

MTD Sales
834.02 L

Brand Share %
19.74 %

Information:

MTD : 01-10-2025 To 15-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **19.74 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	706.41	17.77 %
Home-The	127.62	51.24 %
Total	834.02	19.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	133.20	22.10 %
SOUTH-03	127.56	21.34 %
WEST-01	103.26	23.73 %
TRICHY-01	102.78	18.70 %
CHENNAI-02	97.75	23.84 %
WEST-02	86.84	16.62 %
SOUTH ARCOT	86.26	27.07 %
CHENNAI-01	67.16	13.64 %
NORTH ARCOT	27.69	10.33 %
KL-SOUTH	1.52	5.54 %
Total	834.02	19.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	104.67	18.64 %
Home-The	28.54	69.30 %
Total	133.20	22.10 %

Branch *	MTD Sales L	Brand Share %
APK2	2.32	19.44 %
RND1	1.87	8.67 %
PKD1	1.68	8.66 %
RPM1	1.64	6.31 %
ASM1	1.53	16.89 %
VLY1	1.51	14.39 %
TKY1	1.48	9.76 %
PDI1	1.20	14.51 %
MAR1	1.20	7.50 %
KGL1	1.12	17.98 %
SKD1	1.10	12.78 %
VNR1	1.09	9.57 %
TYI1	1.07	15.58 %
SNL1	1.07	9.04 %
TCN1	1.04	8.88 %
MMT1	0.68	9.46 %
SDI1	0.65	7.98 %
STU2	0.45	6.44 %
KYR1	0.35	6.77 %
VKM1	0.34	5.74 %
APK1	0.22	3.75 %
UDN1	0.12	1.97 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	133.20	22.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	107.72	19.19 %
Home-The	19.83	54.21 %
Total	127.56	21.34 %

Branch *	MTD Sales L	Brand Share %
KKD3	5.68	18.84 %
KRR1	4.00	19.16 %
MDU3	2.53	13.79 %
DGL2	1.76	17.61 %
DKI1	1.21	8.98 %
CMR1	1.02	12.13 %
ATG1	0.95	6.30 %
USL1	0.82	4.82 %
PNV1	0.75	9.43 %
MDU5	0.74	7.34 %
CBM1	0.68	4.18 %
ADP1	0.63	7.41 %
MLR1	0.63	5.41 %
NKI1	0.58	6.57 %
PVI1	0.57	5.01 %
TPT1	0.49	7.55 %
TDI1	0.44	5.41 %
MDU4	0.42	4.56 %
PKM1	0.34	5.34 %
NTM1	0.22	3.60 %
KYK1	0.11	1.73 %
BTU1	0.11	1.66 %
KKD2		0.00 %
KPT1		0.00 %
MPA1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	127.56	21.34 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	89.69	22.04 %
Home-The	13.57	47.99 %
Total	103.26	23.73 %

Branch *	MTD Sales L	Brand Share %
TPR2	3.81	18.99 %
KMD1	1.77	16.22 %
TPR3	1.57	13.71 %
MPM1	1.23	7.63 %
CBE5	1.12	14.90 %
AVI1	1.05	9.33 %
TPR1	0.88	6.13 %
SUL1	0.82	5.84 %
GDR1	0.77	9.57 %
GBM1	0.73	6.05 %
CBE6	0.60	3.53 %
KGM1	0.51	11.36 %
TPR4	0.46	9.09 %
CNR1	0.46	6.71 %
PDM1	0.42	6.77 %
SYM2	0.35	3.67 %
UMP1	0.34	6.34 %
PPI1	0.12	1.39 %
DPM2	0.12	1.03 %
SNR1	0.11	0.77 %
CBE1	0.11	0.95 %
CBE3		0.00 %
WZSD		0.00 %
Total	103.26	23.73 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	90.88	17.24 %
Home-The	11.91	52.46 %
Total	102.78	18.70 %

