

MTD Sales
211.40 L

Brand Share %
14.94 %

Information:

MTD : 01-09-2025 To 12-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.94 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	171.10	12.90 %
Home-The	40.29	45.47 %
Total	211.40	14.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	35.06	21.63 %
CHENNAI-01	33.00	18.61 %
CHENNAI-02	27.00	17.79 %
SOUTH-01	25.70	11.56 %
TRICHY-01	23.10	13.43 %
WEST-01	22.34	17.69 %
WEST-02	17.97	12.35 %
SOUTH ARCOT	17.60	15.90 %
NORTH ARCOT	5.85	6.08 %
KL-SOUTH	3.78	7.46 %
Total	211.40	14.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	29.11	19.09 %
Home-The	5.95	61.91 %
Total	35.06	21.63 %

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	12.55 %
CMR1	0.16	14.64 %
TEN1	0.14	3.77 %
KPT1	0.14	6.24 %
ADP1	0.14	3.28 %
CBM1		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	35.06	21.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	27.91	16.79 %
Home-The	5.09	45.63 %
Total	33.00	18.61 %

Branch *	MTD Sales L	Brand Share %
CH16	1.17	7.22 %
CH07	0.47	8.69 %
CH38	0.34	13.82 %
SKL1	0.23	5.28 %
CH42	0.22	4.44 %
WHC3	0.05	3.03 %
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	33.00	18.61 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	24.92	17.13 %
Home-The	2.08	33.45 %
Total	27.00	17.79 %

Branch *	MTD Sales L	Brand Share %
CH24	0.53	9.23 %
CH43	0.36	6.43 %
CH09	0.34	5.68 %
UKI1	0.34	9.94 %
CH46	0.21	12.12 %
GPD1	0.21	5.74 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
PON1		0.00 %
CH34	-0.50	-6.99 %
Total	27.00	17.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	16.02	7.83 %
Home-The	9.68	54.91 %
Total	25.70	11.56 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.05	5.98 %
TVL1	0.93	11.02 %
SDI1	0.66	7.84 %
TKS2	0.63	7.81 %
MAR1	0.44	4.14 %
STU2	0.37	8.46 %
MMT1	0.34	7.28 %
VKM1	0.31	10.32 %
KGL1	0.22	7.13 %
TYI1	0.21	4.06 %
ERL2	0.17	2.23 %
TVL2	0.15	5.73 %
APK1	0.14	3.28 %
VLY1	0.10	1.62 %
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	25.70	11.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	19.55	11.94 %
Home-The	3.55	43.39 %
Total	23.10	13.43 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.51	13.49 %
KUM1	1.05	10.18 %
MVM1	0.84	9.34 %
NGT1	0.37	5.23 %
TNJ2	0.33	3.40 %
PBR1	0.23	13.72 %
KRN1	0.22	8.38 %
TVR2	0.08	1.53 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	23.10	13.43 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	17.61	15.20 %
Home-The	4.73	45.36 %
Total	22.34	17.69 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.85	11.89 %
DPM2	0.34	11.04 %
PDM1	0.33	11.74 %
UMP1	0.29	10.78 %
SYM2	0.23	8.43 %
PPI1	0.23	9.42 %
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	22.34	17.69 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	12.90	9.58 %
Home-The	5.07	46.69 %
Total	17.97	12.35 %

Branch *	MTD Sales L	Brand Share %
OML1	0.55	12.94 %
SGI1	0.50	7.44 %
NKL2	0.22	4.15 %
VPD1	0.22	3.31 %
SLM2	0.22	3.85 %
KMM1	0.15	8.33 %
RSP1	0.15	3.86 %
TCG1	0.14	3.72 %
VKL1	0.14	4.91 %
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 %
WZWH		0.00 %
Total	17.97	12.35 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.93	14.23 %
Home-The	2.67	46.32 %
Total	17.60	15.90 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.32	10.61 %
ULP1	0.47	6.05 %
CDM1	0.34	4.74 %
NVL2	0.30	7.17 %
VCM1	0.22	7.92 %
VPM1	0.21	11.35 %
STP1	0.14	4.06 %
TRK1	0.14	1.49 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	17.60	15.90 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.36	4.91 %
Home-The	1.48	19.99 %
Total	5.85	6.08 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.44	6.55 %
VEL1	0.34	11.64 %
VSI1	0.32	7.11 %
AKM1	0.30	7.03 %
TRR1	0.23	4.93 %
CGM1	0.21	8.42 %
ARC2	0.14	2.53 %
GDM1	0.14	2.81 %
ABR1		0.00 %
ANI1		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	5.85	6.08 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.78	7.67 %
Total	3.78	7.46 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.55	12.89 %
PAS1	0.23	1.57 %
KLR1		0.00 %
Total	3.78	7.46 %