

MTD Sales
243.63 L

Brand Share %
12.73 %

Information:

MTD : 01-11-2025 To 12-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.73 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	200.62	11.16 %
Home-The	43.00	37.31 %
Total	243.63	12.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	38.37	14.68 %
SOUTH-03	38.16	15.69 %
CHENNAI-02	36.46	15.74 %
TRICHY-01	27.67	11.29 %
WEST-02	26.62	13.61 %
WEST-01	23.54	14.28 %
SOUTH ARCOT	22.89	14.19 %
CHENNAI-01	19.26	7.73 %
NORTH ARCOT	8.88	6.28 %
KL-SOUTH	1.78	9.06 %
Total	243.63	12.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	29.69	12.15 %
Home-The	8.68	50.82 %
Total	38.37	14.68 %

Branch *	MTD Sales L	Brand Share %
VNR2	1.23	10.55 %
MAR1	0.59	10.06 %
TYI1	0.54	11.90 %
APK2	0.46	12.63 %
RND1	0.39	3.46 %
SDI1	0.36	4.86 %
PKD1	0.34	4.44 %
SKD1	0.23	5.58 %
ASM1	0.23	6.53 %
VKM1	0.14	3.57 %
UDN1	0.12	4.04 %
ERL2	0.08	1.69 %
ARM1		0.00 %
KGL1		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	-7.61 %
Total	38.37	14.68 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	32.61	14.26 %
Home-The	5.55	38.04 %
Total	38.16	15.69 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.82	10.44 %
PNV2	0.77	4.88 %
PNI1	0.48	7.71 %
NKI1	0.43	11.78 %
TPT1	0.23	3.76 %
KKD3	0.23	1.88 %
PVI1	0.23	3.49 %
CBM1	0.21	2.81 %
KYK1	0.16	4.33 %
TDI1	0.14	4.36 %
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	-7.23 %
Total	38.16	15.69 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	31.86	14.53 %
Home-The	4.60	36.95 %
Total	36.46	15.74 %

Branch *	MTD Sales L	Brand Share %
CH12	1.64	11.37 %
CH15	1.56	10.93 %
CH21	0.97	9.47 %
CH34	0.82	8.30 %
CH17	0.36	3.32 %
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	36.46	15.74 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	23.30	10.02 %
Home-The	4.37	35.11 %
Total	27.67	11.29 %

Branch *	MTD Sales L	Brand Share %
KUM1	1.91	11.83 %
TNJ2	1.16	7.74 %
MVM1	0.34	2.11 %
NCK1	0.30	9.46 %
TYR1	0.21	3.66 %
ORU1	0.15	4.89 %
KIK1	0.15	3.52 %
NMM1	0.14	1.84 %
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	27.67	11.29 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	20.97	11.50 %
Home-The	5.65	42.64 %
Total	26.62	13.61 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.24	10.12 %
SLM2	0.85	9.10 %
KVP1	0.36	9.43 %
MTR1	0.36	7.66 %
DPR2	0.36	10.91 %
TCG1	0.35	10.31 %
NKL2	0.34	4.06 %
VPD1	0.34	5.05 %
PLC1	0.29	7.66 %
SGI1	0.25	6.31 %
APN1	0.21	4.41 %
VKL1	0.12	7.34 %
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	26.62	13.61 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.87	12.84 %
Home-The	3.67	36.14 %
Total	23.54	14.28 %

Branch *	MTD Sales L	Brand Share %
GBM1	0.51	7.40 %
DPM2	0.51	7.79 %
SUL1	0.49	7.17 %
TPR2	0.32	4.06 %
TPR3	0.32	10.72 %
CBE5	0.20	6.69 %
CBE6	0.15	2.52 %
CBE1	0.14	2.31 %
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	23.54	14.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.66	12.33 %
Home-The	4.23	42.71 %
Total	22.89	14.19 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.15	10.80 %
KLM1	0.56	6.39 %
STP1	0.35	9.83 %
TDM1	0.21	4.23 %
MKM1	0.14	3.86 %
PRT1	0.14	2.26 %
NVL2	0.09	1.29 %
KML1		0.00 %
TRK1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-21.89 %
Total	22.89	14.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	17.04	7.23 %
Home-The	2.22	16.82 %
Total	19.26	7.73 %

Branch *	MTD Sales L	Brand Share %
CH14	1.75	9.47 %
CH08	1.68	9.14 %
CH05	1.56	9.72 %
CH11	0.84	8.83 %
CH45	0.50	5.41 %
AVD1	0.48	5.45 %
CH37	0.47	7.39 %
CH30	0.35	6.78 %
KNR1	0.31	6.56 %
CH35	0.21	4.21 %
CH42	0.09	0.78 %
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 %
GUD2		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
WCHN	-0.60	8.49 %
Total	19.26	7.73 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.20	3.99 %
Home-The	3.68	33.08 %
Total	8.88	6.28 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.65	4.45 %
AKM1	0.55	4.80 %
VSI1	0.51	9.04 %
KPM1	0.36	8.59 %
CYR1	0.33	6.28 %
PLR1	0.21	5.88 %
SBR1	0.21	2.11 %
ABR1	0.15	2.53 %
ARC2	0.14	3.55 %
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	8.88	6.28 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.42	7.65 %
Home-The	0.36	33.22 %
Total	1.78	9.06 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.07	7.88 %
KLR1		0.00 %
Total	1.78	9.06 %