

MTD Sales
259.23 L

Brand Share %
13.03 %

Information:

MTD : 01-11-2025 To 13-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.03 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	214.22	11.46 %
Home-The	45.01	37.13 %
Total	259.23	13.03 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	44.44	16.99 %
SOUTH-01	39.07	14.49 %
CHENNAI-02	37.71	15.81 %
TRICHY-01	29.89	11.75 %
WEST-02	27.02	13.34 %
WEST-01	25.40	14.52 %
SOUTH ARCOT	23.23	13.89 %
CHENNAI-01	19.92	7.79 %
NORTH ARCOT	10.00	6.92 %
KL-SOUTH	2.55	12.20 %
Total	259.23	13.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	38.16	15.55 %
Home-The	6.28	38.75 %
Total	44.44	16.99 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.82	10.30 %
PNV2	0.77	4.85 %
CBM1	0.55	6.73 %
PNI1	0.48	7.41 %
CMR1	0.31	9.79 %
TPT1	0.23	3.42 %
KKD3	0.23	1.78 %
PVI1	0.23	3.32 %
KYK1	0.16	4.13 %
TDI1	0.14	4.36 %
BTU1		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	44.44	16.99 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	30.13	11.97 %
Home-The	8.94	49.76 %
Total	39.07	14.49 %

Branch *	MTD Sales L	Brand Share %
VNR2	1.23	10.44 %
MAR1	0.59	10.06 %
TYI1	0.54	11.90 %
VLY1	0.50	10.54 %
APK2	0.46	11.41 %
RND1	0.39	3.16 %
SDI1	0.36	4.82 %
PKD1	0.34	4.36 %
KYR1	0.32	12.56 %
SKD1	0.23	5.41 %
ASM1	0.23	6.34 %
VKM1	0.14	3.35 %
UDN1	0.12	4.04 %
ERL2	0.08	1.69 %
SGT1	0.08	5.13 %
ARM1		0.00 %
KGL1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
STU2		0.00 %
TCN1		0.00 %
TKY1		0.00 %
APK1	-0.18	-6.99 %
Total	39.07	14.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	33.11	14.66 %
Home-The	4.60	36.30 %
Total	37.71	15.81 %

Branch *	MTD Sales L	Brand Share %
CH12	1.64	11.37 %
CH15	1.56	10.65 %
CH21	0.97	9.47 %
CH34	0.82	8.14 %
CH17	0.36	3.29 %
CH23	0.01	0.35 %
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	37.71	15.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	25.44	10.53 %
Home-The	4.45	34.53 %
Total	29.89	11.75 %

Branch *	MTD Sales L	Brand Share %
KUM1	1.91	11.75 %
TNJ2	1.16	7.52 %
TYR1	0.72	11.29 %
PDK1	0.68	12.97 %
MSI1	0.64	12.87 %
MVM1	0.42	2.52 %
NCK1	0.30	9.46 %
ORU1	0.15	4.89 %
KIK1	0.15	3.52 %
NMM1	0.14	1.82 %
NGT1	0.08	0.83 %
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	29.89	11.75 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	21.28	11.27 %
Home-The	5.73	41.85 %
Total	27.02	13.34 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.24	9.88 %
SLM2	0.85	9.10 %
KVP1	0.36	9.18 %
MTR1	0.36	7.26 %
DPR2	0.36	10.56 %
TCG1	0.35	9.67 %
NKL2	0.34	3.83 %
VPD1	0.34	4.96 %
PLC1	0.29	7.66 %
SGI1	0.25	6.31 %
APN1	0.21	4.19 %
VKL1	0.12	7.34 %
ATU1	0.08	1.80 %
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	27.02	13.34 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	21.39	13.05 %
Home-The	4.01	36.36 %
Total	25.40	14.52 %

Branch *	MTD Sales L	Brand Share %
GBM1	0.51	7.06 %
DPM2	0.51	7.79 %
SUL1	0.49	6.04 %
TPR2	0.32	3.76 %
TPR3	0.32	10.33 %
CBE5	0.20	6.45 %
CBE6	0.15	2.65 %
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	25.40	14.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.01	12.08 %
Home-The	4.23	42.95 %
Total	23.23	13.89 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.15	10.91 %
KLM1	0.56	6.14 %
STP1	0.35	9.83 %
TDM1	0.21	4.23 %
MKM1	0.14	3.86 %
PRT1	0.14	2.22 %
NVL2	0.09	1.25 %
KML1		0.00 %
TRK1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-20.47 %
Total	23.23	13.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	17.70	7.30 %
Home-The	2.22	16.47 %
Total	19.92	7.79 %

Branch *	MTD Sales L	Brand Share %
CH14	1.75	9.47 %
CH08	1.68	9.05 %
CH05	1.56	9.61 %
CH22	0.86	12.98 %
CH11	0.84	8.83 %
CH30	0.69	12.52 %
CH45	0.50	5.41 %
AVD1	0.48	5.40 %
CH37	0.47	7.39 %
KNR1	0.31	5.56 %
CH35	0.21	4.02 %
CH42	0.09	0.72 %
GUD1	0.08	0.67 %
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	19.92	7.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.03	4.55 %
Home-The	3.97	33.18 %
Total	10.00	6.92 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.91	12.72 %
KPM2	0.79	5.21 %
AKM1	0.70	5.81 %
VSI1	0.51	9.04 %
KPM1	0.36	8.59 %
TRT1	0.34	5.96 %
CYR1	0.33	6.28 %
PLR1	0.21	5.65 %
SBR1	0.21	2.09 %
ABR1	0.15	2.53 %
ARC2	0.14	3.13 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	10.00	6.92 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.97	10.14 %
Home-The	0.58	39.12 %
Total	2.55	12.20 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.61	11.45 %
KLR1		0.00 %
Total	2.55	12.20 %