

MTD Sales
174.56 L

Brand Share %
12.24 %

Information:

MTD : 01-11-2025 To 08-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.24 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	145.53	10.82 %
Home-The	29.03	35.68 %
Total	174.56	12.24 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.61	15.11 %
SOUTH-03	27.25	15.90 %
CHENNAI-02	22.96	13.44 %
SOUTH ARCOT	21.73	16.30 %
TRICHY-01	20.48	10.92 %
WEST-02	20.32	13.77 %
CHENNAI-01	12.84	7.22 %
WEST-01	11.04	9.74 %
NORTH ARCOT	5.83	5.49 %
KL-SOUTH	1.49	9.50 %
Total	174.56	12.24 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	24.28	12.77 %
Home-The	6.33	51.03 %
Total	30.61	15.11 %

Branch *	MTD Sales L	Brand Share %
VNR2	0.81	9.10 %
RPM1	0.63	7.99 %
RND1	0.39	4.64 %
PKD1	0.34	5.44 %
SKD1	0.23	6.18 %
ASM1	0.23	8.47 %
SDI1	0.15	3.17 %
VKM1	0.14	3.93 %
UDN1	0.12	5.62 %
ERL2	0.08	2.04 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
STU2		0.00 %
TCN1		0.00 %
TKY1		0.00 %
APK1	-0.18	-9.19 %
Total	30.61	15.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	23.41	14.54 %
Home-The	3.83	37.07 %
Total	27.25	15.90 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.82	11.58 %
DGL2	0.35	10.59 %
PNI1	0.34	8.30 %
NKI1	0.28	10.94 %
TPT1	0.23	4.47 %
KKD3	0.23	2.26 %
CBM1	0.21	3.51 %
KYK1	0.16	6.03 %
BTU1		0.00 %
CMR1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
WHMD		0.00 %
MDU4	-0.48	-9.88 %
Total	27.25	15.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	19.34	11.92 %
Home-The	3.62	42.12 %
Total	22.96	13.44 %

Branch *	MTD Sales L	Brand Share %
CH12	1.34	11.24 %
CH21	0.47	6.80 %
CH34	0.33	4.14 %
CH06		0.00 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH43		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	22.96	13.44 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.15	14.40 %
Home-The	3.58	49.25 %
Total	21.73	16.30 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.56	8.38 %
TDM1	0.21	5.74 %
MKM1	0.14	4.40 %
PRT1	0.14	2.88 %
NVL2	0.09	1.53 %
KML1		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	21.73	16.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	17.81	9.97 %
Home-The	2.67	29.57 %
Total	20.48	10.92 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.98	11.63 %
TNJ2	0.49	4.37 %
PDK1	0.34	8.44 %
MVM1	0.34	2.75 %
NCK1	0.30	11.23 %
TYR1	0.21	4.29 %
KIK1	0.15	4.45 %
NMM1	0.14	2.26 %
APM1		0.00 %
AYR1		0.00 %
KRN1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	20.48	10.92 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	16.38	11.83 %
Home-The	3.94	43.45 %
Total	20.32	13.77 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.35	5.18 %
TCG1	0.35	10.93 %
NKL2	0.34	5.22 %
VPD1	0.34	6.03 %
PLC1	0.29	10.01 %
SGI1	0.25	8.20 %
MTR1	0.23	6.04 %
APN1	0.21	9.62 %
ERD1	0.15	1.83 %
DPR2	0.15	6.72 %
KVP1	0.14	4.52 %
VKL1	0.12	11.61 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	20.32	13.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	11.88	7.05 %
Home-The	0.96	10.22 %
Total	12.84	7.22 %

Branch *	MTD Sales L	Brand Share %
CH14	1.60	10.92 %
CH05	1.10	9.62 %
CH08	0.74	5.57 %
CH11	0.48	6.64 %
CH37	0.47	11.78 %
CH30	0.35	8.25 %
GUD1	0.08	1.13 %
AVD1		0.00 %
CGL1		0.00 %
CH16		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
CH42		0.00 %
CH45		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
Total	12.84	7.22 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	9.55	8.94 %
Home-The	1.49	22.80 %
Total	11.04	9.74 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.35	9.46 %
GBM1	0.51	10.10 %
DPM2	0.51	9.13 %
SUL1	0.49	8.28 %
CBE1	0.14	3.38 %
TPR2	0.08	1.65 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CBE6		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	11.04	9.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.59	3.65 %
Home-The	2.24	28.88 %
Total	5.83	5.49 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.51	9.81 %
CYR1	0.33	7.27 %
KPM2	0.30	3.25 %
PLR1	0.21	8.27 %
SBR1	0.21	2.73 %
ABR1	0.15	3.41 %
ARC2	0.14	4.78 %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	5.83	5.49 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.13	7.66 %
Home-The	0.36	38.92 %
Total	1.49	9.50 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.78	7.29 %
KLR1		0.00 %
Total	1.49	9.50 %