

MTD Sales
266.20 L

Brand Share %
15.95 %

Information:

MTD : 01-09-2026 To 12-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.95 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	214.29	13.79 %
Home-The	51.91	45.43 %
Total	266.20	15.95 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	64.27	23.45 %
SOUTH-03	38.29	17.46 %
CHENNAI-02	32.95	16.25 %
TRICHY-01	31.01	13.37 %
CHENNAI-01	24.76	12.30 %
WEST-01	23.88	24.00 %
SOUTH ARCOT	20.95	16.60 %
WEST-02	15.91	13.46 %
NORTH ARCOT	9.22	7.34 %
WEST-03	4.95	7.11 %
Total	266.20	15.95 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	51.58	20.50 %
Home-The	12.69	56.43 %
Total	64.27	23.45 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.60	14.47 %
RND2	1.40	13.21 %
MAR1	0.88	6.24 %
SDI1	0.54	5.38 %
ERL2	0.50	11.12 %
SNL1	0.39	7.89 %
VLY1	0.32	5.77 %
COL1	0.31	13.62 %
RND1	0.28	5.17 %
KGL1	0.25	7.08 %
SKD1	0.25	5.06 %
TCN1	0.25	5.75 %
TKY1	0.15	4.50 %
ASM1	0.15	3.45 %
UDN1	0.14	3.24 %
PKD1	0.14	2.07 %
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	64.27	23.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	32.66	15.91 %
Home-The	5.64	40.25 %
Total	38.29	17.46 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.59	12.08 %
PNV2	0.40	13.51 %
KPT1	0.21	9.27 %
ADP1	0.21	4.86 %
MDU5	0.15	4.41 %
TDI1	0.14	3.17 %
DGL2	0.14	4.83 %
KKD3	0.14	2.17 %
SGP1	0.14	4.41 %
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 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	38.29	17.46 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	26.67	14.10 %
Home-The	6.28	46.27 %
Total	32.95	16.25 %

Branch *	MTD Sales L	Brand Share %
CH21	1.51	15.54 %
CH03	1.06	5.15 %
CH06	0.82	10.49 %
CH44	0.82	12.06 %
CH18	0.61	8.86 %
CH37	0.38	11.61 %
UK11	0.26	7.30 %
CH34	0.22	2.84 %
CH35	0.22	4.16 %
CH51	0.19	1.69 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
CH43		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
WHC3		0.00 %
Total	32.95	16.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	25.63	11.70 %
Home-The	5.38	41.45 %
Total	31.01	13.37 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.44	11.33 %
TNJ2	1.08	13.63 %
MVM1	1.06	6.83 %
JKM1	0.70	11.49 %
KUM2	0.69	9.08 %
KRN1	0.52	9.81 %
PBR2	0.35	4.57 %
NCK1	0.14	4.09 %
TRY3	0.13	2.87 %
KIK1	0.08	1.03 %
TTP1	0.08	1.26 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY4		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	31.01	13.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	20.42	10.67 %
Home-The	4.34	43.08 %
Total	24.76	12.30 %

Branch *	MTD Sales L	Brand Share %
CH16	1.62	10.53 %
CH45	0.99	8.33 %
GUD1	0.81	9.28 %
AVD1	0.43	4.79 %
CH47	0.26	2.19 %
TKM1	0.22	5.81 %
KNR1	0.21	3.40 %
SKL1	0.15	3.80 %
CH28	0.14	1.33 %
CH25	0.13	1.47 %
CH08	0.11	1.28 %
CH49	0.06	0.53 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	24.76	12.30 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	16.83	18.81 %
Home-The	7.05	70.20 %
Total	23.88	24.00 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.65	10.71 %
SNR1	0.63	12.83 %
KGI1	0.23	10.77 %
UMP1	0.15	2.62 %
MPM1	0.14	2.84 %
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	23.88	24.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.78	15.06 %
Home-The	3.16	39.27 %
Total	20.95	16.60 %

Branch *	MTD Sales L	Brand Share %
POY2	1.29	12.10 %
KLM1	1.19	13.88 %
TRK1	0.84	8.01 %
NVL2	0.70	12.50 %
VPM2	0.69	14.70 %
TDM1	0.51	10.68 %
KML1	0.42	8.05 %
PRT1	0.34	7.54 %
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	20.95	16.60 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	12.43	11.34 %
Home-The	3.49	40.25 %
Total	15.91	13.46 %

Branch *	MTD Sales L	Brand Share %
PNG1	0.36	7.01 %
DPR2	0.14	5.98 %
MTR1	0.13	4.81 %
EDP1	0.08	5.98 %
TRM1	0.04	0.67 %
APN1		0.00 %
ATU1		0.00 %
BMD1		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	15.91	13.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.97	6.75 %
Home-The	1.26	16.23 %
Total	9.22	7.34 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.75	14.99 %
TRL1	0.92	12.57 %
GDM1	0.66	12.06 %
KPM1	0.53	12.24 %
VEL1	0.40	7.16 %
AKM1	0.20	2.90 %
VEL2	0.19	3.21 %
VEL3	0.14	2.35 %
WJD1	0.14	3.65 %
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 %
WHVL		0.00 %
WJP1		0.00 %
VSI1	-0.13	-3.58 %
Total	9.22	7.34 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	2.63	39.52 %
LED TV	2.32	3.69 %
Total	4.95	7.11 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.69	11.76 %
RSP1	0.43	7.52 %
KGM1	0.41	11.26 %
TPR2	0.28	4.27 %
GBM1	0.21	6.81 %
SGG1	0.15	9.26 %
TPR3	0.14	11.01 %
AVI1	0.14	3.44 %
NKL2	0.08	1.63 %
TPR1	0.08	1.50 %
TPR4	0.08	4.75 %
CMI1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
Total	4.95	7.11 %