

MTD Sales
756.03 L

Brand Share %
19.66 %

Information:

MTD : 01-10-2025 To 14-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **19.66 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	639.32	17.68 %
Home-The	116.71	50.92 %
Total	756.03	19.66 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	118.97	22.49 %
SOUTH-03	118.75	21.68 %
WEST-01	94.41	23.90 %
CHENNAI-02	91.55	23.58 %
TRICHY-01	88.27	17.83 %
WEST-02	80.40	17.00 %
SOUTH ARCOT	72.95	26.15 %
CHENNAI-01	63.72	13.81 %
NORTH ARCOT	25.70	10.28 %
KL-SOUTH	1.33	5.01 %
Total	756.03	19.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	92.82	18.90 %
Home-The	26.15	69.27 %
Total	118.97	22.49 %

Branch *	MTD Sales L	Brand Share %
RND1	1.87	9.26 %
RPM1	1.64	7.00 %
ASM1	1.53	18.61 %
TKY1	1.48	10.36 %
PDI1	1.20	16.61 %
MAR1	1.20	8.25 %
KGL1	1.12	18.58 %
SKD1	1.10	14.41 %
VNR1	1.09	10.97 %
TYI1	1.07	17.11 %
TCN1	1.04	10.27 %
PKD1	1.02	6.10 %
SNL1	0.73	6.79 %
MMT1	0.68	11.28 %
SDI1	0.65	9.40 %
KYR1	0.35	7.36 %
VKM1	0.34	7.08 %
STU2	0.33	5.78 %
APK1	0.22	4.09 %
UDN1	0.12	2.05 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	118.97	22.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	100.23	19.51 %
Home-The	18.52	54.39 %
Total	118.75	21.68 %

Branch *	MTD Sales L	Brand Share %
MDU3	2.53	15.27 %
DGL2	1.76	18.92 %
DKI1	1.21	9.92 %
CMR1	1.02	13.81 %
ATG1	0.95	7.00 %
USL1	0.82	5.05 %
PNV1	0.75	10.05 %
CBM1	0.68	4.56 %
ADP1	0.63	8.17 %
MLR1	0.63	6.07 %
MDU5	0.63	6.82 %
NKI1	0.58	6.92 %
TPT1	0.49	7.76 %
TDI1	0.44	5.73 %
MDU4	0.42	5.01 %
PKM1	0.34	5.48 %
PVI1	0.23	2.25 %
NTM1	0.22	4.30 %
KYK1	0.11	2.36 %
BTU1	0.11	1.96 %
KKD2		0.00 %
KPT1		0.00 %
MPA1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	118.75	21.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	81.53	22.11 %
Home-The	12.88	49.05 %
Total	94.41	23.90 %

Branch *	MTD Sales L	Brand Share %
TPR2	3.17	17.26 %
KMD1	1.77	17.08 %
TPR3	1.57	13.71 %
MPM1	1.23	8.32 %
CBE5	1.12	16.08 %
AVI1	1.05	10.06 %
SUL1	0.82	6.17 %
GDR1	0.77	10.36 %
TPR1	0.77	5.52 %
GBM1	0.73	6.62 %
CBE6	0.60	3.93 %
KGM1	0.51	11.36 %
CNR1	0.46	8.18 %
PDM1	0.42	7.32 %
SYM2	0.35	4.49 %
UMP1	0.34	6.85 %
PPI1	0.12	1.57 %
DPM2	0.12	1.21 %
SNR1	0.11	0.96 %
CBE1	0.11	1.02 %
CBE3		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	94.41	23.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	81.67	22.16 %
Home-The	9.88	50.32 %
Total	91.55	23.58 %

