

MTD Sales
438.10 L

Brand Share %
19.84 %

Information:

MTD : 01-10-2025 To 08-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **19.84 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	374.99	18.04 %
Home-The	63.11	48.54 %
Total	438.10	19.84 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	67.34	21.75 %
WEST-01	62.08	25.87 %
SOUTH-03	57.64	20.00 %
CHENNAI-02	54.42	25.41 %
SOUTH ARCOT	49.89	28.22 %
TRICHY-01	49.11	16.72 %
WEST-02	47.27	17.77 %
CHENNAI-01	33.74	12.51 %
NORTH ARCOT	16.08	11.99 %
KL-SOUTH	0.53	3.24 %
Total	438.10	19.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	52.90	18.30 %
Home-The	14.44	70.46 %
Total	67.34	21.75 %

Branch *	MTD Sales L	Brand Share %
TKY1	1.48	11.89 %
RPM1	1.17	8.58 %
VLY1	1.10	15.93 %
ASM1	0.74	14.63 %
MMT1	0.68	15.20 %
MAR1	0.62	6.62 %
SNL1	0.61	11.07 %
PDI1	0.47	12.44 %
TCN1	0.34	6.91 %
VKM1	0.34	10.57 %
STU2	0.33	9.08 %
SDI1	0.31	9.14 %
TYI1	0.25	5.47 %
KYR1	0.24	8.60 %
RND1	0.23	1.89 %
UDN1	0.12	3.20 %
VNR1	0.11	2.05 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	67.34	21.75 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	53.85	24.05 %
Home-The	8.22	51.22 %
Total	62.08	25.87 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.34	19.78 %
KMD1	1.31	16.69 %
MPM1	1.11	11.24 %
KGM1	0.51	13.63 %
CNR1	0.46	11.86 %
CBE5	0.44	11.52 %
UMP1	0.34	11.56 %
GDR1	0.34	6.67 %
SUL1	0.24	3.86 %
TPR1	0.24	3.41 %
GBM1	0.24	3.64 %
SYM2	0.23	5.67 %
KGI1	0.19	5.05 %
TPR3	0.12	2.17 %
AVI1	0.12	2.45 %
CBE1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
DPM2		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	62.08	25.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	48.99	18.04 %
Home-The	8.65	51.79 %
Total	57.64	20.00 %

Branch *	MTD Sales L	Brand Share %
KKD3	3.33	16.90 %
KRR1	1.85	15.50 %
TEN2	1.66	18.67 %
SVG1	1.10	18.56 %
MDU3	0.96	10.61 %
CMR1	0.70	16.00 %
ATG1	0.66	9.65 %
MDU5	0.63	12.09 %
CBM1	0.59	8.06 %
NKI1	0.58	15.59 %
DGL2	0.56	13.07 %
TEN1	0.56	7.12 %
MLR1	0.51	6.76 %
MDU6	0.49	15.54 %
TPT1	0.49	12.70 %
PNV1	0.44	11.62 %
TDI1	0.33	7.35 %
PVI1	0.23	4.88 %
DKI1	0.23	4.00 %
KYK1	0.11	3.10 %
MDU4	0.11	2.37 %
BTU1	0.11	3.90 %
ADP1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
USL1		0.00 %
Total	57.64	20.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	49.22	24.26 %
Home-The	5.21	46.04 %
Total	54.42	25.41 %

Branch *	MTD Sales L	Brand Share %
CH34	2.25	17.16 %
CH24	1.25	16.49 %
CH06	0.34	4.22 %
UKI1	0.24	7.88 %
GPD1	0.20	6.80 %
CH17	0.12	3.44 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	54.42	25.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.25	26.22 %
Home-The	6.64	56.05 %
Total	49.89	28.22 %

Branch *	MTD Sales L	Brand Share %
TDM1	0.65	7.74 %
TVM1	0.62	16.68 %
CDM1	0.61	10.24 %
MKM1	0.57	15.77 %
ULP1	0.24	3.98 %
KLM1	0.21	2.50 %
VCM1	0.19	6.95 %
TRK1	0.12	1.29 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
Total	49.89	28.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	43.44	15.45 %
Home-The	5.67	44.91 %
Total	49.11	16.72 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.05	19.21 %
KUM1	2.67	13.59 %
MDI1	2.46	19.16 %
JKM1	1.52	17.75 %
TRY3	1.23	13.38 %
AYR1	0.97	17.09 %
TTP1	0.60	8.49 %
MSI1	0.57	11.11 %
TVR1	0.52	7.93 %
KRN1	0.49	14.03 %
ORU1	0.49	8.70 %
TRY2	0.45	10.78 %
KIK1	0.28	4.00 %
MVM1	0.25	1.41 %
NCK1	0.20	5.87 %
PBR1	0.19	4.68 %
APM1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
Total	49.11	16.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	39.57	15.86 %
Home-The	7.70	46.41 %
Total	47.27	17.77 %

Branch *	MTD Sales L	Brand Share %
VPD1	1.00	11.32 %
PDR1	0.88	18.46 %
OML1	0.75	11.52 %
NKL2	0.75	6.27 %
TRM1	0.67	9.59 %
KMM1	0.51	9.82 %
TCG1	0.51	9.65 %
KRI1	0.49	17.60 %
SLM2	0.38	4.56 %
DPR2	0.32	9.89 %
BMD1	0.12	2.10 %
RSP1	0.12	1.86 %
KVP1	0.11	2.45 %
ATU1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
PLC1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	47.27	17.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	30.73	11.98 %
Home-The	3.01	23.00 %
Total	33.74	12.51 %

Branch *	MTD Sales L	Brand Share %
CH14	3.03	15.59 %
CH05	2.61	12.41 %
CH28	1.34	7.35 %
CH16	1.22	6.19 %
CH38	1.10	19.07 %
GUD2	0.86	10.23 %
CH11	0.77	8.55 %
CH08	0.75	4.46 %
CH39	0.60	18.44 %
SKL1	0.60	8.65 %
MRM1	0.45	4.63 %
CH42	0.34	2.93 %
AVD1	0.31	4.39 %
CH35	0.11	1.93 %
CGL1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH45		0.00 %
GUD1		0.00 %
KNR1		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	33.74	12.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.80	10.33 %
Home-The	3.28	31.95 %
Total	16.08	11.99 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.18	12.77 %
VSI1	0.84	10.11 %
TRT1	0.76	18.49 %
ABR1	0.68	17.24 %
ARC2	0.35	10.19 %
CGM1	0.34	7.99 %
AKM1	0.34	14.58 %
VEL2	0.24	3.02 %
UGI1	0.08	2.02 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	16.08	11.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Home-The	0.30	27.98 %
LED TV	0.23	1.51 %
Total	0.53	3.24 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.23	2.26 %
PAS1	0.18	4.20 %
KLR1	0.11	6.56 %
Total	0.53	3.24 %