

MTD Sales
230.38 L

Brand Share %
15.22 %

Information:

MTD : 01-09-2025 To 13-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.22 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	186.87	13.18 %
Home-The	43.51	45.38 %
Total	230.38	15.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	41.72	21.93 %
CHENNAI-01	35.03	18.69 %
SOUTH-01	29.01	12.30 %
CHENNAI-02	27.83	17.27 %
TRICHY-01	24.70	13.60 %
WEST-01	23.42	17.80 %
WEST-02	19.09	12.43 %
SOUTH ARCOT	19.06	16.30 %
NORTH ARCOT	6.07	6.01 %
KL-SOUTH	4.45	8.27 %
Total	230.38	15.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	35.03	19.54 %
Home-The	6.69	61.09 %
Total	41.72	21.93 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	5.94 %
TPT1	0.49	7.73 %
NKI1	0.49	14.25 %
MPA1	0.31	6.71 %
MNM1	0.22	10.17 %
CMR1	0.16	11.07 %
KPT1	0.14	3.98 %
ADP1	0.14	3.00 %
CBM1		0.00 %
DGL2		0.00 %
DKI1		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	41.72	21.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	29.71	16.95 %
Home-The	5.32	43.71 %
Total	35.03	18.69 %

Branch *	MTD Sales L	Brand Share %
CH16	1.17	6.97 %
CH07	0.94	14.46 %
CH35	0.49	11.36 %
SKL1	0.23	5.01 %
CH39	0.23	5.80 %
CH42	0.22	4.09 %
WHC3	0.05	3.03 %
AVD1		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD1		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	35.03	18.69 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	18.50	8.53 %
Home-The	10.51	55.39 %
Total	29.01	12.30 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.74	8.72 %
TUT2	1.14	15.06 %
TVL1	0.93	9.94 %
MAR1	0.83	6.93 %
VNR1	0.69	14.51 %
SDI1	0.66	7.20 %
TKS2	0.63	7.63 %
STU2	0.37	8.15 %
MMT1	0.34	6.78 %
VKM1	0.31	9.89 %
TYI1	0.29	5.52 %
KGL1	0.22	7.13 %
ERL2	0.17	2.23 %
TVL2	0.15	4.77 %
APK1	0.14	2.80 %
VLY1	0.10	1.57 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
KVT1		0.00 %
KYR1		0.00 %
PKD1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
TKY1		0.00 %
UDN1		0.00 %
Total	29.01	12.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	25.75	16.64 %
Home-The	2.08	32.83 %
Total	27.83	17.27 %

Branch *	MTD Sales L	Brand Share %
CH15	1.75	14.66 %
CH09	0.83	11.98 %
CH24	0.53	8.65 %
CH43	0.36	6.28 %
UKI1	0.34	9.55 %
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	-6.16 %
Total	27.83	17.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	20.76	12.00 %
Home-The	3.94	45.62 %
Total	24.70	13.60 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.83	14.89 %
KUM1	1.05	9.70 %
MVM1	0.84	8.94 %
TNJ2	0.41	4.18 %
NGT1	0.37	5.14 %
PBR1	0.23	13.72 %
MSI1	0.22	5.41 %
KRN1	0.22	7.73 %
TVR2	0.08	1.53 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	24.70	13.60 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	18.55	15.38 %
Home-The	4.87	44.52 %
Total	23.42	17.80 %

Branch *	MTD Sales L	Brand Share %
CBE5	0.49	15.06 %
DPM2	0.34	10.13 %
PDM1	0.33	11.74 %
UMP1	0.29	9.79 %
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	23.42	17.80 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	13.71	9.68 %
Home-The	5.38	44.86 %
Total	19.09	12.43 %

Branch *	MTD Sales L	Brand Share %
OML1	0.55	12.94 %
SGI1	0.50	7.44 %
NKL2	0.22	3.95 %
VPD1	0.22	3.16 %
SLM2	0.22	3.47 %
PLC1	0.16	6.03 %
KMM1	0.15	7.39 %
RSP1	0.15	3.86 %
TRM1	0.15	2.20 %
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 %
PMP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	19.09	12.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.25	14.66 %
Home-The	2.82	45.81 %
Total	19.06	16.30 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.32	10.50 %
ULP1	0.47	5.77 %
CDM1	0.34	4.65 %
NVL2	0.30	7.09 %
VCM1	0.22	7.92 %
VPM1	0.21	9.99 %
STP1	0.14	4.06 %
TRK1	0.14	1.45 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	19.06	16.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.36	4.68 %
Home-The	1.71	21.51 %
Total	6.07	6.01 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.55	11.33 %
VEL2	0.44	6.05 %
VEL1	0.34	10.98 %
AKM1	0.30	6.33 %
TRR1	0.23	4.70 %
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	6.07	6.01 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.25	8.17 %
Home-The	0.20	11.22 %
Total	4.45	8.27 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.22	14.47 %
PAS1	0.23	1.45 %
KLR1		0.00 %
Total	4.45	8.27 %