

MTD Sales
660.96 L

Brand Share %
19.91 %

Information:

MTD : 01-10-2025 To 12-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **19.91 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	560.54	17.96 %
Home-The	100.43	50.56 %
Total	660.96	19.91 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	101.08	22.09 %
SOUTH-03	100.56	21.45 %
WEST-01	83.84	24.87 %
CHENNAI-02	81.04	24.14 %
TRICHY-01	72.29	17.69 %
WEST-02	72.10	17.32 %
SOUTH ARCOT	66.96	27.23 %
CHENNAI-01	59.29	14.60 %
NORTH ARCOT	22.50	10.17 %
KL-SOUTH	1.30	5.56 %
Total	660.96	19.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	79.18	18.62 %
Home-The	21.90	67.83 %
Total	101.08	22.09 %

Branch *	MTD Sales L	Brand Share %
RPM1	1.64	8.06 %
RND1	1.53	9.06 %
TKY1	1.48	10.65 %
PDI1	1.20	19.77 %
KGL1	1.12	19.73 %
TCN1	1.04	10.78 %
PKD1	1.02	8.53 %
MAR1	1.00	7.95 %
ASM1	0.95	12.99 %
SKD1	0.74	12.62 %
MMT1	0.68	12.76 %
SNL1	0.61	7.30 %
SDI1	0.43	8.48 %
KYR1	0.35	7.54 %
VKM1	0.34	8.98 %
STU2	0.33	6.16 %
TYI1	0.25	5.04 %
APK1	0.22	4.53 %
VNR1	0.20	2.75 %
UDN1	0.12	2.13 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	101.08	22.09 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	84.78	19.30 %
Home-The	15.78	53.82 %
Total	100.56	21.45 %

Branch *	MTD Sales L	Brand Share %
KRR1	3.20	19.63 %
TEN1	2.21	17.92 %
DKI1	1.21	11.24 %
MDU3	1.18	8.63 %
CMR1	0.90	15.86 %
ATG1	0.83	6.88 %
CBM1	0.68	6.04 %
ADP1	0.63	8.92 %
MDU5	0.63	7.88 %
NKI1	0.58	7.65 %
MLR1	0.51	5.46 %
TPT1	0.49	8.54 %
TDI1	0.44	6.89 %
PNV1	0.44	7.12 %
MDU4	0.23	3.07 %
PVI1	0.23	2.95 %
NTM1	0.22	5.79 %
KYK1	0.11	2.92 %
BTU1	0.11	2.40 %
KKD2		0.00 %
KPT1		0.00 %
MPA1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
USL1		0.00 %
Total	100.56	21.45 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	72.73	23.09 %
Home-The	11.11	50.43 %
Total	83.84	24.87 %

Branch *	MTD Sales L	Brand Share %
TPR2	3.09	19.64 %
KMD1	1.77	19.27 %
TPR3	1.46	15.26 %
MPM1	1.23	8.71 %
AVI1	1.05	12.83 %
GDR1	0.77	11.58 %
TPR1	0.77	6.81 %
GBM1	0.73	7.54 %
SUL1	0.70	6.95 %
CBE6	0.60	4.79 %
KGM1	0.51	12.28 %
ANR1	0.51	18.11 %
CNR1	0.46	9.28 %
CBE5	0.44	8.97 %
PDM1	0.42	9.14 %
UMP1	0.34	8.22 %
SYM2	0.23	3.47 %
PPI1	0.12	2.46 %
DPM2	0.12	1.32 %
CBE1	0.11	1.06 %
CBE3		0.00 %
SNR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	83.84	24.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	72.65	22.80 %
Home-The	8.39	49.12 %
Total	81.04	24.14 %

Branch *	MTD Sales L	Brand Share %
CH12	5.33	16.60 %
CH34	3.52	18.56 %
CH24	2.38	18.95 %
CH43	0.80	7.88 %
UKI1	0.36	9.36 %
CH06	0.34	3.42 %
GPD1	0.20	4.87 %
CH17	0.12	2.27 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	81.04	24.14 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	63.60	16.27 %
Home-The	8.69	49.03 %
Total	72.29	17.69 %

