

MTD Sales
520.20 L

Brand Share %
17.37 %

Information:

MTD : 01-08-2025 To 15-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.37 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	436.02	15.42 %
Home-The	84.19	50.00 %
Total	520.20	17.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	99.49	21.74 %
CHENNAI-02	83.36	25.15 %
SOUTH-03	68.48	19.43 %
TRICHY-01	58.68	14.29 %
WEST-02	55.23	16.93 %
CHENNAI-01	52.84	14.55 %
WEST-01	45.45	16.24 %
SOUTH ARCOT	41.58	17.67 %
NORTH ARCOT	14.30	6.54 %
KL-SOUTH	0.79	3.88 %
Total	520.20	17.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	80.69	18.85 %
Home-The	18.80	63.52 %
Total	99.49	21.74 %

Branch *	MTD Sales L	Brand Share %
TUT1	7.10	17.18 %
MAR1	2.36	13.37 %
ERL2	2.13	15.86 %
RND1	1.50	11.05 %
TCN1	1.40	11.74 %
APK1	1.25	11.64 %
SNL1	1.24	15.06 %
VNR1	1.14	17.36 %
VNR2	0.97	12.11 %
STU2	0.87	12.31 %
PKD1	0.76	5.36 %
SGT1	0.69	14.85 %
PDI1	0.49	8.24 %
ASM1	0.47	4.00 %
UDN1	0.47	11.44 %
TYI1	0.35	5.41 %
KYR1	0.28	4.91 %
VLY1	0.13	1.12 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
TKY1		0.00 %
VKM1		0.00 %
SDI1	-0.16	-2.12 %
MMT1	-0.16	-3.56 %
Total	99.49	21.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	75.61	24.04 %
Home-The	7.75	45.53 %
Total	83.36	25.15 %

Branch *	MTD Sales L	Brand Share %
CH44	2.08	14.97 %
CH43	0.84	9.29 %
CH23	0.75	15.46 %
CH34	0.57	4.65 %
CH33	0.49	5.01 %
PON1	0.34	3.72 %
CH17	0.20	2.75 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	83.36	25.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	56.94	17.18 %
Home-The	11.54	54.66 %
Total	68.48	19.43 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.14	12.83 %
TPT1	1.53	15.12 %
MPA1	1.26	16.89 %
MLR1	1.15	10.93 %
CBM1	0.93	7.40 %
BTU1	0.89	14.92 %
PVI1	0.85	9.06 %
MDU4	0.83	12.03 %
CMR1	0.70	12.21 %
ADP1	0.66	9.62 %
KPT1	0.61	15.26 %
PNI1	0.58	8.42 %
DKI1	0.55	4.10 %
USL1	0.54	4.55 %
KRR1	0.45	8.74 %
SGP1	0.23	7.02 %
ODM1	0.14	4.09 %
MDU5	0.13	4.30 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	68.48	19.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	49.27	12.54 %
Home-The	9.41	53.57 %
Total	58.68	14.29 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.16	17.29 %
TVR2	3.75	15.15 %
KUM1	3.62	11.78 %
PBR2	2.31	11.32 %
JKM1	2.01	14.76 %
MVM1	1.98	6.19 %
PTK1	1.59	9.05 %
TNJ2	0.93	4.48 %
AYR1	0.79	8.71 %
TRY2	0.58	12.46 %
KRN1	0.57	8.93 %
KIK1	0.45	2.91 %
ORU1	0.34	3.79 %
TTP1	0.19	1.58 %
NGT1	0.08	0.75 %
APM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	58.68	14.29 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	46.89	15.13 %
Home-The	8.34	51.12 %
Total	55.23	16.93 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.05	13.95 %
SLM2	1.48	10.43 %
MTR1	1.13	14.22 %
NKL2	1.12	7.28 %
VPD1	1.06	8.41 %
EPI1	1.00	10.73 %
KMM1	0.63	12.64 %
TCG1	0.46	9.09 %
PMP1	0.25	8.04 %
TRM1	0.24	2.19 %
SGI1	0.24	4.86 %
EDP1	0.23	4.30 %
DPR2	0.20	2.78 %
BMD1	0.20	2.93 %
HRR1	0.13	2.34 %
CMI1	0.13	2.76 %
APN1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	55.23	16.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	44.55	13.05 %
Home-The	8.30	38.06 %
Total	52.84	14.55 %

Branch *	MTD Sales L	Brand Share %
GUD1	2.23	13.49 %
CH16	2.00	7.68 %
CGL1	1.13	14.42 %
CH35	1.04	13.91 %
AVD1	0.72	6.37 %
CH39	0.62	8.50 %
GUD2	0.60	6.29 %
MRM1	0.58	3.67 %
CH08	0.43	2.91 %
CH28	0.23	1.12 %
CZWH	0.22	4.12 %
CH38	0.13	1.62 %
TKM1	0.13	1.80 %
CH37	0.12	2.58 %
CH42	0.08	0.59 %
CH11		0.00 %
CH26		0.00 %
CH40		0.00 %
CH45		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	52.84	14.55 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	37.62	14.28 %
Home-The	7.82	47.93 %
Total	45.45	16.24 %

Branch *	MTD Sales L	Brand Share %
CBE6	1.42	9.68 %
TPR2	1.18	7.57 %
TPR3	1.08	17.01 %
CBE1	0.86	7.13 %
GBM1	0.81	10.29 %
DPM2	0.68	7.53 %
SNR1	0.56	8.34 %
ANR1	0.54	14.87 %
MPM1	0.52	6.20 %
CBE3	0.37	11.38 %
CNR1	0.26	5.67 %
TPR1	0.21	1.62 %
KGI1	0.13	2.32 %
SYM2	0.12	1.74 %
TPR4	0.09	2.29 %
AVI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
Total	45.45	16.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.93	15.68 %
Home-The	6.65	52.98 %
Total	41.58	17.67 %

Branch *	MTD Sales L	Brand Share %
POY1	2.99	14.88 %
NVL2	1.19	13.35 %
KLM1	1.07	7.79 %
POY2	1.04	11.68 %
TRK1	0.99	4.19 %
TVM1	0.74	16.37 %
ULP1	0.51	3.62 %
VPM1	0.39	11.19 %
VCM1	0.38	3.72 %
STP1	0.34	7.26 %
MKM1	0.33	5.10 %
KML1	0.33	4.45 %
PRT1		0.00 %
TDM1		0.00 %
Total	41.58	17.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.85	4.35 %
Home-The	5.45	36.43 %
Total	14.30	6.54 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.95	14.10 %
TRR1	2.47	14.29 %
AKM1	1.58	10.91 %
TRL1	1.31	9.47 %
KPM1	1.10	14.08 %
VEL1	0.98	9.14 %
WJP1	0.62	7.57 %
VSI1	0.50	3.47 %
BGR1	0.45	11.49 %
TRT1	0.38	5.14 %
GDM1	0.26	3.98 %
PLR1	0.19	4.55 %
SBR1	0.13	1.52 %
CGM1	0.13	1.55 %
SLG1	0.12	2.15 %
VNB1	0.12	1.72 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
Total	14.30	6.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.67	3.48 %
Home-The	0.12	10.76 %
Total	0.79	3.88 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.79	17.02 %
TVP1		0.00 %
Total	0.79	3.88 %