

MTD Sales
157.92 L

Brand Share %
13.99 %

Information:

MTD : 01-09-2025 To 08-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.99 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	129.64	12.18 %
Home-The	28.28	44.01 %
Total	157.92	13.99 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	30.02	22.70 %
CHENNAI-02	20.77	17.34 %
CHENNAI-01	19.73	14.64 %
SOUTH-01	19.46	11.31 %
TRICHY-01	17.27	12.23 %
WEST-01	16.22	15.51 %
SOUTH ARCOT	15.04	16.54 %
WEST-02	11.03	9.80 %
NORTH ARCOT	5.38	7.12 %
KL-SOUTH	3.00	6.61 %
Total	157.92	13.99 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	26.13	20.80 %
Home-The	3.89	58.78 %
Total	30.02	22.70 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	6.63 %
TPT1	0.49	9.92 %
ATG1	0.25	12.39 %
KYK1	0.22	9.23 %
TEN1	0.14	4.67 %
ADP1	0.14	3.94 %
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	30.02	22.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	19.36	16.76 %
Home-The	1.41	33.29 %
Total	20.77	17.34 %

Branch *	MTD Sales L	Brand Share %
CH15	0.69	7.98 %
CH43	0.36	8.18 %
CH09	0.34	7.17 %
UKI1	0.34	10.85 %
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	20.77	17.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	16.33	12.88 %
Home-The	3.40	42.31 %
Total	19.73	14.64 %

Branch *	MTD Sales L	Brand Share %
CH16	1.17	8.23 %
GUD2	0.58	12.03 %
SKL1	0.23	6.35 %
CH07	0.14	4.38 %
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 %
Total	19.73	14.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	11.93	7.51 %
Home-The	7.53	56.50 %
Total	19.46	11.31 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.05	7.34 %
SDI1	0.66	8.71 %
TKS2	0.63	9.78 %
TVL1	0.57	8.44 %
MAR1	0.44	4.39 %
VNR1	0.39	9.61 %
MMT1	0.34	8.30 %
VKM1	0.31	11.30 %
STU2	0.23	10.02 %
KGL1	0.22	11.75 %
TYI1	0.21	5.56 %
TVL2	0.15	7.01 %
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 %
VLY1	-0.23	-6.28 %
Total	19.46	11.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	14.71	10.90 %
Home-The	2.56	40.86 %
Total	17.27	12.23 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.28	13.06 %
MVM1	0.52	6.68 %
KUM1	0.33	4.30 %
TNJ2	0.33	4.31 %
KRN1	0.14	6.41 %
TVR2	0.08	1.81 %
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 %
TZSD		0.00 %
Total	17.27	12.23 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	13.26	13.70 %
Home-The	2.97	38.10 %
Total	16.22	15.51 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.18	9.90 %
CNR1	0.34	12.12 %
UMP1	0.29	11.44 %
CBE3	0.15	5.08 %
ANR1	0.14	12.14 %
CBE1		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	16.22	15.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.36	15.45 %
Home-The	1.68	37.76 %
Total	15.04	16.54 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.98	8.33 %
CDM1	0.34	6.20 %
ULP1	0.33	5.08 %
NVL2	0.30	7.96 %
VPM1	0.21	11.35 %
TRK1	0.14	1.77 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	15.04	16.54 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	7.52	7.15 %
Home-The	3.51	47.10 %
Total	11.03	9.80 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.31	13.34 %
SGI1	0.50	9.66 %
OML1	0.34	10.45 %
KRI1	0.31	8.31 %
SLM2	0.22	4.75 %
RSP1	0.15	5.23 %
TCG1	0.14	4.19 %
VKL1	0.14	5.58 %
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	11.03	9.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.05	5.74 %
Home-The	1.34	26.25 %
Total	5.38	7.12 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.44	6.78 %
AKM1	0.30	8.31 %
TRR1	0.23	6.17 %
CGM1	0.21	12.17 %
GDM1	0.14	3.09 %
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	5.38	7.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.00	6.76 %
Total	3.00	6.61 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.77	11.15 %
PAS1	0.23	1.73 %
KLR1		0.00 %
Total	3.00	6.61 %