

MTD Sales
230.72 L

Brand Share %
12.65 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **12.65 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	190.57	11.11 %
Home-The	40.15	37.00 %
Total	230.72	12.65 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	37.18	16.05 %
SOUTH-01	36.38	14.60 %
CHENNAI-02	34.10	15.46 %
WEST-02	24.69	13.33 %
TRICHY-01	24.23	10.49 %
SOUTH ARCOT	23.40	14.97 %
WEST-01	22.33	14.18 %
CHENNAI-01	18.75	7.79 %
NORTH ARCOT	8.16	6.14 %
KL-SOUTH	1.49	7.96 %
Total	230.72	12.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	31.63	14.53 %
Home-The	5.55	39.35 %
Total	37.18	16.05 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.82	10.75 %
PNV2	0.77	4.96 %
PNI1	0.48	9.26 %
TPT1	0.23	3.82 %
KKD3	0.23	2.00 %
PVI1	0.23	3.56 %
CBM1	0.21	2.81 %
KYK1	0.16	4.85 %
TDI1	0.14	4.51 %
BTU1		0.00 %
CMR1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
USL1		0.00 %
WHMD		0.00 %
MDU4	-0.48	-7.49 %
Total	37.18	16.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	28.00	12.01 %
Home-The	8.39	51.65 %
Total	36.38	14.60 %

Branch *	MTD Sales L	Brand Share %
VNR2	1.23	10.86 %
RPM1	1.06	10.50 %
MAR1	0.59	10.23 %
TYI1	0.54	12.03 %
RND1	0.39	3.62 %
SDI1	0.36	5.29 %
PKD1	0.34	5.04 %
SKD1	0.23	5.58 %
ASM1	0.23	6.95 %
VKM1	0.14	3.57 %
UDN1	0.12	4.04 %
ERL2	0.08	1.77 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
STU2		0.00 %
TCN1		0.00 %
TKY1		0.00 %
APK1	-0.18	-8.60 %
Total	36.38	14.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	29.58	14.15 %
Home-The	4.52	39.32 %
Total	34.10	15.46 %

Branch *	MTD Sales L	Brand Share %
CH15	1.56	11.54 %
CH12	1.34	9.63 %
CH34	0.82	8.78 %
CH44	0.67	10.91 %
CH21	0.63	6.92 %
CH17	0.36	3.35 %
CH23	0.01	0.39 %
CH06		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH43		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	34.10	15.46 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	19.57	11.31 %
Home-The	5.12	41.93 %
Total	24.69	13.33 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.24	10.47 %
SLM2	0.85	9.52 %
KVP1	0.36	9.72 %
MTR1	0.36	7.84 %
TCG1	0.35	10.31 %
NKL2	0.34	4.27 %
VPD1	0.34	5.52 %
PLC1	0.29	7.76 %
SGI1	0.25	7.29 %
APN1	0.21	4.57 %
VKL1	0.12	8.97 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	24.69	13.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	20.41	9.30 %
Home-The	3.82	32.90 %
Total	24.23	10.49 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.63	11.69 %
KUM1	1.91	11.91 %
TNJ2	1.16	8.29 %
PDK1	0.34	7.53 %
MVM1	0.34	2.14 %
NCK1	0.30	10.22 %
TYR1	0.21	3.84 %
ORU1	0.15	4.89 %
KIK1	0.15	3.52 %
NMM1	0.14	1.94 %
NGT1	0.08	0.84 %
APM1		0.00 %
AYR1		0.00 %
KRN1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	24.23	10.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.39	13.19 %
Home-The	4.01	42.93 %
Total	23.40	14.97 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.15	11.19 %
KLM1	0.56	6.47 %
TDM1	0.21	4.23 %
MKM1	0.14	4.01 %
PRT1	0.14	2.38 %
NVL2	0.09	1.32 %
KML1		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	23.40	14.97 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.21	12.97 %
Home-The	3.12	33.43 %
Total	22.33	14.18 %

Branch *	MTD Sales L	Brand Share %
GBM1	0.51	7.75 %
DPM2	0.51	8.12 %
SUL1	0.49	7.17 %
TPR2	0.32	4.48 %
TPR3	0.32	11.07 %
CBE5	0.20	6.81 %
CBE6	0.15	2.57 %
CBE1	0.14	2.46 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	22.33	14.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	17.04	7.46 %
Home-The	1.72	13.99 %
Total	18.75	7.79 %

Branch *	MTD Sales L	Brand Share %
CH14	1.75	9.32 %
CH08	1.68	9.87 %
CH05	1.56	9.82 %
CH11	0.84	9.30 %
AVD1	0.48	5.45 %
CH37	0.47	7.39 %
CH30	0.35	6.78 %
KNR1	0.31	6.56 %
CH35	0.21	4.42 %
CH42	0.09	0.81 %
GUD1	0.08	0.69 %
CGL1		0.00 %
CH16		0.00 %
CH28		0.00 %
CH29		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
CH45		0.00 %
GUD2		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
WCHN	-0.60	8.99 %
Total	18.75	7.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.62	3.78 %
Home-The	3.54	32.62 %
Total	8.16	6.14 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.65	4.88 %
VSI1	0.51	9.21 %
AKM1	0.41	3.83 %
KPM1	0.36	8.59 %
CYR1	0.33	6.54 %
PLR1	0.21	6.29 %
SBR1	0.21	2.23 %
ABR1	0.15	2.68 %
ARC2	0.14	4.03 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	8.16	6.14 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.13	6.40 %
Home-The	0.36	34.77 %
Total	1.49	7.96 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.78	6.10 %
KLR1		0.00 %
Total	1.49	7.96 %