

MTD Sales  
260.62 L

Brand Share %  
16.35 %

Information:

MTD : 01-08-2025 To 08-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **16.35 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 216.29      | 14.38 %       |
| Home-The | 44.33       | 49.41 %       |
| Total    | 260.62      | 16.35 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 47.36       | 20.26 %       |
| CHENNAI-02  | 43.81       | 25.39 %       |
| SOUTH-03    | 35.12       | 19.83 %       |
| WEST-02     | 31.12       | 16.42 %       |
| WEST-01     | 30.08       | 17.70 %       |
| TRICHY-01   | 25.91       | 11.95 %       |
| SOUTH ARCOT | 23.61       | 17.05 %       |
| CHENNAI-01  | 17.06       | 10.19 %       |
| NORTH ARCOT | 6.55        | 5.68 %        |
| KL-SOUTH    |             | 0.00 %        |
| Total       | 260.62      | 16.35 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 37.76       | 17.30 %       |
| Home-The | 9.60        | 62.36 %       |
| Total    | 47.36       | 20.26 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 2.64        | 11.80 %       |
| VNR2     | 0.84        | 14.08 %       |
| RND1     | 0.81        | 12.19 %       |
| APK1     | 0.50        | 9.24 %        |
| ASM1     | 0.47        | 6.80 %        |
| KGL1     | 0.46        | 13.71 %       |
| SNL1     | 0.43        | 12.94 %       |
| MMT1     | 0.28        | 12.10 %       |
| KYR1     | 0.28        | 8.92 %        |
| PDI1     | 0.26        | 7.57 %        |
| TYI1     | 0.23        | 7.56 %        |
| STU2     | 0.19        | 5.18 %        |
| SDI1     | 0.13        | 2.75 %        |
| VLY1     | 0.13        | 1.75 %        |
| ARM1     |             | 0.00 %        |
| COL1     |             | 0.00 %        |
| ERL1     |             | 0.00 %        |
| PKD1     |             | 0.00 %        |
| S2SD     |             | 0.00 %        |
| TKY1     |             | 0.00 %        |
| VKM1     |             | 0.00 %        |
| Total    | 47.36       | 20.26 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 40.15       | 24.39 %       |
| Home-The | 3.66        | 46.24 %       |
| Total    | 43.81       | 25.39 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH18     | 1.07        | 11.20 %       |
| CH43     | 0.71        | 15.15 %       |
| CH24     | 0.64        | 14.06 %       |
| CH33     | 0.49        | 13.23 %       |
| CH34     | 0.34        | 6.28 %        |
| PON1     | 0.34        | 7.84 %        |
| CH44     | 0.15        | 2.60 %        |
| CH01     |             | 0.00 %        |
| CH17     |             | 0.00 %        |
| CH23     |             | 0.00 %        |
| CH27     |             | 0.00 %        |
| CH31     |             | 0.00 %        |
| CH32     |             | 0.00 %        |
| CH36     |             | 0.00 %        |
| CH46     |             | 0.00 %        |
| GPD1     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| UKI1     |             | 0.00 %        |
| Total    | 43.81       | 25.39 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 28.57       | 17.28 %       |
| Home-The | 6.56        | 55.58 %       |
| Total    | 35.12       | 19.83 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| DGL1     | 1.31        | 9.31 %        |
| TPT1     | 0.91        | 15.96 %       |
| CBM1     | 0.81        | 9.43 %        |
| ADP1     | 0.53        | 12.34 %       |
| PVI1     | 0.38        | 12.02 %       |
| USL1     | 0.34        | 15.37 %       |
| KPT1     | 0.27        | 10.88 %       |
| KRR1     | 0.26        | 11.36 %       |
| ODM1     | 0.14        | 6.26 %        |
| MDU5     | 0.13        | 10.52 %       |
| BTU1     |             | 0.00 %        |
| DKI1     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| MNM1     |             | 0.00 %        |
| NKI1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| PKM1     |             | 0.00 %        |
| PNI1     |             | 0.00 %        |
| PNV1     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| TDI1     |             | 0.00 %        |
| Total    | 35.12       | 19.83 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 26.18       | 14.58 %       |
| Home-The | 4.94        | 49.90 %       |
| Total    | 31.12       | 16.42 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| NKL2     | 1.12        | 11.72 %       |
| EPI1     | 1.00        | 15.13 %       |
| VPD1     | 0.73        | 9.24 %        |
| MTR1     | 0.64        | 12.26 %       |
| SLM2     | 0.35        | 4.56 %        |
| ATU1     | 0.28        | 2.90 %        |
| TRM1     | 0.24        | 3.07 %        |
| DPR2     | 0.20        | 5.01 %        |
| BMD1     | 0.20        | 3.62 %        |
| HRR1     | 0.13        | 3.18 %        |
| CMI1     | 0.13        | 10.38 %       |
| OML1     | 0.13        | 3.22 %        |
| SGI1     | 0.12        | 2.98 %        |
| APN1     |             | 0.00 %        |
| EDP1     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| MCR1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| PLC1     |             | 0.00 %        |
| PMP1     |             | 0.00 %        |
| RSP1     |             | 0.00 %        |
| SGG1     |             | 0.00 %        |
| TCG1     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| Total    | 31.12       | 16.42 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 24.92       | 15.58 %       |
| Home-The | 5.16        | 51.44 %       |
