

MTD Sales
154.96 L

Brand Share %
14.71 %

Information:

MTD : 01-09-2026 To 08-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.71 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	120.72	12.33 %
Home-The	34.24	46.10 %
Total	154.96	14.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.47	18.32 %
SOUTH-03	28.50	21.08 %
CHENNAI-02	18.63	15.31 %
TRICHY-01	17.22	12.38 %
CHENNAI-01	14.85	10.59 %
SOUTH ARCOT	14.50	17.32 %
WEST-01	14.04	21.26 %
WEST-02	10.48	13.17 %
WEST-03	3.42	7.63 %
NORTH ARCOT	2.85	3.71 %
Total	154.96	14.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	22.90	15.05 %
Home-The	7.56	53.48 %
Total	30.47	18.32 %

Branch *	MTD Sales L	Brand Share %
MAR1	0.75	7.76 %
TKS1	0.55	10.09 %
KVT1	0.53	6.98 %
RPM1	0.42	8.43 %
KGL1	0.25	12.65 %
SKD1	0.25	7.19 %
TCN1	0.25	7.82 %
VLY1	0.20	5.12 %
ASM1	0.15	7.30 %
RND1	0.14	3.95 %
UDN1	0.14	4.01 %
MMT1	0.14	5.79 %
PKD1	0.14	3.43 %
SNL1	0.14	6.17 %
COL1	0.06	3.92 %
ARM1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	30.47	18.32 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	24.90	19.80 %
Home-The	3.60	38.19 %
Total	28.50	21.08 %

Branch *	MTD Sales L	Brand Share %
KKD3	0.14	2.86 %
ADP1		0.00 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MDU7		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	28.50	21.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	14.19	12.65 %
Home-The	4.43	46.95 %
Total	18.63	15.31 %

Branch *	MTD Sales L	Brand Share %
CH51	1.29	14.07 %
CH06	0.82	12.52 %
CH03	0.66	5.49 %
CH18	0.61	13.42 %
CH34	0.22	3.66 %
CH35	0.22	7.61 %
MJR1	0.14	5.79 %
CH20	0.08	1.48 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH37		0.00 %
CH43		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
WHC3		0.00 %
Total	18.63	15.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	14.04	10.67 %
Home-The	3.18	42.16 %
Total	17.22	12.38 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.44	14.67 %
TNJ1	1.25	13.77 %
MVM1	0.66	6.33 %
KUM2	0.56	9.69 %
TYR1	0.39	13.90 %
PBR2	0.14	3.18 %
NCK1	0.14	4.97 %
KIK1	0.08	2.17 %
TTP1	0.08	3.04 %
APM1		0.00 %
AYR1		0.00 %
KRN1		0.00 %
MDI1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	17.22	12.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	11.81	8.88 %
Home-The	3.04	42.49 %
Total	14.85	10.59 %

Branch *	MTD Sales L	Brand Share %
CH05	0.48	9.57 %
CH16	0.45	4.46 %
TKM1	0.22	7.60 %
AVD1	0.22	3.37 %
KNR1	0.21	3.73 %
SKL1	0.15	7.16 %
CH08	0.11	2.02 %
CH49	0.06	0.68 %
CGL1		0.00 %
CH22		0.00 %
CH25		0.00 %
CH28		0.00 %
CH29		0.00 %
CH42		0.00 %
CH45		0.00 %
CH47		0.00 %
CZWH		0.00 %
GUD1		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	14.85	10.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.27	15.49 %
Home-The	2.23	50.01 %
Total	14.50	17.32 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.84	10.61 %
NVL2	0.70	13.44 %
POY2	0.38	6.09 %
TDM1	0.38	13.08 %
PRT1	0.34	11.68 %
KML1	0.15	4.63 %
MKM1		0.00 %
STP1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	14.50	17.32 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	8.84	14.96 %
Home-The	5.20	75.08 %
Total	14.04	21.26 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.63	13.89 %
CBE4	0.25	12.17 %
KGI1	0.23	13.53 %
UMP1	0.15	3.12 %
MPM1	0.14	3.54 %
ANR1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
Total	14.04	21.26 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	7.86	10.64 %
Home-The	2.62	45.96 %
Total	10.48	13.17 %

Branch *	MTD Sales L	Brand Share %
SLM3	0.53	8.70 %
PNG1	0.22	7.18 %
DPR2	0.14	6.39 %
MTR1	0.13	6.92 %
TRM1	0.04	1.81 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
VPD1		0.00 %
Total	10.48	13.17 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	1.92	4.75 %
Home-The	1.51	33.53 %
Total	3.42	7.63 %

Branch *	MTD Sales L	Brand Share %
RSP1	0.43	10.70 %
ERD1	0.29	8.71 %
SGG1	0.15	12.40 %
TPR2	0.14	4.11 %
NKL2	0.08	3.07 %
TPR1	0.08	1.68 %
AVI1		0.00 %
CMI1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
TPR3		0.00 %
TPR4		0.00 %
VKL1		0.00 %
WHPD		0.00 %
Total	3.42	7.63 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	1.99	2.76 %
Home-The	0.87	17.41 %
Total	2.85	3.71 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.40	12.61 %
TRR1	0.20	4.80 %
VEL3	0.14	3.94 %
AKM1	0.08	2.25 %
VEL2	0.06	1.54 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
VSI1	-0.13	-6.01 %
Total	2.85	3.71 %