Branch *	MTD Sales L	Brand Share %
CH12	6.46	17.72 %
CH34	3.88	18.18 %
CH24	2.62	16.21 %
CH06	0.83	7.51 %
CH43	0.80	6.41 %
UKI1	0.36	8.17 %
CH23	0.24	3.53 %
GPD1	0.20	4.35 %
CH17	0.12	2.16 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	91.55	23.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	78.46	16.50 %
Home-The	9.81	49.64 %
Total	88.27	17.83 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.81	15.65 %
TVR2	4.60	18.63 %
MDI1	3.32	17.94 %
JKM1	2.87	19.30 %
PDK1	2.27	18.49 %
TRY3	1.78	10.93 %
AYR1	1.31	13.98 %
TTP1	0.72	6.64 %
TVR1	0.72	8.17 %
KRN1	0.61	11.12 %
MSI1	0.57	7.01 %
ORU1	0.49	6.40 %
TRY2	0.45	7.43 %
KIK1	0.28	2.77 %
MVM1	0.25	0.83 %
NCK1	0.20	3.71 %
PBR1	0.19	2.63 %
NMM1	0.11	1.22 %
APM1		0.00 %
NGT1		0.00 %
TZSD		0.00 %
Total	88.27	17.83 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	66.40	14.94 %
Home-The	14.00	48.89 %
Total	80.40	17.00 %

Branch *	MTD Sales L	Brand Share %
OML1	2.05	14.05 %
EPI1	1.89	10.25 %
MTR1	1.37	11.42 %
VPD1	1.12	8.73 %
CMI1	1.03	12.21 %
NKL2	0.99	4.78 %
SGI1	0.92	6.21 %
PDR1	0.88	10.38 %
PLC1	0.68	7.30 %
TRM1	0.67	6.03 %
DPR2	0.66	13.51 %
KMM1	0.51	5.71 %
TCG1	0.51	6.06 %
SLM2	0.50	2.85 %
KVP1	0.23	2.79 %
BMD1	0.12	1.37 %
RSP1	0.12	0.93 %
HRR1	0.12	2.40 %
ATU1		0.00 %
EDP1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	80.40	17.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	62.73	24.07 %
Home-The	10.22	55.78 %
Total	72.95	26.15 %

Branch *	MTD Sales L	Brand Share %
TDM1	1.89	14.63 %
KLM1	0.99	7.63 %
TVM1	0.81	15.30 %
CDM1	0.80	9.60 %
TRK1	0.71	4.73 %
MKM1	0.57	12.19 %
ULP1	0.56	4.81 %
VCM1	0.19	4.50 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
Total	72.95	26.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	56.11	12.83 %
Home-The	7.60	31.66 %
Total	63.72	13.81 %

Branch *	MTD Sales L	Brand Share %
CH05	4.67	15.79 %
CH22	2.46	18.92 %
CH16	1.85	5.74 %
CH38	1.61	15.23 %
CH28	1.34	4.88 %
GUD2	1.05	7.93 %
SKL1	0.94	7.55 %
CH42	0.83	4.29 %
CH11	0.77	5.54 %
CH39	0.60	9.52 %
MRM1	0.45	2.87 %
AVD1	0.42	1.28 %
CGL1	0.41	4.01 %
TKM1	0.34	3.86 %
CH35	0.11	1.12 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CH45		0.00 %
GUD1		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	63.72	13.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.79	8.14 %
Home-The	6.91	35.95 %
Total	25.70	10.28 %

Branch *	MTD Sales L	Brand Share %
TRT1	2.10	11.00 %
KPM2	1.72	14.76 %
SBR1	1.18	7.48 %
VSI1	1.06	7.27 %
ARC2	0.81	12.21 %
VEL2	0.69	5.23 %
AKM1	0.65	2.78 %
CGM1	0.34	7.04 %
SLG1	0.20	2.21 %
VEL1	0.20	1.61 %
WJP1	0.19	2.14 %
PTU1	0.19	11.02 %
UGI1	0.08	1.17 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
Total	25.70	10.28 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Home-The	0.75	48.06 %
LED TV	0.58	2.32 %
Total	1.33	5.01 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.77	4.79 %
KLR1	0.37	9.70 %
PAS1	0.18	3.06 %
TVSD		0.00 %
Total	1.33	5.01 %