

MTD Sales
156.65 L

Brand Share %
11.51 %

Information:

MTD : 01-12-2025 To 08-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **11.51 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	133.08	10.30 %
Home-The	23.57	34.43 %
Total	156.65	11.51 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	31.17	14.30 %
SOUTH-03	28.61	17.07 %
CHENNAI-02	17.35	12.45 %
CHENNAI-01	17.14	9.23 %
TRICHY-01	17.07	8.57 %
WEST-01	16.93	16.12 %
SOUTH ARCOT	14.22	12.92 %
WEST-02	8.47	6.68 %
NORTH ARCOT	4.32	4.36 %
KL-SOUTH	1.36	13.83 %
Total	156.65	11.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	25.77	12.53 %
Home-The	5.39	43.87 %
Total	31.17	14.30 %

Branch *	MTD Sales L	Brand Share %
RPM1	1.02	9.97 %
TKS2	0.79	10.84 %
PKD1	0.48	7.65 %
RND1	0.40	7.32 %
TCN1	0.39	9.74 %
VNR1	0.31	7.75 %
APK2	0.29	10.12 %
ERL2	0.23	6.49 %
MAR1	0.23	2.84 %
TKY1	0.22	4.97 %
STU2	0.14	3.96 %
KYR1	0.14	5.57 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SKD1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	31.17	14.30 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	24.90	15.79 %
Home-The	3.71	37.42 %
Total	28.61	17.07 %

Branch *	MTD Sales L	Brand Share %
TDI1	0.38	9.84 %
PVI1	0.36	10.57 %
MDU3	0.33	9.75 %
KYK1	0.23	10.18 %
PNV2	0.14	6.40 %
NKI1	0.14	3.54 %
USL1	0.08	4.82 %
CBM1	0.08	0.99 %
ADP1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
DKI1		0.00 %
KPT1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
PNI1	-0.73	-83.81 %
Total	28.61	17.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	15.28	11.41 %
Home-The	2.07	37.46 %
Total	17.35	12.45 %

Branch *	MTD Sales L	Brand Share %
CH21	0.38	4.29 %
CH33	0.34	5.98 %
CH34	0.33	5.10 %
CH24	0.32	7.11 %
CH44	0.30	7.88 %
CH06	0.23	9.59 %
MJR1	0.23	5.01 %
CH43	0.22	5.19 %
CH15	0.14	1.35 %
CH31	0.14	5.17 %
CH01		0.00 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	17.35	12.45 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	15.18	8.52 %
Home-The	1.96	26.63 %
Total	17.14	9.23 %

Branch *	MTD Sales L	Brand Share %
CH05	1.15	9.71 %
CH22	0.76	9.45 %
CH16	0.70	4.52 %
CH14	0.56	6.69 %
CH42	0.50	5.04 %
AVD1	0.38	4.88 %
CH08	0.23	2.06 %
CH28	0.23	2.68 %
CGL1	0.21	6.31 %
TKM1	0.16	2.44 %
CH38	0.15	4.72 %
CH11		0.00 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH40		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	17.14	9.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	13.73	7.24 %
Home-The	3.34	34.96 %
Total	17.07	8.57 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.52	9.19 %
MVM1	1.69	9.38 %
KUM1	1.05	10.53 %
TNJ2	0.55	5.91 %
TRY4	0.53	9.37 %
NMM1	0.34	7.56 %
TVR2	0.31	2.32 %
JKM1	0.29	3.23 %
PBR1	0.28	9.91 %
TVR1	0.25	4.44 %
NGT1	0.23	3.68 %
TTP1	0.22	5.01 %
TRY3	0.09	2.76 %
APM1		0.00 %
AYR1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	17.07	8.57 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	14.14	14.36 %
Home-The	2.80	42.32 %
Total	16.93	16.12 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.38	10.55 %
KGI1	0.36	10.86 %
UMP1	0.31	7.99 %
SNR1	0.31	7.92 %
SUL1	0.22	6.09 %
TPR2	0.15	3.26 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	16.93	16.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.19	12.44 %
Home-The	1.03	25.84 %
Total	14.22	12.92 %

Branch *	MTD Sales L	Brand Share %
PRT1	0.31	6.17 %
KLM1	0.23	3.58 %
TVM1	0.21	9.21 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	14.22	12.92 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	6.61	5.54 %
Home-The	1.85	25.21 %
Total	8.47	6.68 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.40	4.43 %
ERD1	0.30	5.69 %
VPD1	0.15	2.14 %
SLM2	0.14	2.42 %
EPI1	0.14	3.90 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	8.47	6.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.91	3.11 %
Home-The	1.41	25.94 %
Total	4.32	4.36 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.55	4.19 %
TRL1	0.53	7.87 %
TRR1	0.44	9.68 %
GDM1	0.34	9.40 %
ABR1	0.16	3.41 %
TRT1	0.14	2.23 %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	4.32	4.36 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.36	14.43 %
Total	1.36	13.83 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	1.36	13.83 %