

MTD Sales
502.81 L

Brand Share %
20.17 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **20.17 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	428.68	18.29 %
Home-The	74.13	49.79 %
Total	502.81	20.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	77.18	22.61 %
WEST-01	68.00	25.54 %
SOUTH-03	65.07	19.64 %
CHENNAI-02	63.76	26.47 %
TRICHY-01	60.17	17.63 %
SOUTH ARCOT	56.91	29.10 %
WEST-02	54.22	17.63 %
CHENNAI-01	38.82	13.01 %
NORTH ARCOT	17.80	11.78 %
KL-SOUTH	0.88	4.75 %
Total	502.81	20.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	60.62	19.10 %
Home-The	16.56	69.09 %
Total	77.18	22.61 %

Branch *	MTD Sales L	Brand Share %
RPM1	1.64	10.75 %
TKY1	1.48	10.76 %
VLY1	1.10	14.75 %
RND1	1.07	7.56 %
MAR1	1.00	8.95 %
SKD1	0.74	17.49 %
ASM1	0.74	13.11 %
MMT1	0.68	14.87 %
SNL1	0.61	10.80 %
PDI1	0.59	14.24 %
KGL1	0.49	12.88 %
SDI1	0.43	10.58 %
TCN1	0.34	5.41 %
VKM1	0.34	9.74 %
STU2	0.33	8.79 %
TYI1	0.25	5.17 %
KYR1	0.24	7.91 %
UDN1	0.12	2.88 %
VNR1	0.11	1.87 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	77.18	22.61 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.82	23.73 %
Home-The	9.18	49.83 %
Total	68.00	25.54 %

Branch *	MTD Sales L	Brand Share %
KMD1	1.66	19.95 %
MPM1	1.23	11.02 %
KGM1	0.51	12.28 %
GDR1	0.46	7.73 %
CNR1	0.46	11.16 %
CBE5	0.44	10.42 %
UMP1	0.34	9.35 %
SUL1	0.24	3.94 %
TPR1	0.24	3.23 %
GBM1	0.24	3.30 %
PDM1	0.23	7.32 %
SYM2	0.23	4.72 %
KGI1	0.19	4.52 %
TPR3	0.12	2.02 %
AVI1	0.12	1.81 %
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	68.00	25.54 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	54.68	17.56 %
Home-The	10.39	52.09 %
Total	65.07	19.64 %

Branch *	MTD Sales L	Brand Share %
KKD3	3.99	19.03 %
KRR1	2.40	17.59 %
TEN1	1.88	18.61 %
MDU3	1.07	10.69 %
ATG1	0.83	8.73 %
CMR1	0.70	16.00 %
MDU5	0.63	10.44 %
CBM1	0.59	6.81 %
NKI1	0.58	12.85 %
DGL2	0.56	11.20 %
MLR1	0.51	6.02 %
TPT1	0.49	9.99 %
PNV1	0.44	9.20 %
TDI1	0.33	6.77 %
PVI1	0.23	4.14 %
DKI1	0.23	3.40 %
ADP1	0.19	3.20 %
KYK1	0.11	3.10 %
MDU4	0.11	2.07 %
BTU1	0.11	3.10 %
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	65.07	19.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	57.31	25.14 %
Home-The	6.45	50.11 %
Total	63.76	26.47 %

Branch *	MTD Sales L	Brand Share %
CH34	2.93	19.90 %
CH24	1.25	14.71 %
CH06	0.34	4.11 %
UKI1	0.24	7.88 %
GPD1	0.20	6.80 %
CH17	0.12	3.02 %
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	63.76	26.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	52.97	16.21 %
Home-The	7.21	49.63 %
Total	60.17	17.63 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.26	14.22 %
MDI1	2.69	18.85 %
JKM1	1.63	16.83 %
TRY3	1.23	11.91 %
AYR1	0.97	14.00 %
TTP1	0.60	7.87 %
MSI1	0.57	10.00 %
TVR1	0.52	7.02 %
KRN1	0.49	13.15 %
ORU1	0.49	7.47 %
TRY2	0.45	9.52 %
KIK1	0.28	3.56 %
MVM1	0.25	1.14 %
NCK1	0.20	5.87 %
PBR1	0.19	4.50 %
APM1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
Total	60.17	17.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	49.19	27.00 %
Home-The	7.71	57.89 %
Total	56.91	29.10 %

Branch *	MTD Sales L	Brand Share %
TDM1	0.65	7.24 %
CDM1	0.61	9.89 %
MKM1	0.57	17.10 %
TRK1	0.47	4.90 %
KLM1	0.33	3.44 %
ULP1	0.24	3.59 %
VCM1	0.19	6.46 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
Total	56.91	29.10 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	45.05	15.59 %
Home-The	9.17	49.08 %
Total	54.22	17.63 %

Branch *	MTD Sales L	Brand Share %
MTR1	1.16	13.78 %
VPD1	1.00	11.18 %
PDR1	0.88	16.02 %
OML1	0.87	9.95 %
CMI1	0.84	13.41 %
DPR1	0.80	17.85 %
NKL2	0.75	5.51 %
TRM1	0.67	8.19 %
DPR2	0.66	17.34 %
KMM1	0.51	7.51 %
TCG1	0.51	9.42 %
SLM2	0.38	4.29 %
BMD1	0.12	1.87 %
RSP1	0.12	1.38 %
KVP1	0.11	1.96 %
ATU1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	54.22	17.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	35.05	12.36 %
Home-The	3.76	25.31 %
Total	38.82	13.01 %

Branch *	MTD Sales L	Brand Share %
CH14	3.56	17.23 %
CH05	3.10	13.68 %
CH08	1.67	9.11 %
CH16	1.39	6.32 %
CH28	1.34	6.83 %
CH38	1.10	15.78 %
GUD2	1.05	12.16 %
SKL1	0.94	12.50 %
CH11	0.77	7.43 %
CH39	0.60	12.60 %
KNR1	0.45	10.87 %
MRM1	0.45	4.26 %
CH42	0.34	2.38 %
AVD1	0.31	4.12 %
CH35	0.11	1.82 %
CGL1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH45		0.00 %
GUD1		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	38.82	13.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.40	10.29 %
Home-The	3.40	30.29 %
Total	17.80	11.78 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.72	18.10 %
SBR1	1.18	9.33 %
ABR1	1.01	17.00 %
VSI1	0.84	8.67 %
TRT1	0.76	18.49 %
ARC2	0.70	15.95 %
CGM1	0.34	7.75 %
AKM1	0.34	14.58 %
VEL2	0.24	2.95 %
UGI1	0.08	1.78 %
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	17.80	11.78 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.58	3.33 %
Home-The	0.30	27.98 %
Total	0.88	4.75 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.23	2.06 %
PAS1	0.18	3.60 %
Total	0.88	4.75 %