

MTD Sales
287.42 L

Brand Share %
15.52 %

Information:

MTD : 01-09-2026 To 13-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.52 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	231.25	13.40 %
Home-The	56.17	44.56 %
Total	287.42	15.52 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	69.06	23.36 %
SOUTH-03	41.02	17.01 %
CHENNAI-02	34.11	15.38 %
TRICHY-01	31.56	12.58 %
WEST-01	27.68	24.85 %
CHENNAI-01	27.62	11.98 %
SOUTH ARCOT	21.98	15.42 %
WEST-02	16.98	12.54 %
NORTH ARCOT	11.78	8.25 %
WEST-03	5.61	6.99 %
Total	287.42	15.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	55.49	20.43 %
Home-The	13.57	56.65 %
Total	69.06	23.36 %

Branch *	MTD Sales L	Brand Share %
MAR1	0.88	6.04 %
SDI1	0.62	5.94 %
ERL2	0.50	10.36 %
SNL1	0.39	7.03 %
VLY1	0.32	5.43 %
COL1	0.31	13.42 %
RND1	0.28	4.78 %
STU2	0.27	14.11 %
KGL1	0.25	7.08 %
SKD1	0.25	4.83 %
TCN1	0.25	5.35 %
TKY1	0.15	4.30 %
ASM1	0.15	3.13 %
UDN1	0.14	3.00 %
PKD1	0.14	1.94 %
KYR1	0.13	6.98 %
PDI1	0.08	2.72 %
ARM1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	69.06	23.36 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	35.00	15.53 %
Home-The	6.02	38.27 %
Total	41.02	17.01 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.59	11.83 %
TEN1	1.40	15.04 %
MDU7	0.66	11.43 %
CMR1	0.43	10.15 %
PNV2	0.40	13.51 %
MNM1	0.39	13.14 %
KPT1	0.21	9.27 %
ADP1	0.21	4.51 %
MDU5	0.15	3.84 %
TDI1	0.14	2.91 %
DGL2	0.14	3.68 %
KKD3	0.14	2.08 %
SGP1	0.14	3.72 %
DKI1	0.13	4.29 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MLR1		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	41.02	17.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	27.59	13.33 %
Home-The	6.52	44.13 %
Total	34.11	15.38 %

Branch *	MTD Sales L	Brand Share %
CH21	1.51	14.85 %
CH18	1.13	13.79 %
CH03	1.06	4.85 %
CH06	0.82	10.11 %
CH44	0.82	11.15 %
MJR1	0.80	14.09 %
CH37	0.38	10.92 %
UKI1	0.26	6.77 %
CH34	0.22	2.59 %
CH35	0.22	3.45 %
CH51	0.19	1.61 %
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	34.11	15.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	25.63	10.84 %
Home-The	5.93	41.26 %
Total	31.56	12.58 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.44	10.09 %
MVM1	1.19	7.31 %
TNJ2	1.08	11.63 %
JKM1	0.70	10.65 %
KUM2	0.69	8.14 %
KRN1	0.52	9.12 %
PBR2	0.35	3.95 %
TTP1	0.16	2.44 %
NCK1	0.14	3.95 %
TRY3	0.13	2.87 %
KIK1	0.08	0.84 %
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	31.56	12.58 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	20.20	20.09 %
Home-The	7.48	68.88 %
Total	27.68	24.85 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.65	8.29 %
SNR1	0.63	9.72 %
KGI1	0.23	9.16 %
UMP1	0.15	2.56 %
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 %
WHCB		0.00 %
Total	27.68	24.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	23.12	10.52 %
Home-The	4.50	41.70 %
Total	27.62	11.98 %

Branch *	MTD Sales L	Brand Share %
CH16	1.62	9.93 %
CH19	1.47	14.86 %
CH45	0.99	6.67 %
GUD1	0.81	8.01 %
AVD1	0.43	4.14 %
CH47	0.26	2.14 %
TKM1	0.22	5.41 %
SKL1	0.15	2.37 %
CH28	0.14	1.07 %
CH25	0.13	1.43 %
CH08	0.11	1.20 %
CH49	0.06	0.51 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	27.62	11.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.70	13.99 %
Home-The	3.28	36.69 %
Total	21.98	15.42 %

Branch *	MTD Sales L	Brand Share %
POY2	1.29	11.01 %
KLM1	1.19	12.93 %
TRK1	0.84	7.61 %
VPM2	0.81	12.53 %
NVL2	0.70	12.50 %
TVM1	0.52	7.37 %
TDM1	0.51	10.68 %
KML1	0.42	7.12 %
PRT1	0.34	6.73 %
ULP1	0.13	2.34 %
MKM1		0.00 %
STP1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	21.98	15.42 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	12.82	10.22 %
Home-The	4.16	41.22 %
Total	16.98	12.54 %

Branch *	MTD Sales L	Brand Share %
PNG1	0.36	6.26 %
VPD1	0.21	4.45 %
APN1	0.21	8.16 %
DPR2	0.14	4.69 %
MTR1	0.13	3.62 %
SGI1	0.13	3.88 %
EDP1	0.08	3.72 %
TRM1	0.04	0.51 %
ATU1		0.00 %
BMD1		0.00 %
EPI1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SLM2		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	16.98	12.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.97	7.47 %
Home-The	1.81	19.79 %
Total	11.78	8.25 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.75	13.55 %
GDM1	0.66	11.96 %
KPM1	0.53	11.31 %
PLR1	0.40	7.33 %
VEL1	0.40	7.16 %
AKM1	0.20	2.79 %
VEL2	0.19	2.96 %
VEL3	0.14	2.35 %
WJD1	0.14	3.53 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		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	-3.09 %
Total	11.78	8.25 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	2.88	39.16 %
LED TV	2.72	3.74 %
Total	5.61	6.99 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.69	9.52 %
AVI1	0.54	10.34 %
RSP1	0.43	6.58 %
KGM1	0.41	10.25 %
TPR2	0.40	5.73 %
GBM1	0.21	6.66 %
SGG1	0.15	9.26 %
TPR3	0.14	8.29 %
NKL2	0.08	1.41 %
TPR1	0.08	1.42 %
TPR4	0.08	4.61 %
CMI1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
Total	5.61	6.99 %