

MTD Sales
471.64 L

Brand Share %
20.21 %

Information:

MTD : 01-10-2025 To 09-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **20.21 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	403.93	18.39 %
Home-The	67.71	49.06 %
Total	471.64	20.21 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	72.05	22.12 %
WEST-01	65.72	26.25 %
SOUTH-03	62.65	20.25 %
CHENNAI-02	60.47	26.28 %
TRICHY-01	55.15	17.50 %
SOUTH ARCOT	54.64	29.46 %
WEST-02	48.89	17.63 %
CHENNAI-01	34.64	12.32 %
NORTH ARCOT	16.55	11.66 %
KL-SOUTH	0.88	5.11 %
Total	471.64	20.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	57.03	18.75 %
Home-The	15.02	69.51 %
Total	72.05	22.12 %

Branch *	MTD Sales L	Brand Share %
TKY1	1.48	11.39 %
RPM1	1.29	8.99 %
VLY1	1.10	15.93 %
RND1	1.07	8.04 %
ASM1	0.74	13.40 %
MMT1	0.68	14.87 %
MAR1	0.62	6.12 %
SNL1	0.61	10.78 %
PDI1	0.47	12.44 %
SDI1	0.43	10.73 %
TCN1	0.34	5.53 %
VKM1	0.34	10.10 %
STU2	0.33	9.08 %
TYI1	0.25	5.17 %
KYR1	0.24	8.38 %
UDN1	0.12	3.06 %
VNR1	0.11	1.93 %
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	72.05	22.12 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	57.13	24.47 %
Home-The	8.59	51.02 %
Total	65.72	26.25 %

Branch *	MTD Sales L	Brand Share %
KMD1	1.66	20.09 %
MPM1	1.11	10.74 %
KGM1	0.51	12.74 %
GDR1	0.46	8.30 %
CNR1	0.46	11.16 %
CBE5	0.44	11.52 %
UMP1	0.34	10.38 %
SUL1	0.24	3.86 %
TPR1	0.24	3.35 %
GBM1	0.24	3.60 %
PDM1	0.23	7.32 %
SYM2	0.23	5.43 %
KGI1	0.19	5.05 %
TPR3	0.12	2.02 %
AVI1	0.12	2.09 %
CBE1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
DPM2		0.00 %
PPI1		0.00 %
SNR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	65.72	26.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	53.36	18.32 %
Home-The	9.28	51.18 %
Total	62.65	20.25 %

Branch *	MTD Sales L	Brand Share %
KKD3	3.99	19.46 %
KRR1	2.28	17.51 %
TEN1	1.68	18.12 %
TEN2	1.66	17.58 %
MDU3	1.07	11.47 %
ATG1	0.83	9.42 %
CMR1	0.70	16.00 %
MDU5	0.63	12.09 %
CBM1	0.59	7.93 %
NKI1	0.58	15.03 %
DGL2	0.56	11.66 %
MLR1	0.51	6.44 %
MDU6	0.49	15.54 %
TPT1	0.49	9.99 %
PNV1	0.44	9.77 %
TDI1	0.33	7.35 %
PVI1	0.23	4.29 %
DKI1	0.23	3.60 %
KYK1	0.11	3.10 %
MDU4	0.11	2.31 %
BTU1	0.11	3.54 %
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	62.65	20.25 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	54.38	24.98 %
Home-The	6.09	49.09 %
Total	60.47	26.28 %

Branch *	MTD Sales L	Brand Share %
CH34	2.25	16.49 %
CH24	1.25	15.86 %
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 %
CH33		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	60.47	26.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	48.49	16.08 %
Home-The	6.66	48.90 %
Total	55.15	17.50 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.52	19.04 %
KUM1	3.26	15.32 %
MDI1	2.69	19.80 %
JKM1	1.52	17.16 %
PDK1	1.49	19.32 %
TRY3	1.23	13.04 %
AYR1	0.97	15.50 %
TTP1	0.60	8.49 %
MSI1	0.57	11.11 %
TVR1	0.52	7.80 %
KRN1	0.49	13.61 %
ORU1	0.49	7.85 %
TRY2	0.45	10.44 %
KIK1	0.28	3.68 %
MVM1	0.25	1.29 %
NCK1	0.20	5.87 %
PBR1	0.19	4.62 %
APM1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
Total	55.15	17.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	47.59	27.49 %
Home-The	7.06	57.05 %
Total	54.64	29.46 %

Branch *	MTD Sales L	Brand Share %
NVL2	2.73	20.06 %
TDM1	0.65	7.46 %
CDM1	0.61	10.24 %
MKM1	0.57	15.77 %
TRK1	0.47	4.90 %
ULP1	0.24	3.98 %
KLM1	0.21	2.47 %
VCM1	0.19	6.95 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
Total	54.64	29.46 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	40.95	15.75 %
Home-The	7.94	45.76 %
Total	48.89	17.63 %

Branch *	MTD Sales L	Brand Share %
VPD1	1.00	11.32 %
PDR1	0.88	17.31 %
DPR1	0.80	20.11 %
OML1	0.75	10.31 %
NKL2	0.75	5.74 %
TRM1	0.67	9.59 %
DPR2	0.66	17.74 %
KMM1	0.51	7.98 %
TCG1	0.51	9.42 %
KRI1	0.49	16.26 %
SLM2	0.38	4.56 %
BMD1	0.12	2.04 %
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	48.89	17.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.27	11.70 %
Home-The	3.37	24.16 %
Total	34.64	12.32 %

Branch *	MTD Sales L	Brand Share %
CH14	3.22	16.41 %
CH05	2.61	12.09 %
CH16	1.39	6.58 %
CH28	1.34	7.00 %
CH38	1.10	16.49 %
GUD2	0.86	10.23 %
CH11	0.77	8.93 %
CH08	0.75	4.35 %
CH39	0.60	17.24 %
SKL1	0.60	8.35 %
MRM1	0.45	4.45 %
CH42	0.34	2.63 %
AVD1	0.31	4.39 %
CH35	0.11	1.90 %
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	34.64	12.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.15	10.02 %
Home-The	3.40	31.91 %
Total	16.55	11.66 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.72	19.57 %
SBR1	1.18	10.09 %
VSI1	0.84	9.31 %
TRT1	0.76	18.49 %
ARC2	0.70	16.61 %
ABR1	0.68	17.24 %
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	16.55	11.66 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.58	3.60 %
Home-The	0.30	27.98 %
Total	0.88	5.11 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.23	2.16 %
PAS1	0.18	4.10 %
Total	0.88	5.11 %