

MTD Sales
275.39 L

Brand Share %
13.00 %

Information:

MTD : 01-11-2025 To 14-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.00 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	227.54	11.44 %
Home-The	47.84	37.18 %
Total	275.39	13.00 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	46.42	16.85 %
SOUTH-01	41.99	14.88 %
CHENNAI-02	40.84	15.90 %
TRICHY-01	31.99	11.43 %
WEST-02	30.48	13.78 %
WEST-01	26.75	14.38 %
SOUTH ARCOT	23.62	13.79 %
CHENNAI-01	20.61	7.69 %
NORTH ARCOT	10.14	6.54 %
KL-SOUTH	2.55	11.67 %
Total	275.39	13.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	39.11	15.16 %
Home-The	7.31	41.82 %
Total	46.42	16.85 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.82	9.97 %
PNV2	0.77	4.65 %
CBM1	0.76	8.52 %
PNI1	0.48	8.11 %
CMR1	0.31	9.06 %
TPT1	0.23	3.37 %
KKD3	0.23	1.70 %
PVI1	0.23	3.22 %
KYK1	0.16	4.13 %
TDI1	0.14	3.82 %
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	-0.25	-3.53 %
Total	46.42	16.85 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	32.24	12.26 %
Home-The	9.75	50.79 %
Total	41.99	14.88 %

Branch *	MTD Sales L	Brand Share %
VNR2	1.59	12.65 %
MAR1	0.59	9.47 %
TY11	0.54	11.65 %
VLY1	0.50	8.62 %
RND1	0.39	3.04 %
SDI1	0.36	4.58 %
PKD1	0.34	4.31 %
KYR1	0.32	12.56 %
SKD1	0.23	5.18 %
ASM1	0.23	6.34 %
VKM1	0.14	3.12 %
UDN1	0.12	4.07 %
ERL2	0.08	1.69 %
SGT1	0.08	5.13 %
ARM1		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	41.99	14.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	36.21	14.88 %
Home-The	4.63	34.24 %
Total	40.84	15.90 %

Branch *	MTD Sales L	Brand Share %
CH12	1.64	9.86 %
CH34	1.05	7.59 %
CH21	0.97	8.94 %
CH17	0.36	3.22 %
CH23	0.01	0.34 %
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	40.84	15.90 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	27.09	10.20 %
Home-The	4.89	34.23 %
Total	31.99	11.43 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.21	12.37 %
TNJ2	1.16	6.76 %
TYR1	0.72	10.68 %
PDK1	0.68	12.28 %
MVM1	0.42	2.14 %
AYR1	0.31	3.88 %
NCK1	0.30	8.52 %
ORU1	0.15	4.36 %
KIK1	0.15	2.95 %
NMM1	0.14	1.68 %
NGT1	0.08	0.68 %
APM1		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	31.99	11.43 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	24.66	11.91 %
Home-The	5.82	41.01 %
Total	30.48	13.78 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.24	9.65 %
SLM2	0.85	8.98 %
KVP1	0.36	8.94 %
MTR1	0.36	7.20 %
DPR2	0.36	9.00 %
TCG1	0.35	10.60 %
NKL2	0.34	3.58 %
VPD1	0.34	4.87 %
PLC1	0.29	6.28 %
SGI1	0.25	6.31 %
APN1	0.21	3.80 %
VKL1	0.12	5.57 %
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	30.48	13.78 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	22.74	13.01 %
Home-The	4.01	35.71 %
Total	26.75	14.38 %

Branch *	MTD Sales L	Brand Share %
GBM1	0.51	6.93 %
DPM2	0.51	7.16 %
SUL1	0.49	6.04 %
TPR2	0.32	3.63 %
TPR3	0.32	9.02 %
UMP1	0.30	7.54 %
CBE5	0.20	5.70 %
CBE6	0.15	2.45 %
CBE1	0.14	2.27 %
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 %
WZSD		0.00 %
Total	26.75	14.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.31	11.98 %
Home-The	4.31	42.38 %
Total	23.62	13.79 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.15	10.80 %
KLM1	0.56	6.14 %
STP1	0.35	9.53 %
TDM1	0.21	4.15 %
MKM1	0.14	3.86 %
PRT1	0.14	2.18 %
NVL2	0.09	1.21 %
KML1		0.00 %
TRK1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-17.57 %
Total	23.62	13.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	18.18	7.17 %
Home-The	2.43	17.11 %
Total	20.61	7.69 %

Branch *	MTD Sales L	Brand Share %
CH05	2.25	12.97 %
CH14	1.75	9.44 %
CH08	1.68	8.57 %
CH22	0.86	11.05 %
CH11	0.84	8.83 %
CH30	0.69	12.52 %
CH45	0.50	4.89 %
AVD1	0.48	5.22 %
CH37	0.47	6.73 %
KNR1	0.31	5.56 %
CH35	0.21	3.67 %
CH42	0.09	0.70 %
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	20.61	7.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.03	4.24 %
Home-The	4.11	31.87 %
Total	10.14	6.54 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.91	12.72 %
KPM2	0.79	5.10 %
AKM1	0.70	5.58 %
VSI1	0.51	8.93 %
KPM1	0.36	8.59 %
TRT1	0.34	5.83 %
CYR1	0.33	6.23 %
PLR1	0.21	5.26 %
SBR1	0.21	1.80 %
ABR1	0.15	2.30 %
ARC2	0.14	3.13 %
GDM1	0.14	2.18 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	10.14	6.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.97	9.67 %
Home-The	0.58	39.12 %
Total	2.55	11.67 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.61	11.32 %
KLR1		0.00 %
Total	2.55	11.67 %