

MTD Sales
200.54 L

Brand Share %
14.87 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.87 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	162.66	12.86 %
Home-The	37.88	45.30 %
Total	200.54	14.87 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	34.53	22.18 %
CHENNAI-01	32.23	19.01 %
SOUTH-01	25.41	11.92 %
CHENNAI-02	23.54	16.28 %
TRICHY-01	21.72	13.23 %
WEST-01	20.33	16.64 %
WEST-02	17.04	12.63 %
SOUTH ARCOT	16.81	16.12 %
NORTH ARCOT	5.70	6.25 %
KL-SOUTH	3.24	6.60 %
Total	200.54	14.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	28.88	19.72 %
Home-The	5.65	61.35 %
Total	34.53	22.18 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	6.01 %
TPT1	0.49	8.01 %
MPA1	0.31	7.08 %
ATG1	0.25	10.25 %
MNM1	0.22	13.32 %
TEN1	0.14	4.38 %
KPT1	0.14	6.24 %
ADP1	0.14	3.28 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		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	34.53	22.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	27.22	17.13 %
Home-The	5.00	47.23 %
Total	32.23	19.01 %

Branch *	MTD Sales L	Brand Share %
CH16	1.17	7.36 %
CH38	0.34	13.82 %
SKL1	0.23	5.28 %
CH42	0.22	4.67 %
CH07	0.14	2.84 %
WHC3	0.05	5.99 %
AVD1		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH39		0.00 %
CH40		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD1		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	32.23	19.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	16.02	8.15 %
Home-The	9.39	56.66 %
Total	25.41	11.92 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.05	6.37 %
TVL1	0.79	10.17 %
SDI1	0.66	7.93 %
TKS2	0.63	7.81 %
MAR1	0.44	4.15 %
STU2	0.37	9.50 %
MMT1	0.34	7.28 %
VKM1	0.31	10.32 %
KGL1	0.22	7.31 %
TYI1	0.21	4.16 %
ERL2	0.17	2.34 %
TVL2	0.15	5.73 %
APK1	0.14	3.38 %
VLY1	0.10	1.77 %
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	25.41	11.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	21.82	15.73 %
Home-The	1.72	29.42 %
Total	23.54	16.28 %

Branch *	MTD Sales L	Brand Share %
CH15	1.52	14.62 %
CH24	0.53	9.23 %
CH43	0.36	6.43 %
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 %
CH33		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
CH34	-0.64	-9.21 %
Total	23.54	16.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	18.17	11.65 %
Home-The	3.55	43.66 %
Total	21.72	13.23 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.51	14.01 %
TNJ1	1.36	14.09 %
KUM1	1.05	10.88 %
MVM1	0.84	9.63 %
NGT1	0.37	5.23 %
TNJ2	0.33	3.61 %
KRN1	0.22	8.38 %
TVR2	0.08	1.60 %
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	21.72	13.23 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	16.02	14.28 %
Home-The	4.30	43.40 %
Total	20.33	16.64 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.57	10.16 %
DPM2	0.34	11.54 %
PDM1	0.33	13.23 %
UMP1	0.29	11.44 %
SYM2	0.23	8.59 %
PPI1	0.23	10.00 %
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 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	20.33	16.64 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	12.56	10.05 %
Home-The	4.48	45.48 %
Total	17.04	12.63 %

Branch *	MTD Sales L	Brand Share %
OML1	0.55	13.75 %
SGI1	0.50	9.18 %
NKL2	0.22	4.78 %
SLM2	0.22	3.85 %
KMM1	0.15	10.80 %
RSP1	0.15	4.13 %
TCG1	0.14	3.98 %
VKL1	0.14	5.42 %
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 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	17.04	12.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.37	14.51 %
Home-The	2.44	46.37 %
Total	16.81	16.12 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.32	10.71 %
ULP1	0.47	6.15 %
CDM1	0.34	5.32 %
NVL2	0.30	7.69 %
VPM1	0.21	11.35 %
STP1	0.14	4.06 %
TRK1	0.14	1.55 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	16.81	16.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.36	5.17 %
Home-The	1.34	19.24 %
Total	5.70	6.25 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.44	6.55 %
VEL1	0.34	11.64 %
VSI1	0.32	7.97 %
AKM1	0.30	7.58 %
TRR1	0.23	5.56 %
CGM1	0.21	8.42 %
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	6.25 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.24	6.77 %
Total	3.24	6.60 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.01	11.25 %
PAS1	0.23	1.65 %
KLR1		0.00 %
Total	3.24	6.60 %