| Total    | 30.08       | 17.70 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TPR2     | 0.84        | 9.88 %        |
| CBE1     | 0.50        | 8.01 %        |
| DPM2     | 0.34        | 5.49 %        |
| TPR3     | 0.29        | 8.20 %        |
| GBM1     | 0.26        | 9.52 %        |
| CNR1     | 0.26        | 8.19 %        |
| CBE3     | 0.24        | 12.25 %       |
| TPR1     | 0.21        | 3.26 %        |
| KGI1     | 0.13        | 3.52 %        |
| AVI1     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| KMD1     |             | 0.00 %        |
| MPM1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| PPI1     |             | 0.00 %        |
| SNR1     |             | 0.00 %        |
| SUL1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| TPR4     |             | 0.00 %        |
| Total    | 30.08       | 17.70 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 20.98       | 10.10 %       |
| Home-The | 4.92        | 54.35 %       |
| Total    | 25.91       | 11.95 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KUM1     | 1.92        | 12.72 %       |
| PBR2     | 1.41        | 10.74 %       |
| MVM1     | 1.17        | 5.91 %        |
| JKM1     | 0.93        | 12.22 %       |
| TVR2     | 0.90        | 7.70 %        |
| PTK1     | 0.80        | 8.91 %        |
| TNJ2     | 0.74        | 6.87 %        |
| TRY3     | 0.59        | 10.86 %       |
| PDK1     | 0.57        | 13.55 %       |
| KIK1     | 0.45        | 4.70 %        |
| AYR1     | 0.33        | 6.69 %        |
| TTP1     | 0.19        | 3.00 %        |
| KRN1     | 0.13        | 4.02 %        |
| APM1     |             | 0.00 %        |
| MSI1     |             | 0.00 %        |
| NCK1     |             | 0.00 %        |
| NGT1     |             | 0.00 %        |
| NMM1     |             | 0.00 %        |
| ORU1     |             | 0.00 %        |
| TRY2     |             | 0.00 %        |
| TVR1     |             | 0.00 %        |
| TZSD     |             | 0.00 %        |
| Total    | 25.91       | 11.95 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 20.13       | 15.29 %       |
| Home-The | 3.49        | 50.63 %       |
| Total    | 23.61       | 17.05 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 2.02        | 13.85 %       |
| POY2     | 1.04        | 15.87 %       |
| TRK1     | 0.67        | 6.48 %        |
| VPM1     | 0.39        | 16.34 %       |
| KLM1     | 0.39        | 4.92 %        |
| VCM1     | 0.38        | 5.25 %        |
| MKM1     | 0.33        | 9.01 %        |
| KML1     | 0.33        | 6.34 %        |
| ULP1     | 0.13        | 1.40 %        |
| NVL2     |             | 0.00 %        |
| PRT1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| TDM1     |             | 0.00 %        |
| TVM1     |             | 0.00 %        |
| Total    | 23.61       | 17.05 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 13.20       | 8.43 %        |
| Home-The | 3.86        | 35.39 %       |
| Total    | 17.06       | 10.19 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 2.35        | 13.73 %       |
| CH16     | 1.74        | 15.61 %       |
| CH22     | 0.72        | 13.64 %       |
| AVD1     | 0.72        | 13.57 %       |
| CH48     | 0.60        | 10.48 %       |
| CH30     | 0.57        | 12.97 %       |
| GUD1     | 0.50        | 6.65 %        |
| CH05     | 0.47        | 6.17 %        |
| MRM1     | 0.46        | 6.11 %        |
| GUD2     | 0.41        | 5.81 %        |
| CGL1     | 0.39        | 13.13 %       |
| CH35     | 0.35        | 10.00 %       |
| TKM1     | 0.13        | 3.09 %        |
| CH42     | 0.08        | 1.94 %        |
| CH11     |             | 0.00 %        |
| CH26     |             | 0.00 %        |
| CH28     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| CH37     |             | 0.00 %        |
| CH38     |             | 0.00 %        |
| CH39     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| CH45     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| CH08     | -0.60       | -9.99 %       |
| Total    | 17.06       | 10.19 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 4.40        | 4.07 %        |
| Home-The | 2.15        | 30.26 %       |
| Total    | 6.55        | 5.68 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| AKM1     | 1.31        | 15.97 %       |
| TRR1     | 0.88        | 7.71 %        |
| VEL1     | 0.64        | 10.59 %       |
| WJP1     | 0.26        | 5.96 %        |
| WJD1     | 0.23        | 8.16 %        |
| PLR1     | 0.19        | 7.24 %        |
| VSI1     | 0.13        | 2.24 %        |
| CGM1     | 0.13        | 3.28 %        |
| SLG1     | 0.12        | 4.20 %        |
| ABR1     |             | 0.00 %        |
| ANI1     |             | 0.00 %        |
| ARC2     |             | 0.00 %        |
| BGR1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| CYR1     |             | 0.00 %        |
| GDM1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| SBR1     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| VEL2     |             | 0.00 %        |
| VNB1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| TRL1     | -0.18       | -3.09 %       |
| Total    | 6.55        | 5.68 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    |             | 0.00 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PAS1     |             | 0.00 %        |
| TVP1     |             | 0.00 %        |
| Total    |             | 0.00 %        |