

MTD Sales
354.38 L

Brand Share %
15.61 %

Information:

MTD : 01-09-2026 To 14-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.61 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	284.56	13.45 %
Home-The	69.82	45.37 %
Total	354.38	15.61 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	85.57	22.37 %
CHENNAI-02	48.54	16.15 %
SOUTH-03	48.20	17.97 %
TRICHY-01	41.63	13.89 %
CHENNAI-01	33.26	11.57 %
WEST-01	31.90	24.38 %
SOUTH ARCOT	24.34	14.53 %
WEST-02	21.55	13.22 %
NORTH ARCOT	13.01	7.36 %
WEST-03	6.38	6.87 %
Total	354.38	15.61 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	68.69	19.47 %
Home-The	16.88	56.69 %
Total	85.57	22.37 %

Branch *	MTD Sales L	Brand Share %
MAR1	1.40	7.55 %
RND1	1.00	11.95 %
SNL1	0.79	10.55 %
VLY1	0.74	8.34 %
TCN1	0.65	9.02 %
SDI1	0.62	5.34 %
TYI1	0.52	9.04 %
ERL2	0.50	9.39 %
SKD1	0.37	5.01 %
COL1	0.31	10.52 %
STU2	0.27	13.30 %
UDN1	0.27	5.28 %
KGL1	0.25	5.71 %
PDI1	0.16	4.09 %
TKY1	0.15	3.26 %
ASM1	0.15	2.64 %
PKD1	0.14	1.63 %
KYR1	0.13	4.63 %
ARM1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	85.57	22.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	40.38	14.33 %
Home-The	8.16	43.69 %
Total	48.54	16.15 %

Branch *	MTD Sales L	Brand Share %
CH18	1.53	14.25 %
CH03	1.48	5.04 %
CH51	1.39	8.04 %
MJR1	1.05	14.33 %
CH06	0.82	8.20 %
CH44	0.82	7.17 %
CH36	0.52	13.18 %
CH31	0.38	12.62 %
CH37	0.38	9.88 %
CH34	0.30	2.35 %
UKI1	0.26	4.79 %
CH35	0.22	2.19 %
CH43	0.12	2.36 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
WHC3		0.00 %
Total	48.54	16.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	40.26	16.11 %
Home-The	7.94	43.36 %
Total	48.20	17.97 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	12.13 %
KRR1	1.13	15.26 %
MDU7	0.66	10.44 %
TDI1	0.54	9.14 %
NTM1	0.52	9.56 %
CMR1	0.43	9.60 %
PNV2	0.40	9.94 %
MNM1	0.39	12.64 %
DKI1	0.26	8.10 %
KPT1	0.21	8.40 %
ADP1	0.21	3.70 %
NKI1	0.19	3.26 %
MDU5	0.15	3.10 %
DGL2	0.14	3.51 %
KKD3	0.14	1.83 %
SGP1	0.14	3.60 %
ODM1	0.13	10.13 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	48.20	17.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	33.81	11.99 %
Home-The	7.82	43.91 %
Total	41.63	13.89 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.11	13.20 %
MVM1	1.85	9.70 %
PBR2	1.29	10.68 %
TTP1	0.94	10.25 %
JKM1	0.70	9.35 %
KUM2	0.69	7.96 %
KRN1	0.52	7.81 %
NCK1	0.14	3.95 %
TRY3	0.13	2.30 %
KIK1	0.08	0.73 %
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	41.63	13.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	27.72	10.12 %
Home-The	5.54	40.63 %
Total	33.26	11.57 %

Branch *	MTD Sales L	Brand Share %
CH19	2.13	15.42 %
CH05	1.96	15.51 %
CH16	1.62	6.71 %
CH22	1.16	13.19 %
CH45	0.99	5.99 %
GUD1	0.81	6.54 %
CH47	0.47	3.30 %
AVD1	0.43	3.48 %
TKM1	0.22	4.35 %
SKL1	0.15	1.97 %
CH28	0.14	0.82 %
CH25	0.13	1.22 %
CH08	0.11	1.12 %
CH49	0.06	0.41 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	33.26	11.57 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	23.42	19.75 %
Home-The	8.48	69.42 %
Total	31.90	24.38 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.04	12.39 %
SNR1	0.63	8.23 %
KGI1	0.23	8.64 %
UMP1	0.15	2.33 %
MPM1	0.14	2.52 %
WZSD	0.11	7.65 %
CBE3		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
Total	31.90	24.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.02	12.77 %
Home-The	4.32	40.20 %
Total	24.34	14.53 %

Branch *	MTD Sales L	Brand Share %
POY2	1.80	13.49 %
VPM2	1.21	14.40 %
KLM1	1.19	10.51 %
TRK1	0.84	6.85 %
NVL2	0.70	11.10 %
TDM1	0.63	11.20 %
TVM1	0.52	6.24 %
PRT1	0.47	6.93 %
KML1	0.42	6.60 %
ULP1	0.13	1.95 %
MKM1		0.00 %
STP1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	24.34	14.53 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	16.52	10.94 %
Home-The	5.03	41.95 %
Total	21.55	13.22 %

Branch *	MTD Sales L	Brand Share %
KAM1	0.55	15.61 %
SGI1	0.38	10.23 %
PNG1	0.36	5.28 %
APN1	0.34	6.92 %
DPR2	0.22	7.19 %
VPD1	0.21	3.64 %
MTR1	0.13	2.78 %
OML1	0.13	2.01 %
SLM2	0.13	2.46 %
EDP1	0.08	2.20 %
TRM1	0.04	0.46 %
ATU1		0.00 %
BMD1		0.00 %
EPI1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	21.55	13.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.50	6.39 %
Home-The	2.52	20.21 %
Total	13.01	7.36 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.65	14.42 %
GDM1	0.66	10.74 %
KPM1	0.53	10.19 %
PLR1	0.40	6.55 %
VEL1	0.40	6.79 %
VEL2	0.27	2.97 %
AKM1	0.20	2.38 %
VEL3	0.14	1.77 %
WJD1	0.14	2.92 %
VNB1	0.12	1.85 %
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 %
WHVL		0.00 %
WJP1		0.00 %
VSI1	-0.13	-2.34 %
Total	13.01	7.36 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	3.24	3.83 %
Home-The	3.14	37.90 %
Total	6.38	6.87 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.39	14.59 %
ERD1	0.69	7.55 %
AVI1	0.54	8.56 %
RSP1	0.43	5.78 %
KGM1	0.41	9.35 %
TPR2	0.40	4.95 %
NKL2	0.21	3.15 %
GBM1	0.21	5.52 %
SGG1	0.15	7.48 %
TPR3	0.14	7.62 %
PDR1	0.13	3.73 %
TPR1	0.08	1.40 %
CMI1		0.00 %
KMM1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
Total	6.38	6.87 %