

MTD Sales
203.69 L

Brand Share %
12.78 %

Information:

MTD : 01-11-2025 To 09-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	169.29	11.29 %
Home-The	34.40	36.41 %
Total	203.69	12.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	32.88	14.89 %
SOUTH-03	30.19	16.26 %
CHENNAI-02	29.36	15.04 %
SOUTH ARCOT	23.92	16.76 %
TRICHY-01	22.75	11.20 %
WEST-02	22.52	13.72 %
WEST-01	17.91	13.50 %
CHENNAI-01	15.76	7.42 %
NORTH ARCOT	6.90	5.78 %
KL-SOUTH	1.49	8.48 %
Total	203.69	12.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	25.43	12.32 %
Home-The	7.45	51.98 %
Total	32.88	14.89 %

Branch *	MTD Sales L	Brand Share %
VNR2	1.23	11.92 %
RPM1	0.71	7.96 %
MAR1	0.59	12.35 %
RND1	0.39	4.38 %
SDI1	0.36	6.08 %
PKD1	0.34	5.44 %
SKD1	0.23	5.67 %
ASM1	0.23	7.29 %
VKM1	0.14	3.69 %
UDN1	0.12	4.79 %
ERL2	0.08	1.81 %
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	-8.81 %
Total	32.88	14.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	25.65	14.76 %
Home-The	4.54	38.37 %
Total	30.19	16.26 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.82	11.23 %
PNI1	0.34	7.75 %
NKI1	0.28	10.28 %
TPT1	0.23	4.38 %
KKD3	0.23	2.11 %
PVI1	0.23	3.97 %
CBM1	0.21	3.23 %
KYK1	0.16	5.41 %
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 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
WHMD		0.00 %
MDU4	-0.48	-9.15 %
Total	30.19	16.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	25.44	13.75 %
Home-The	3.92	38.51 %
Total	29.36	15.04 %

Branch *	MTD Sales L	Brand Share %
CH15	1.42	12.00 %
CH12	1.34	10.31 %
CH34	0.82	9.44 %
CH21	0.47	5.55 %
CH23	0.01	0.48 %
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	29.36	15.04 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.06	14.94 %
Home-The	3.87	45.73 %
Total	23.92	16.76 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.15	11.41 %
KLM1	0.56	6.98 %
TDM1	0.21	5.25 %
MKM1	0.14	4.23 %
PRT1	0.14	2.66 %
NVL2	0.09	1.43 %
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	23.92	16.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	19.70	10.20 %
Home-The	3.05	30.41 %
Total	22.75	11.20 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.31	11.92 %
TNJ2	1.02	7.82 %
PDK1	0.34	8.03 %
MVM1	0.34	2.58 %
NCK1	0.30	10.97 %
TYR1	0.21	4.05 %
ORU1	0.15	5.05 %
KIK1	0.15	3.99 %
NMM1	0.14	2.04 %
NGT1	0.08	0.96 %
APM1		0.00 %
AYR1		0.00 %
KRN1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	22.75	11.20 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	17.82	11.62 %
Home-The	4.69	43.90 %
Total	22.52	13.72 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.85	10.02 %
ERD1	0.66	6.67 %
TCG1	0.35	10.93 %
NKL2	0.34	4.94 %
VPD1	0.34	6.03 %
PLC1	0.29	7.76 %
SGI1	0.25	8.20 %
MTR1	0.23	5.69 %
APN1	0.21	6.07 %
KVP1	0.14	4.25 %
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	22.52	13.72 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	15.63	12.51 %
Home-The	2.29	29.26 %
Total	17.91	13.50 %

Branch *	MTD Sales L	Brand Share %
GBM1	0.51	9.86 %
DPM2	0.51	8.48 %
SUL1	0.49	7.58 %
TPR2	0.32	5.20 %
CBE6	0.15	3.06 %
CBE1	0.14	2.79 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE5		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	17.91	13.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	14.14	7.02 %
Home-The	1.61	14.81 %
Total	15.76	7.42 %

Branch *	MTD Sales L	Brand Share %
CH14	1.75	10.14 %
CH08	1.68	11.00 %
CH05	1.42	10.33 %
CH11	0.48	6.64 %
CH37	0.47	10.46 %
CH30	0.35	7.38 %
CH35	0.21	5.08 %
GUD1	0.08	0.88 %
AVD1		0.00 %
CGL1		0.00 %
CH16		0.00 %
CH28		0.00 %
CH29		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	15.76	7.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.28	3.89 %
Home-The	2.62	28.40 %
Total	6.90	5.78 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.65	5.59 %
VSI1	0.51	9.57 %
KPM1	0.36	9.19 %
CYR1	0.33	6.95 %
PLR1	0.21	7.85 %
SBR1	0.21	2.66 %
ABR1	0.15	2.95 %
ARC2	0.14	4.12 %
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 %
WJP1		0.00 %
Total	6.90	5.78 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.13	6.84 %
Home-The	0.36	34.77 %
Total	1.49	8.48 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.78	6.48 %
KLR1		0.00 %
Total	1.49	8.48 %