

MTD Sales
227.79 L

Brand Share %
15.70 %

Information:

MTD : 01-09-2026 To 11-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.70 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	183.37	13.56 %
Home-The	44.42	44.89 %
Total	227.79	15.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	51.13	21.70 %
SOUTH-03	33.25	18.17 %
CHENNAI-02	28.22	16.07 %
TRICHY-01	27.77	13.74 %
WEST-01	23.48	25.99 %
SOUTH ARCOT	19.51	17.33 %
CHENNAI-01	18.12	10.20 %
WEST-02	14.52	13.99 %
NORTH ARCOT	7.24	6.67 %
WEST-03	4.54	7.35 %
Total	227.79	15.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	40.84	18.87 %
Home-The	10.29	53.54 %
Total	51.13	21.70 %

Branch *	MTD Sales L	Brand Share %
RND2	1.40	13.83 %
MAR1	0.75	5.76 %
SDI1	0.54	7.82 %
ERL2	0.50	13.61 %
SNL1	0.39	9.58 %
COL1	0.31	13.62 %
RND1	0.28	5.49 %
KGL1	0.25	7.92 %
SKD1	0.25	5.58 %
TCN1	0.25	6.14 %
VLY1	0.20	4.06 %
TKY1	0.15	4.50 %
ASM1	0.15	4.11 %
UDN1	0.14	3.63 %
PKD1	0.14	2.69 %
PDI1	0.08	3.25 %
ARM1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	51.13	21.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	28.66	16.79 %
Home-The	4.59	37.42 %
Total	33.25	18.17 %

Branch *	MTD Sales L	Brand Share %
KRR1	0.60	14.46 %
PNV2	0.40	13.51 %
CMR1	0.29	14.39 %
KPT1	0.21	10.98 %
ADP1	0.21	7.68 %
MDU5	0.15	4.48 %
TDI1	0.14	3.74 %
DGL2	0.14	5.44 %
KKD3	0.14	2.23 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
DKI1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU7		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	33.25	18.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	22.77	13.88 %
Home-The	5.45	47.14 %
Total	28.22	16.07 %

Branch *	MTD Sales L	Brand Share %
CH06	0.82	11.35 %
CH44	0.82	12.82 %
CH20	0.77	9.34 %
CH03	0.66	3.92 %
CH18	0.61	10.50 %
UKI1	0.26	8.55 %
CH34	0.22	3.05 %
CH35	0.22	5.39 %
CH51	0.19	1.79 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
CH37		0.00 %
CH43		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
WHC3		0.00 %
Total	28.22	16.07 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	23.54	12.26 %
Home-The	4.24	42.12 %
Total	27.77	13.74 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.92	15.44 %
TVR2	1.44	12.41 %
TNJ2	1.08	15.08 %
JKM1	0.70	12.92 %
KUM2	0.69	9.13 %
MVM1	0.66	4.94 %
KRN1	0.39	8.08 %
PBR2	0.35	4.93 %
NCK1	0.14	4.38 %
KIK1	0.08	1.07 %
TTP1	0.08	1.58 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	27.77	13.74 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	16.43	20.37 %
Home-The	7.05	72.86 %
Total	23.48	25.99 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.65	10.93 %
SNR1	0.63	13.89 %
KGI1	0.23	12.43 %
UMP1	0.15	3.12 %
MPM1	0.14	2.92 %
WZSD	0.11	7.65 %
ANR1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
Total	23.48	25.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.72	15.87 %
Home-The	2.79	38.53 %
Total	19.51	17.33 %

Branch *	MTD Sales L	Brand Share %
POY2	1.18	12.42 %
TRK1	0.84	8.43 %
NVL2	0.70	12.92 %
TDM1	0.51	12.39 %
PRT1	0.34	9.33 %
KML1	0.29	6.21 %
MKM1		0.00 %
STP1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	19.51	17.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	14.87	8.79 %
Home-The	3.25	38.41 %
Total	18.12	10.20 %

Branch *	MTD Sales L	Brand Share %
CH05	0.99	13.04 %
CH45	0.99	9.44 %
CH22	0.65	14.10 %
CH16	0.45	3.28 %
AVD1	0.43	5.15 %
TKM1	0.22	6.94 %
KNR1	0.21	3.54 %
SKL1	0.15	4.59 %
CH08	0.11	1.35 %
CH49	0.06	0.58 %
CGL1		0.00 %
CH25		0.00 %
CH28		0.00 %
CH29		0.00 %
CH42		0.00 %
CH47		0.00 %
CZWH		0.00 %
GUD1		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	18.12	10.20 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	11.11	11.60 %
Home-The	3.41	42.38 %
Total	14.52	13.99 %

Branch *	MTD Sales L	Brand Share %
PNG1	0.36	9.84 %
DPR2	0.14	5.98 %
MTR1	0.13	6.75 %
KVP1	0.09	5.29 %
TRM1	0.04	1.26 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	14.52	13.99 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.11	6.00 %
Home-The	1.13	16.97 %
Total	7.24	6.67 %

Branch *	MTD Sales L	Brand Share %
GDM1	0.66	15.05 %
KPM1	0.53	13.30 %
VEL1	0.40	8.96 %
TRL1	0.40	7.87 %
VEL2	0.19	3.47 %
VEL3	0.14	3.19 %
WJD1	0.14	3.94 %
AKM1	0.08	1.18 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
VSI1	-0.13	-4.15 %
Total	7.24	6.67 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	2.32	4.14 %
Home-The	2.22	38.50 %
Total	4.54	7.35 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.69	13.80 %
RSP1	0.43	9.02 %
TPR2	0.28	4.79 %
GBM1	0.21	6.81 %
SGG1	0.15	11.10 %
TPR3	0.14	13.85 %
AVI1	0.14	3.68 %
NKL2	0.08	2.26 %
TPR1	0.08	1.54 %
TPR4	0.08	4.75 %
CMI1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
Total	4.54	7.35 %