Branch *	MTD Sales L	Brand Share %
KUM1	5.73	16.50 %
TVR2	4.60	17.68 %
MDI1	3.63	18.08 %
JKM1	2.87	18.06 %
PDK1	2.27	17.49 %
TRY3	1.78	10.10 %
TVR1	1.39	12.62 %
AYR1	1.31	12.43 %
KRN1	0.73	10.81 %
TTP1	0.72	6.05 %
MSI1	0.57	7.05 %
PBR1	0.49	5.67 %
ORU1	0.49	6.15 %
TRY2	0.45	6.98 %
MVM1	0.37	1.10 %
KIK1	0.28	2.49 %
NCK1	0.20	3.26 %
NMM1	0.11	1.13 %
APM1		0.00 %
NGT1		0.00 %
TZSD		0.00 %
Total	102.78	18.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	87.64	22.50 %
Home-The	10.11	49.18 %
Total	97.75	23.84 %

Branch *	MTD Sales L	Brand Share %
CH12	7.06	18.16 %
CH34	4.37	18.75 %
CH24	3.35	19.69 %
CH06	0.83	7.38 %
CH43	0.80	5.51 %
UKI1	0.36	8.17 %
GPD1	0.32	6.57 %
CH23	0.24	3.40 %
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	97.75	23.84 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	72.13	14.67 %
Home-The	14.71	47.81 %
Total	86.84	16.62 %

Branch *	MTD Sales L	Brand Share %
HSR2	6.99	19.04 %
OML1	2.05	12.68 %
MTR1	1.91	14.18 %
EPI1	1.89	9.63 %
VPD1	1.12	7.58 %
CMI1	1.03	10.81 %
NKL2	0.99	4.09 %
SGI1	0.92	5.63 %
PDR1	0.88	9.48 %
KMM1	0.69	7.29 %
PLC1	0.68	7.13 %
TRM1	0.67	5.51 %
DPR2	0.66	12.39 %
TCG1	0.51	5.56 %
SLM2	0.50	2.63 %
VKL1	0.25	4.22 %
RSP1	0.23	1.54 %
KVP1	0.23	2.40 %
BMD1	0.12	1.36 %
HRR1	0.12	2.08 %
ATU1		0.00 %
EDP1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	86.84	16.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	74.06	24.88 %
Home-The	12.20	57.94 %
Total	86.26	27.07 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.45	17.28 %
KLM1	0.99	7.21 %
TVM1	0.81	14.14 %
TRK1	0.71	4.61 %
MKM1	0.69	13.27 %
ULP1	0.56	4.14 %
VCM1	0.19	4.45 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
Total	86.26	27.07 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	58.75	12.58 %
Home-The	8.41	32.84 %
Total	67.16	13.64 %

Branch *	MTD Sales L	Brand Share %
CH05	4.67	15.20 %
CH22	2.46	17.55 %
CH38	2.10	18.26 %
CH16	1.85	5.48 %
CH28	1.34	4.81 %
GUD2	1.05	7.70 %
SKL1	0.94	7.25 %
CH42	0.83	4.06 %
CH11	0.77	4.97 %
CH39	0.60	9.23 %
MRM1	0.45	2.71 %
AVD1	0.42	1.26 %
CGL1	0.41	3.60 %
TKM1	0.34	3.71 %
CH35	0.11	0.97 %
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	67.16	13.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.30	8.20 %
Home-The	7.39	35.93 %
Total	27.69	10.33 %

Branch *	MTD Sales L	Brand Share %
TRT1	2.10	10.28 %
ABR1	1.84	19.43 %
KPM2	1.72	14.44 %
VEL2	1.19	8.58 %
SBR1	1.18	6.52 %
VSI1	1.06	6.93 %
ARC2	0.81	10.41 %
AKM1	0.65	2.69 %
CGM1	0.34	6.06 %
SLG1	0.20	2.11 %
VEL1	0.20	1.57 %
WJP1	0.19	1.80 %
PTU1	0.19	10.24 %
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	27.69	10.33 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Home-The	0.94	53.75 %
LED TV	0.58	2.26 %
Total	1.52	5.54 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.96	5.69 %
KLR1	0.37	9.59 %
PAS1	0.18	3.01 %
TVSD		0.00 %
Total	1.52	5.54 %