Branch *	MTD Sales L	Brand Share %
TVR2	4.16	19.54 %
KUM1	3.71	13.82 %
MDI1	3.00	19.40 %
PDK1	1.95	17.77 %
JKM1	1.63	14.43 %
AYR1	1.31	16.97 %
TRY3	1.23	8.83 %
TTP1	0.72	7.82 %
TVR1	0.72	8.70 %
MSI1	0.57	8.36 %
KRN1	0.49	11.75 %
ORU1	0.49	6.99 %
TRY2	0.45	8.12 %
KIK1	0.28	2.88 %
MVM1	0.25	0.99 %
NCK1	0.20	5.16 %
PBR1	0.19	2.96 %
NMM1	0.11	1.31 %
APM1		0.00 %
NGT1		0.00 %
Total	72.29	17.69 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	59.79	15.26 %
Home-The	12.31	50.30 %
Total	72.10	17.32 %

Branch *	MTD Sales L	Brand Share %
OML1	1.71	13.17 %
MTR1	1.37	13.06 %
CMI1	1.03	12.60 %
VPD1	1.00	9.15 %
PDR1	0.88	11.12 %
SGI1	0.80	6.24 %
NKL2	0.75	4.11 %
PLC1	0.68	7.51 %
TRM1	0.67	6.62 %
EPI1	0.66	6.47 %
DPR2	0.66	16.18 %
KMM1	0.51	5.89 %
TCG1	0.51	6.54 %
SLM2	0.38	2.74 %
BMD1	0.12	1.64 %
RSP1	0.12	1.03 %
KVP1	0.11	1.63 %
ATU1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	72.10	17.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	57.71	25.14 %
Home-The	9.26	56.42 %
Total	66.96	27.23 %

Branch *	MTD Sales L	Brand Share %
TDM1	1.23	10.87 %
TVM1	0.81	16.39 %
CDM1	0.80	10.86 %
TRK1	0.71	5.19 %
KLM1	0.65	5.42 %
MKM1	0.57	13.14 %
ULP1	0.24	2.40 %
VCM1	0.19	4.63 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
Total	66.96	27.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	52.98	13.76 %
Home-The	6.32	30.22 %
Total	59.29	14.60 %

Branch *	MTD Sales L	Brand Share %
CH05	4.56	15.77 %
CH38	1.61	16.50 %
CH16	1.51	5.71 %
CH28	1.34	5.57 %
GUD2	1.05	8.78 %
SKL1	0.94	8.33 %
CH11	0.77	6.33 %
CH39	0.60	10.21 %
MRM1	0.45	3.03 %
CH42	0.34	1.92 %
AVD1	0.31	1.28 %
CH35	0.11	1.25 %
CGL1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CH45		0.00 %
GUD1		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	59.29	14.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.55	8.10 %
Home-The	5.95	35.18 %
Total	22.50	10.17 %

Branch *	MTD Sales L	Brand Share %
TRT1	2.03	12.21 %
GDM1	1.83	19.29 %
KPM2	1.72	15.94 %
SBR1	1.18	8.42 %
VSI1	0.84	7.00 %
ARC2	0.70	11.60 %
AKM1	0.45	2.29 %
VEL2	0.36	3.23 %
CGM1	0.34	7.61 %
SLG1	0.20	2.72 %
VEL1	0.20	1.76 %
WJP1	0.19	2.22 %
PTU1	0.19	12.29 %
UGI1	0.08	1.26 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
Total	22.50	10.17 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Home-The	0.72	48.36 %
LED TV	0.58	2.65 %
Total	1.30	5.56 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.65	4.50 %
KLR1	0.46	13.56 %
PAS1	0.18	3.34 %
Total	1.30	5.56 %