.55 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.40	11.50 %
RPM1	0.93	10.04 %
TKS2	0.79	10.81 %
PKD1	0.48	8.10 %
RND1	0.40	7.68 %
TCN1	0.39	10.35 %
VLY1	0.34	8.99 %
VNR1	0.31	7.75 %
APK2	0.29	10.12 %
ERL2	0.23	6.70 %
MAR1	0.23	2.95 %
TKY1	0.22	5.02 %
STU2	0.14	4.57 %
KYR1	0.14	6.65 %
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	26.75	13.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	15.05	12.39 %
Home-The	2.07	38.28 %
Total	17.12	13.50 %

Branch *	MTD Sales L	Brand Share %
CH21	0.38	4.56 %
CH33	0.34	5.98 %
CH34	0.33	6.11 %
CH24	0.32	7.63 %
CH44	0.30	8.98 %
CH06	0.23	9.59 %
CH43	0.22	5.59 %
CH15	0.14	1.45 %
CH31	0.14	8.43 %
CH01		0.00 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	17.12	13.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	13.99	8.39 %
Home-The	1.96	27.41 %
Total	15.95	9.17 %

Branch *	MTD Sales L	Brand Share %
CH05	0.82	7.36 %
CH22	0.76	10.51 %
CH16	0.70	4.77 %
CH14	0.56	7.40 %
CH42	0.50	5.04 %
AVD1	0.38	5.29 %
CH08	0.23	2.31 %
CGL1	0.21	6.31 %
TKM1	0.16	2.74 %
CH38	0.15	5.23 %
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 %
WHC3		0.00 %
Total	15.95	9.17 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	12.62	14.07 %
Home-The	2.80	46.37 %
Total	15.41	16.11 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.38	10.86 %
KGI1	0.36	10.86 %
UMP1	0.31	7.99 %
SNR1	0.31	9.65 %
SUL1	0.22	6.33 %
TPR2	0.15	3.66 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	15.41	16.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.19	13.20 %
Home-The	1.03	26.17 %
Total	14.22	13.69 %

Branch *	MTD Sales L	Brand Share %
PRT1	0.31	7.31 %
KLM1	0.23	3.62 %
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	14.22	13.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	11.34	6.52 %
Home-The	2.46	29.73 %
Total	13.80	7.58 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.37	9.58 %
MVM1	1.41	8.47 %
KUM1	0.57	6.07 %
TNJ2	0.55	6.55 %
TVR2	0.31	2.62 %
TRY4	0.31	5.73 %
JKM1	0.29	3.55 %
PBR1	0.28	9.91 %
TVR1	0.25	4.55 %
NGT1	0.23	4.08 %
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 %
TZSD		0.00 %
Total	13.80	7.58 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	5.78	5.25 %
Home-The	1.71	25.98 %
Total	7.49	6.42 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.40	4.65 %
ERD1	0.30	6.00 %
VPD1	0.15	2.29 %
EPI1	0.14	4.22 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		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	7.49	6.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.91	3.39 %
Home-The	1.27	25.61 %
Total	4.19	4.60 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.55	4.46 %
TRL1	0.53	10.41 %
GDM1	0.34	10.18 %
TRR1	0.30	7.83 %
ABR1	0.16	3.41 %
TRT1	0.14	2.45 %
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 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	4.19	4.60 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.36	15.98 %
Total	1.36	15.35 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	1.36	15.35 %