

MTD Sales
377.75 L

Brand Share %
15.76 %

Information:

MTD : 01-09-2026 To 15-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.76 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	303.68	13.58 %
Home-The	74.07	45.90 %
Total	377.75	15.76 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.79	22.53 %
CHENNAI-02	51.70	16.20 %
SOUTH-03	50.68	17.97 %
TRICHY-01	44.32	13.79 %
CHENNAI-01	37.28	12.26 %
WEST-01	34.78	25.43 %
SOUTH ARCOT	25.25	14.16 %
WEST-02	22.99	13.61 %
NORTH ARCOT	13.44	7.17 %
WEST-03	6.51	6.76 %
Total	377.75	15.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	73.79	19.82 %
Home-The	17.00	55.40 %
Total	90.79	22.53 %

Branch *	MTD Sales L	Brand Share %
MAR1	1.40	7.37 %
RND1	1.00	11.95 %
SNL1	0.79	9.56 %
VLY1	0.74	7.51 %
TCN1	0.65	9.02 %
SDI1	0.62	5.03 %
TYI1	0.52	9.04 %
ERL2	0.50	9.30 %
SKD1	0.37	4.78 %
COL1	0.31	10.52 %
STU2	0.27	13.10 %
UDN1	0.27	5.05 %
KGL1	0.25	5.67 %
PDI1	0.16	4.04 %
TKY1	0.15	3.26 %
ASM1	0.15	2.64 %
PKD1	0.14	1.63 %
KYR1	0.13	4.55 %
ARM1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	90.79	22.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	42.63	14.25 %
Home-The	9.07	45.39 %
Total	51.70	16.20 %

Branch *	MTD Sales L	Brand Share %
CH17	1.90	15.31 %
CH51	1.78	10.09 %
CH03	1.73	5.42 %
CH18	1.53	14.25 %
CH34	0.99	7.10 %
CH44	0.94	8.13 %
CH06	0.82	8.16 %
CH36	0.52	13.18 %
CH31	0.38	12.62 %
CH37	0.38	8.95 %
UKI1	0.26	4.75 %
CH43	0.23	3.87 %
CH35	0.22	2.18 %
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	51.70	16.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	42.21	16.07 %
Home-The	8.47	43.83 %
Total	50.68	17.97 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	11.88 %
KRR1	1.13	15.26 %
MDU7	0.66	9.57 %
TDI1	0.54	9.14 %
NTM1	0.52	9.35 %
CMR1	0.43	9.31 %
PNV2	0.40	9.94 %
MNM1	0.39	11.78 %
DKI1	0.26	7.20 %
KPT1	0.21	7.95 %
ADP1	0.21	3.70 %
NKI1	0.19	2.83 %
MDU5	0.15	2.87 %
DGL2	0.14	3.51 %
KKD3	0.14	1.79 %
PKM1	0.14	4.02 %
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 %
PNI1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	50.68	17.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	36.42	12.01 %
Home-The	7.90	43.51 %
Total	44.32	13.79 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.62	14.71 %
MVM1	1.85	9.37 %
TTP1	0.94	9.60 %
JKM1	0.70	8.62 %
KUM2	0.69	7.17 %
KRN1	0.52	7.67 %
PDK1	0.39	8.80 %
KIK1	0.16	1.21 %
NCK1	0.14	3.95 %
TRY3	0.13	1.73 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY4		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	44.32	13.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.49	10.85 %
Home-The	5.80	41.27 %
Total	37.28	12.26 %

Branch *	MTD Sales L	Brand Share %
CH16	2.43	9.58 %
CH19	2.13	14.86 %
CH28	1.20	6.57 %
CH22	1.16	12.72 %
CH45	0.99	5.89 %
GUD2	0.91	14.39 %
GUD1	0.81	6.42 %
CH38	0.68	15.32 %
CH26	0.52	15.01 %
CH47	0.47	2.98 %
AVD1	0.43	3.31 %
TKM1	0.22	4.22 %
SKL1	0.15	1.89 %
CH25	0.13	1.12 %
CH08	0.11	1.12 %
CH49	0.06	0.39 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	37.28	12.26 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	25.67	20.72 %
Home-The	9.12	70.70 %
Total	34.78	25.43 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.04	12.17 %
SNR1	0.63	8.19 %
CBE5	0.42	13.94 %
KGI1	0.23	8.23 %
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	34.78	25.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.54	12.32 %
Home-The	4.71	40.67 %
Total	25.25	14.16 %

Branch *	MTD Sales L	Brand Share %
POY2	1.80	13.49 %
KLM1	1.19	10.21 %
TRK1	0.84	6.46 %
NVL2	0.70	10.86 %
PRT1	0.66	9.04 %
TDM1	0.63	10.92 %
TVM1	0.52	6.13 %
KML1	0.42	6.30 %
ULP1	0.13	1.93 %
MKM1		0.00 %
STP1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	25.25	14.16 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	17.21	11.02 %
Home-The	5.79	45.02 %
Total	22.99	13.61 %

Branch *	MTD Sales L	Brand Share %
KVP1	0.63	15.29 %
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	3.47 %
MTR1	0.13	2.78 %
OML1	0.13	1.90 %
SLM2	0.13	2.46 %
EDP1	0.08	2.20 %
TRM1	0.04	0.45 %
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	22.99	13.61 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.50	6.03 %
Home-The	2.95	22.04 %
Total	13.44	7.17 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.65	13.78 %
GDM1	0.90	13.38 %
KPM1	0.53	9.22 %
PLR1	0.40	6.41 %
VEL1	0.40	6.79 %
VEL2	0.27	2.93 %
AKM1	0.20	2.38 %
ANI1	0.20	3.26 %
VEL3	0.14	1.59 %
WJD1	0.14	2.74 %
VNB1	0.12	1.85 %
ABR1		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	-2.09 %
Total	13.44	7.17 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	3.27	38.52 %
LED TV	3.24	3.69 %
Total	6.51	6.76 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.39	14.32 %
ERD1	0.69	7.55 %
RSP1	0.57	7.17 %
AVI1	0.54	7.72 %
KGM1	0.41	9.35 %
TPR2	0.40	4.95 %
NKL2	0.21	3.12 %
GBM1	0.21	5.52 %
SGG1	0.15	5.74 %
TPR3	0.14	7.62 %
PDR1	0.13	3.73 %
TPR1	0.08	1.35 %
CMI1		0.00 %
KMM1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	6.51	6.76 %