

MTD Sales
245.90 L

Brand Share %
15.27 %

Information:

MTD : 01-09-2025 To 14-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.27 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	198.05	13.15 %
Home-The	47.85	46.17 %
Total	245.90	15.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	44.76	22.25 %
CHENNAI-01	37.84	18.32 %
CHENNAI-02	30.16	17.49 %
SOUTH-01	29.82	12.00 %
TRICHY-01	25.86	13.67 %
WEST-01	25.81	17.85 %
WEST-02	20.11	12.43 %
SOUTH ARCOT	19.67	16.15 %
NORTH ARCOT	7.43	6.82 %
KL-SOUTH	4.45	8.06 %
Total	245.90	15.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	37.42	19.74 %
Home-The	7.34	62.76 %
Total	44.76	22.25 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	5.82 %
TPT1	0.49	7.73 %
NKI1	0.49	13.33 %
MPA1	0.31	6.71 %
MNM1	0.22	10.17 %
CMR1	0.16	11.07 %
DGL2	0.14	5.95 %
KPT1	0.14	3.98 %
ADP1	0.14	2.84 %
CBM1		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	44.76	22.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	32.08	16.58 %
Home-The	5.76	44.10 %
Total	37.84	18.32 %

Branch *	MTD Sales L	Brand Share %
CH16	1.17	5.91 %
GUD1	1.05	13.22 %
CH07	0.94	14.46 %
CH42	0.70	13.34 %
CH28	0.49	4.72 %
CH35	0.49	11.36 %
CH45	0.29	3.54 %
SKL1	0.23	4.50 %
CH39	0.23	4.71 %
WHC3	0.05	3.03 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	37.84	18.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	27.36	16.55 %
Home-The	2.80	39.16 %
Total	30.16	17.49 %

Branch *	MTD Sales L	Brand Share %
CH09	0.83	11.35 %
CH43	0.36	6.28 %
UKI1	0.34	8.91 %
CH46	0.21	12.12 %
GPD1	0.21	4.57 %
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	-0.41	-6.00 %
Total	30.16	17.49 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	18.50	8.12 %
Home-The	11.32	54.91 %
Total	29.82	12.00 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.89	8.68 %
TUT2	1.14	13.32 %
SDI1	1.02	10.51 %
TVL1	0.93	9.44 %
MAR1	0.83	6.61 %
VNR1	0.69	14.51 %
TKS2	0.63	7.63 %
STU2	0.37	7.83 %
MMT1	0.34	6.19 %
VKM1	0.31	9.52 %
TYI1	0.29	5.39 %
KGL1	0.22	7.13 %
ERL2	0.17	2.20 %
TVL2	0.15	4.59 %
APK1	0.14	2.64 %
VLY1	0.10	1.44 %
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	29.82	12.00 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	21.70	12.05 %
Home-The	4.17	44.95 %
Total	25.86	13.67 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.83	14.58 %
KUM1	1.05	9.49 %
TNJ2	0.90	8.59 %
MVM1	0.84	8.80 %
NGT1	0.37	5.14 %
PBR1	0.23	13.72 %
MSI1	0.22	4.92 %
KRN1	0.22	7.56 %
TVR2	0.08	1.49 %
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	25.86	13.67 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	20.55	15.46 %
Home-The	5.26	44.86 %
Total	25.81	17.85 %

Branch *	MTD Sales L	Brand Share %
CBE5	0.49	14.51 %
DPM2	0.34	8.74 %
PDM1	0.33	10.24 %
UMP1	0.29	9.79 %
SYM2	0.23	7.77 %
PPI1	0.23	7.89 %
CBE3	0.15	4.32 %
ANR1	0.14	9.77 %
TPR4	0.09	4.31 %
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 %
WZSD		0.00 %
Total	25.81	17.85 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	14.38	9.66 %
Home-The	5.73	44.51 %
Total	20.11	12.43 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.76	15.04 %
OML1	0.55	12.73 %
SGI1	0.50	7.18 %
NKL2	0.22	3.88 %
VPD1	0.22	3.16 %
SLM2	0.22	3.34 %
MTR1	0.21	4.93 %
PLC1	0.16	6.03 %
KMM1	0.15	6.92 %
RSP1	0.15	3.44 %
TRM1	0.15	2.03 %
TCG1	0.14	3.72 %
VKL1	0.14	4.76 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	20.11	12.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.48	14.32 %
Home-The	3.20	47.36 %
Total	19.67	16.15 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.41	11.00 %
ULP1	0.47	5.77 %
CDM1	0.34	4.51 %
NVL2	0.30	7.09 %
VCM1	0.22	7.22 %
VPM1	0.21	8.81 %
STP1	0.14	3.91 %
TRK1	0.14	1.41 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	19.67	16.15 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.35	5.33 %
Home-The	2.07	24.49 %
Total	7.43	6.82 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.39	14.50 %
TRR1	0.68	11.06 %
VEL2	0.58	6.78 %
VSI1	0.55	11.33 %
VEL1	0.34	10.98 %
AKM1	0.30	5.67 %
CGM1	0.21	7.81 %
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	7.43	6.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.25	7.99 %
Home-The	0.20	9.99 %
Total	4.45	8.06 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.22	14.25 %
PAS1	0.23	1.36 %
KLR1		0.00 %
Total	4.45	8.06 %