

MTD Sales
170.75 L

Brand Share %
14.26 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.26 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	139.46	12.38 %
Home-The	31.30	43.96 %
Total	170.75	14.26 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	31.53	22.25 %
SOUTH-01	22.04	11.89 %
CHENNAI-02	21.93	16.99 %
CHENNAI-01	20.07	14.04 %
TRICHY-01	19.21	13.09 %
WEST-01	19.01	16.98 %
SOUTH ARCOT	15.41	16.45 %
WEST-02	13.16	11.04 %
NORTH ARCOT	5.38	6.74 %
KL-SOUTH	3.00	6.44 %
Total	170.75	14.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	27.06	20.17 %
Home-The	4.47	58.96 %
Total	31.53	22.25 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	6.30 %
TPT1	0.49	9.31 %
KYK1	0.36	13.37 %
MPA1	0.31	9.45 %
ATG1	0.25	10.25 %
TEN1	0.14	4.46 %
ADP1	0.14	3.56 %
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 %
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	31.53	22.25 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	14.29	8.34 %
Home-The	7.75	54.94 %
Total	22.04	11.89 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.05	7.16 %
SDI1	0.66	8.55 %
TVL1	0.65	9.22 %
TKS2	0.63	8.60 %
MAR1	0.44	4.39 %
VNR1	0.39	9.61 %
MMT1	0.34	8.06 %
VKM1	0.31	10.79 %
STU2	0.23	10.02 %
KGL1	0.22	7.83 %
TYI1	0.21	4.50 %
TVL2	0.15	7.01 %
APK1	0.14	3.98 %
VLY1	0.10	2.08 %
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 %
Total	22.04	11.89 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	20.52	16.51 %
Home-The	1.41	29.12 %
Total	21.93	16.99 %

Branch *	MTD Sales L	Brand Share %
CH15	0.69	7.78 %
CH24	0.53	12.32 %
CH43	0.36	7.84 %
CH09	0.34	6.08 %
UKI1	0.34	9.41 %
CH46	0.21	12.12 %
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	21.93	16.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	16.67	12.40 %
Home-The	3.40	39.75 %
Total	20.07	14.04 %

Branch *	MTD Sales L	Brand Share %
CH16	1.17	8.23 %
GUD2	0.58	11.52 %
SKL1	0.23	5.88 %
CH07	0.14	4.01 %
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	20.07	14.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	16.26	11.62 %
Home-The	2.95	43.27 %
Total	19.21	13.09 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.28	12.78 %
KUM1	1.05	12.56 %
MVM1	0.52	6.02 %
NGT1	0.37	5.71 %
TNJ2	0.33	4.26 %
KRN1	0.14	6.05 %
TVR2	0.08	2.31 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	19.21	13.09 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	15.12	14.70 %
Home-The	3.89	42.84 %
Total	19.01	16.98 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.57	11.84 %
PDM1	0.33	14.00 %
UMP1	0.29	11.44 %
SYM2	0.23	8.59 %
CBE3	0.15	4.92 %
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 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	19.01	16.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.36	15.04 %
Home-The	2.05	42.07 %
Total	15.41	16.45 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.98	8.13 %
ULP1	0.47	7.09 %
CDM1	0.34	6.20 %
NVL2	0.30	7.96 %
VPM1	0.21	11.35 %
STP1	0.14	4.36 %
TRK1	0.14	1.77 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	15.41	16.45 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	9.13	8.25 %
Home-The	4.03	47.52 %
Total	13.16	11.04 %

Branch *	MTD Sales L	Brand Share %
SGI1	0.50	9.66 %
KRI1	0.31	8.31 %
SLM2	0.22	4.03 %
RSP1	0.15	4.46 %
TCG1	0.14	3.98 %
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	13.16	11.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.05	5.46 %
Home-The	1.34	23.18 %
Total	5.38	6.74 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.44	6.78 %
VEL1	0.34	11.64 %
AKM1	0.30	8.08 %
TRR1	0.23	6.17 %
CGM1	0.21	9.96 %
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	6.74 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.00	6.59 %
Total	3.00	6.44 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.77	10.88 %
PAS1	0.23	1.66 %
KLR1		0.00 %
Total	3.00	6.44 %