

MTD Sales
183.27 L

Brand Share %
14.41 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.41 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	148.99	12.47 %
Home-The	34.28	44.35 %
Total	183.27	14.41 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	33.08	22.40 %
SOUTH-01	24.34	12.05 %
CHENNAI-02	23.47	16.84 %
CHENNAI-01	22.00	14.39 %
TRICHY-01	20.25	13.05 %
WEST-01	19.69	16.74 %
SOUTH ARCOT	16.42	16.68 %
WEST-02	15.33	12.23 %
NORTH ARCOT	5.70	6.69 %
KL-SOUTH	3.00	6.24 %
Total	183.27	14.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	27.73	19.93 %
Home-The	5.35	62.35 %
Total	33.08	22.40 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	6.16 %
TPT1	0.49	8.52 %
KYK1	0.36	13.37 %
MPA1	0.31	9.05 %
ATG1	0.25	10.25 %
MNM1	0.22	13.32 %
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 %
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	33.08	22.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	15.31	8.23 %
Home-The	9.02	56.88 %
Total	24.34	12.05 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.05	6.66 %
TUT2	0.77	14.05 %
SDI1	0.66	8.01 %
TVL1	0.65	8.52 %
TKS2	0.63	8.08 %
MAR1	0.44	4.23 %
MMT1	0.34	7.82 %
VKM1	0.31	10.79 %
STU2	0.23	8.04 %
KGL1	0.22	7.56 %
TYI1	0.21	4.41 %
TVL2	0.15	6.58 %
APK1	0.14	3.66 %
VLY1	0.10	2.04 %
ERL2	0.08	1.19 %
APK2		0.00 %
ARM1		0.00 %
ASM1		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	24.34	12.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	21.74	16.28 %
Home-The	1.72	29.72 %
Total	23.47	16.84 %

Branch *	MTD Sales L	Brand Share %
CH15	0.69	7.39 %
CH24	0.53	10.21 %
CH43	0.36	6.76 %
CH09	0.34	5.95 %
UKI1	0.34	10.28 %
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	23.47	16.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	18.45	12.83 %
Home-The	3.54	39.63 %
Total	22.00	14.39 %

Branch *	MTD Sales L	Brand Share %
CH16	1.17	8.07 %
CH38	0.34	13.82 %
SKL1	0.23	5.01 %
CH07	0.14	3.60 %
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	22.00	14.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	17.16	11.61 %
Home-The	3.10	41.74 %
Total	20.25	13.05 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.36	14.09 %
PBR2	1.28	12.31 %
KUM1	1.05	11.59 %
MVM1	0.52	6.53 %
NGT1	0.37	5.30 %
TNJ2	0.33	3.69 %
KRN1	0.14	5.82 %
TVR2	0.08	2.25 %
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	20.25	13.05 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	15.79	14.57 %
Home-The	3.89	42.32 %
Total	19.69	16.74 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.57	10.84 %
DPM2	0.34	11.54 %
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 %
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	19.69	16.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.37	15.36 %
Home-The	2.05	42.07 %
Total	16.42	16.68 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.32	10.82 %
ULP1	0.47	6.82 %
CDM1	0.34	5.82 %
NVL2	0.30	7.96 %
VPM1	0.21	11.35 %
STP1	0.14	4.06 %
TRK1	0.14	1.63 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	16.42	16.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	11.08	9.54 %
Home-The	4.26	46.02 %
Total	15.33	12.23 %

Branch *	MTD Sales L	Brand Share %
OML1	0.55	14.10 %
SGI1	0.50	9.66 %
SLM2	0.22	4.03 %
KMM1	0.15	10.80 %
RSP1	0.15	4.28 %
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 %
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	15.33	12.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.36	5.52 %
Home-The	1.34	21.58 %
Total	5.70	6.69 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.44	6.65 %
VEL1	0.34	11.64 %
VSI1	0.32	10.06 %
AKM1	0.30	8.08 %
TRR1	0.23	6.17 %
CGM1	0.21	9.96 %
GDM1	0.14	3.01 %
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 %
WJD1		0.00 %
WJP1		0.00 %
Total	5.70	6.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.00	6.40 %
Total	3.00	6.24 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.77	10.51 %
PAS1	0.23	1.66 %
KLR1		0.00 %
Total	3.00	6.24 %