

MTD Sales
569.97 L

Brand Share %
20.16 %

Information:

MTD : 01-10-2025 To 11-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **20.16 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	485.00	18.24 %
Home-The	84.97	50.61 %
Total	569.97	20.16 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	88.84	21.86 %
SOUTH-01	88.80	21.74 %
WEST-01	73.11	25.85 %
CHENNAI-02	66.91	25.80 %
TRICHY-01	64.49	17.49 %
WEST-02	61.84	17.92 %
SOUTH ARCOT	61.47	28.10 %
CHENNAI-01	43.48	13.36 %
NORTH ARCOT	20.02	10.50 %
KL-SOUTH	1.00	4.83 %
Total	569.97	20.16 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	75.47	19.78 %
Home-The	13.37	53.47 %
Total	88.84	21.86 %

Branch *	MTD Sales L	Brand Share %
KKD3	4.18	17.90 %
KRR1	2.86	19.22 %
TEN1	1.88	18.17 %
MDU3	1.18	11.09 %
ATG1	0.83	7.73 %
DKI1	0.72	9.16 %
CMR1	0.70	14.89 %
ADP1	0.63	9.28 %
MDU5	0.63	10.22 %
CBM1	0.59	6.53 %
NKI1	0.58	10.64 %
MLR1	0.51	5.81 %
TPT1	0.49	9.09 %
PNV1	0.44	8.14 %
TDI1	0.33	5.75 %
MDU4	0.23	3.46 %
PVI1	0.23	3.63 %
KYK1	0.11	2.92 %
BTU1	0.11	2.72 %
NTM1	0.11	3.35 %
KKD2		0.00 %
KPT1		0.00 %
MPA1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
USL1		0.00 %
Total	88.84	21.86 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	69.25	18.21 %
Home-The	19.56	69.52 %
Total	88.80	21.74 %

Branch *	MTD Sales L	Brand Share %
VLY1	1.65	18.97 %
RPM1	1.64	9.03 %
TKY1	1.48	10.76 %
RND1	1.30	8.71 %
PKD1	1.02	8.63 %
MAR1	1.00	8.36 %
TCN1	0.92	10.56 %
KGL1	0.89	18.55 %
SKD1	0.74	14.75 %
ASM1	0.74	10.71 %
MMT1	0.68	13.92 %
SNL1	0.61	7.88 %
PDI1	0.59	12.81 %
SDI1	0.43	10.58 %
KYR1	0.35	9.01 %
VKM1	0.34	9.51 %
STU2	0.33	6.82 %
TYI1	0.25	5.04 %
UDN1	0.12	2.18 %
VNR1	0.11	1.87 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	88.80	21.74 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	63.55	24.10 %
Home-The	9.57	49.82 %
Total	73.11	25.85 %

Branch *	MTD Sales L	Brand Share %
KMD1	1.66	19.95 %
MPM1	1.23	10.44 %
GBM1	0.73	9.28 %
GDR1	0.65	10.32 %
CBE6	0.60	5.22 %
KGM1	0.51	12.28 %
ANR1	0.51	19.61 %
CNR1	0.46	11.16 %
AVI1	0.46	6.63 %
CBE5	0.44	10.42 %
TPR1	0.43	5.42 %
UMP1	0.34	8.58 %
SUL1	0.24	3.94 %
PDM1	0.23	6.71 %
SYM2	0.23	4.13 %
KGI1	0.19	4.26 %
TPR3	0.12	2.01 %
CBE1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
PPI1		0.00 %
SNR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	73.11	25.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	60.02	24.43 %
Home-The	6.89	50.23 %
Total	66.91	25.80 %

Branch *	MTD Sales L	Brand Share %
CH12	4.14	17.46 %
CH24	1.36	14.99 %
CH06	0.34	4.05 %
UKI1	0.24	6.99 %
GPD1	0.20	6.04 %
CH17	0.12	2.50 %
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	66.91	25.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	57.16	16.18 %
Home-The	7.32	47.64 %
Total	64.49	17.49 %

Branch *	MTD Sales L	Brand Share %
TVR2	3.60	18.72 %
KUM1	3.26	13.67 %
MDI1	2.69	18.40 %
PDK1	1.95	19.42 %
JKM1	1.63	16.31 %
TRY3	1.23	10.16 %
AYR1	0.97	13.51 %
TTP1	0.60	7.13 %
MSI1	0.57	8.98 %
TVR1	0.52	6.85 %
KRN1	0.49	13.15 %
ORU1	0.49	7.22 %
TRY2	0.45	9.52 %
KIK1	0.28	3.38 %
MVM1	0.25	1.11 %
NCK1	0.20	5.69 %
PBR1	0.19	3.27 %
APM1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
Total	64.49	17.49 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	51.49	15.86 %
Home-The	10.35	50.87 %
Total	61.84	17.92 %

Branch *	MTD Sales L	Brand Share %
OML1	1.37	13.34 %
MTR1	1.16	13.35 %
CMI1	1.03	13.51 %
VPD1	1.00	9.98 %
PDR1	0.88	13.03 %
NKL2	0.75	4.91 %
PLC1	0.68	8.00 %
TRM1	0.67	8.10 %
DPR2	0.66	17.34 %
KMM1	0.51	6.89 %
TCG1	0.51	8.97 %
SLM2	0.38	3.48 %
BMD1	0.12	1.71 %
RSP1	0.12	1.25 %
KVP1	0.11	1.76 %
ATU1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	61.84	17.92 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	53.01	26.00 %
Home-The	8.47	56.74 %
Total	61.47	28.10 %

Branch *	MTD Sales L	Brand Share %
TDM1	1.23	11.36 %
TVM1	0.81	18.06 %
CDM1	0.80	11.94 %
MKM1	0.57	15.54 %
TRK1	0.47	4.13 %
KLM1	0.33	3.33 %
ULP1	0.24	2.66 %
VCM1	0.19	5.33 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
Total	61.47	28.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	39.09	12.63 %
Home-The	4.39	27.39 %
Total	43.48	13.36 %

Branch *	MTD Sales L	Brand Share %
CH05	3.10	13.15 %
CH08	2.18	10.15 %
CH38	1.61	17.14 %
CH16	1.39	5.96 %
CH28	1.34	6.20 %
GUD2	1.05	10.39 %
SKL1	0.94	11.51 %
CH11	0.77	7.43 %
CH39	0.60	12.60 %
KNR1	0.45	10.65 %
MRM1	0.45	3.84 %
CH42	0.34	2.05 %
AVD1	0.31	4.05 %
CH35	0.11	1.52 %
CGL1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CH45		0.00 %
GUD1		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	43.48	13.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.38	8.71 %
Home-The	4.64	33.16 %
Total	20.02	10.50 %

Branch *	MTD Sales L	Brand Share %
TRT1	2.03	14.16 %
KPM2	1.72	17.63 %
GDM1	1.65	19.40 %
SBR1	1.18	8.92 %
ABR1	1.01	15.93 %
VSI1	0.84	7.32 %
ARC2	0.70	14.03 %
AKM1	0.45	3.29 %
CGM1	0.34	7.75 %
VEL2	0.24	2.57 %
SLG1	0.20	3.15 %
UGI1	0.08	1.54 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	20.02	10.50 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.58	2.97 %
Home-The	0.42	35.48 %
Total	1.00	4.83 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.46	19.75 %
TVP1	0.35	2.71 %
PAS1	0.18	3.42 %
Total	1.00	4.83 %