

MTD Sales
358.40 L

Brand Share %
16.44 %

Information:

MTD : 01-08-2025 To 12-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.44 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	298.25	14.51 %
Home-The	60.16	48.48 %
Total	358.40	16.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	62.65	19.94 %
CHENNAI-02	57.99	24.92 %
SOUTH-03	50.13	18.95 %
WEST-02	42.31	16.68 %
TRICHY-01	37.74	12.94 %
WEST-01	37.74	16.47 %
CHENNAI-01	29.86	12.27 %
SOUTH ARCOT	29.17	16.26 %
NORTH ARCOT	10.15	6.62 %
KL-SOUTH	0.67	3.78 %
Total	358.40	16.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	49.80	16.96 %
Home-The	12.86	62.57 %
Total	62.65	19.94 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.90	10.25 %
MAR1	1.78	14.73 %
RND1	1.50	15.00 %
TCN1	1.40	14.94 %
VNR2	0.97	13.13 %
APK1	0.50	6.87 %
ASM1	0.47	5.40 %
KGL1	0.46	11.67 %
SNL1	0.43	10.11 %
TYI1	0.35	7.41 %
MMT1	0.28	7.79 %
KYR1	0.28	6.75 %
PDI1	0.26	5.95 %
PKD1	0.13	1.24 %
VLY1	0.13	1.58 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
TKY1		0.00 %
VKM1		0.00 %
SDI1	-0.16	-3.33 %
Total	62.65	19.94 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	53.01	23.96 %
Home-The	4.97	43.45 %
Total	57.99	24.92 %

Branch *	MTD Sales L	Brand Share %
CH18	1.98	16.06 %
CH43	0.84	12.50 %
CH44	0.81	8.50 %
CH33	0.49	9.15 %
CH34	0.34	4.74 %
PON1	0.34	4.96 %
CH01		0.00 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	57.99	24.92 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	41.20	16.65 %
Home-The	8.93	52.27 %
Total	50.13	18.95 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.74	14.19 %
ATG1	1.67	13.66 %
MPA1	0.87	14.37 %
PVI1	0.85	12.35 %
MDU4	0.83	15.17 %
CBM1	0.81	7.26 %
BTU1	0.77	13.94 %
ADP1	0.53	10.29 %
USL1	0.34	11.36 %
MLR1	0.34	4.17 %
KRR1	0.26	8.16 %
ODM1	0.14	4.57 %
MDU5	0.13	7.35 %
DKI1		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	50.13	18.95 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	36.08	14.98 %
Home-The	6.23	48.63 %
Total	42.31	16.68 %

Branch *	MTD Sales L	Brand Share %
NKL2	1.12	8.88 %
EPI1	1.00	13.15 %
VPD1	0.73	7.08 %
KMM1	0.63	14.75 %
SLM2	0.35	3.22 %
TCG1	0.34	7.76 %
ATU1	0.28	2.50 %
TRM1	0.24	2.50 %
EDP1	0.23	7.18 %
DPR2	0.20	3.38 %
BMD1	0.20	3.32 %
HRR1	0.13	2.69 %
CMI1	0.13	3.96 %
SGI1	0.12	2.90 %
APN1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	42.31	16.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	31.18	11.16 %
Home-The	6.56	53.61 %
Total	37.74	12.94 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.30	15.84 %
PBR2	1.98	11.57 %
TVR2	1.58	10.16 %
MVM1	1.52	6.14 %
JKM1	1.39	12.63 %
TRY3	1.28	16.05 %
PTK1	0.80	5.85 %
AYR1	0.67	9.82 %
PDK1	0.57	10.36 %
TRY2	0.49	14.03 %
KRN1	0.48	9.51 %
KIK1	0.45	3.87 %
TNJ2	0.41	2.98 %
TTP1	0.19	2.31 %
APM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	37.74	12.94 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	31.26	14.47 %
Home-The	6.48	49.36 %
Total	37.74	16.47 %

Branch *	MTD Sales L	Brand Share %
CBE6	1.42	12.66 %
TPR2	1.18	8.83 %
DPM2	0.68	8.76 %
ANR1	0.54	15.31 %
CBE1	0.50	5.42 %
CBE3	0.37	13.52 %
GBM1	0.26	5.57 %
CNR1	0.26	6.53 %
TPR1	0.21	1.93 %
KGI1	0.13	3.29 %
SYM2	0.12	2.36 %
TPR4	0.09	2.45 %
AVI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
Total	37.74	16.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	24.52	10.74 %
Home-The	5.35	35.54 %
Total	29.86	12.27 %

Branch *	MTD Sales L	Brand Share %
CH16	1.74	9.54 %
GUD1	1.07	8.63 %
AVD1	0.72	9.26 %
CH30	0.66	12.55 %
CH48	0.60	8.38 %
MRM1	0.58	5.60 %
CH35	0.55	10.70 %
GUD2	0.41	5.10 %
CGL1	0.39	7.63 %
CZWH	0.22	4.52 %
CH38	0.13	1.66 %
CH39	0.13	2.57 %
TKM1	0.13	2.42 %
CH08	0.11	1.05 %
CH42	0.08	0.98 %
CH11		0.00 %
CH26		0.00 %
CH28		0.00 %
CH37		0.00 %
CH40		0.00 %
CH45		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	29.86	12.27 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.66	14.53 %
Home-The	4.50	46.82 %
Total	29.17	16.26 %

Branch *	MTD Sales L	Brand Share %
POY1	2.40	13.40 %
POY2	1.04	12.77 %
TRK1	0.79	4.66 %
KLM1	0.52	5.18 %
VPM1	0.39	14.00 %
ULP1	0.38	3.40 %
VCM1	0.38	4.64 %
MKM1	0.33	8.29 %
KML1	0.33	5.76 %
NVL2	0.33	4.56 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	29.17	16.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.86	4.13 %
Home-The	4.28	37.53 %
Total	10.15	6.62 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.10	14.80 %
AKM1	1.58	14.25 %
TRR1	1.29	9.21 %
VEL1	0.98	12.07 %
TRL1	0.85	9.66 %
VSI1	0.50	5.12 %
WJP1	0.26	4.76 %
PLR1	0.19	6.73 %
SBR1	0.13	2.59 %
CGM1	0.13	2.53 %
GDM1	0.13	2.43 %
SLG1	0.12	3.18 %
TRT1	0.12	1.86 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	10.15	6.62 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.67	3.96 %
Total	0.67	3.78 %

Branch *	MTD Sales L	Brand Share %
TVP1		0.00 %
Total	0.67	3.78 %