

MTD Sales
324.43 L

Brand Share %
16.19 %

Information:

MTD : 01-08-2025 To 10-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.19 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	270.12	14.29 %
Home-The	54.32	47.68 %
Total	324.43	16.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	58.51	20.24 %
CHENNAI-02	51.14	24.19 %
SOUTH-03	45.06	18.72 %
WEST-02	37.87	15.97 %
WEST-01	34.91	16.56 %
TRICHY-01	32.62	12.34 %
CHENNAI-01	27.97	12.48 %
SOUTH ARCOT	27.88	16.56 %
NORTH ARCOT	8.47	5.94 %
KL-SOUTH		0.00 %
Total	324.43	16.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	46.92	17.36 %
Home-The	11.59	61.66 %
Total	58.51	20.24 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.90	10.75 %
RND1	1.50	15.21 %
VNR2	0.97	13.58 %
APK1	0.50	7.64 %
ASM1	0.47	5.85 %
KGL1	0.46	13.25 %
SNL1	0.43	10.42 %
STU2	0.38	8.44 %
MMT1	0.28	8.43 %
KYR1	0.28	7.43 %
PDI1	0.26	7.39 %
TYI1	0.23	5.89 %
PKD1	0.13	1.47 %
VLY1	0.13	1.60 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
TKY1		0.00 %
VKM1		0.00 %
SDI1	-0.16	-3.65 %
Total	58.51	20.24 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	46.54	23.13 %
Home-The	4.60	44.94 %
Total	51.14	24.19 %

Branch *	MTD Sales L	Brand Share %
CH18	1.28	12.26 %
CH43	0.84	12.60 %
CH24	0.64	14.06 %
CH33	0.49	10.55 %
CH34	0.34	5.22 %
PON1	0.34	5.89 %
CH44	0.15	2.00 %
CH01		0.00 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	51.14	24.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	36.69	16.33 %
Home-The	8.37	52.46 %
Total	45.06	18.72 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.84	10.51 %
ATG1	1.67	16.15 %
MPA1	0.87	15.80 %
PVI1	0.85	14.45 %
CBM1	0.81	7.65 %
BTU1	0.77	15.57 %
ADP1	0.53	10.69 %
USL1	0.34	13.63 %
MLR1	0.34	4.57 %
KPT1	0.27	9.97 %
KRR1	0.26	8.38 %
ODM1	0.14	5.00 %
MDU5	0.13	8.92 %
DKI1		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	45.06	18.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	32.03	14.24 %
Home-The	5.84	47.53 %
Total	37.87	15.97 %

Branch *	MTD Sales L	Brand Share %
NKL2	1.12	9.92 %
EPI1	1.00	13.05 %
VPD1	0.73	7.75 %
MTR1	0.64	11.75 %
KMM1	0.63	14.75 %
SLM2	0.35	3.24 %
TCG1	0.34	8.01 %
ATU1	0.28	2.55 %
TRM1	0.24	2.71 %
DPR2	0.20	3.81 %
BMD1	0.20	3.40 %
HRR1	0.13	2.87 %
CMI1	0.13	4.26 %
SGI1	0.12	2.90 %
APN1		0.00 %
EDP1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	37.87	15.97 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	28.68	14.46 %
Home-The	6.23	49.85 %
Total	34.91	16.56 %

Branch *	MTD Sales L	Brand Share %
CBE6	1.42	13.83 %
TPR2	1.18	9.07 %
DPM2	0.68	9.00 %
CBE1	0.50	6.02 %
TPR3	0.42	8.54 %
CBE3	0.37	15.81 %
GBM1	0.26	6.53 %
CNR1	0.26	7.06 %
TPR1	0.21	2.36 %
KGI1	0.13	3.40 %
TPR4	0.09	2.54 %
AVI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
Total	34.91	16.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	27.45	10.81 %
Home-The	5.17	50.36 %
Total	32.62	12.34 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.98	12.41 %
JKM1	1.27	11.73 %
MVM1	1.17	5.23 %
TVR2	1.13	8.19 %
PTK1	0.80	6.27 %
PDK1	0.57	11.31 %
TRY2	0.49	14.03 %
KIK1	0.45	4.06 %
AYR1	0.33	5.39 %
TNJ2	0.21	1.72 %
TTP1	0.19	2.46 %
KRN1	0.13	3.41 %
APM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	32.62	12.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	22.75	10.85 %
Home-The	5.22	35.88 %
Total	27.97	12.48 %

Branch *	MTD Sales L	Brand Share %
CH16	1.74	10.81 %
GUD1	1.07	10.45 %
AVD1	0.72	10.60 %
CH30	0.66	13.06 %
CH48	0.60	8.65 %
MRM1	0.58	6.40 %
CH35	0.55	11.84 %
GUD2	0.41	5.22 %
CGL1	0.39	8.42 %
CH39	0.13	2.73 %
TKM1	0.13	2.68 %
CH42	0.08	1.10 %
CH11		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CH45		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
CH08	-0.26	-2.95 %
Total	27.97	12.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	23.68	14.81 %
Home-The	4.20	49.01 %
Total	27.88	16.56 %

Branch *	MTD Sales L	Brand Share %
POY1	2.02	12.05 %
POY2	1.04	13.24 %
TRK1	0.79	5.07 %
KLM1	0.52	5.35 %
VPM1	0.39	15.07 %
VCM1	0.38	4.83 %
MKM1	0.33	8.61 %
KML1	0.33	6.04 %
NVL2	0.33	4.56 %
ULP1	0.13	1.26 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	27.88	16.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.36	4.05 %
Home-The	3.10	31.02 %
Total	8.47	5.94 %

Branch *	MTD Sales L	Brand Share %
AKM1	1.39	14.30 %
TRR1	1.17	8.77 %
VEL1	0.98	12.48 %
VSI1	0.50	5.44 %
WJP1	0.26	4.76 %
WJD1	0.23	6.69 %
PLR1	0.19	6.73 %
TRL1	0.16	2.06 %
SBR1	0.13	2.59 %
CGM1	0.13	2.59 %
GDM1	0.13	2.75 %
SLG1	0.12	3.36 %
TRT1	0.12	2.13 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	8.47	5.94 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Total		0.00 %

Branch *	MTD Sales L	Brand Share %
PAS1		0.00 %
TVP1		0.00 %
Total		0.00 %