

MTD Sales
337.06 L

Brand Share %
13.68 %

Information:

MTD : 01-11-2025 To 15-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.68 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	283.16	12.21 %
Home-The	53.90	37.37 %
Total	337.06	13.68 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	53.93	17.18 %
SOUTH-01	52.99	15.10 %
CHENNAI-02	49.93	16.29 %
CHENNAI-01	38.03	11.75 %
TRICHY-01	34.90	11.34 %
WEST-02	32.52	13.64 %
SOUTH ARCOT	30.64	14.57 %
WEST-01	29.68	14.97 %
NORTH ARCOT	11.90	6.21 %
KL-SOUTH	2.55	11.51 %
Total	337.06	13.68 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	45.53	15.47 %
Home-The	8.40	42.78 %
Total	53.93	17.18 %

Branch *	MTD Sales L	Brand Share %
MDU3	1.14	8.59 %
CBM1	0.97	10.29 %
ATG1	0.82	8.77 %
PNV2	0.77	4.53 %
DGL2	0.69	13.28 %
MLR1	0.50	10.03 %
ADP1	0.49	11.28 %
PNI1	0.48	8.11 %
CMR1	0.31	9.06 %
TPT1	0.23	3.00 %
KKD3	0.23	1.65 %
PVI1	0.23	3.03 %
KYK1	0.16	3.35 %
TDI1	0.14	3.63 %
BTU1		0.00 %
DKI1		0.00 %
MDU5		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	-3.29 %
Total	53.93	17.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	42.62	12.93 %
Home-The	10.37	48.68 %
Total	52.99	15.10 %

Branch *	MTD Sales L	Brand Share %
VLY1	0.81	8.46 %
UDN1	0.59	12.89 %
MAR1	0.59	6.64 %
TYI1	0.54	9.81 %
RND1	0.39	2.87 %
SDI1	0.36	3.86 %
PKD1	0.34	2.98 %
KYR1	0.32	10.24 %
KSM1	0.29	13.04 %
ARM1	0.21	4.29 %
VKM1	0.14	2.68 %
ERL2	0.08	1.45 %
SGT1	0.08	3.29 %
MMT1		0.00 %
S2SD		0.00 %
STU2		0.00 %
TCN1		0.00 %
TKY1		0.00 %
APK1	-0.18	-4.40 %
PDI1	-0.22	-14.31 %
Total	52.99	15.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	44.62	15.37 %
Home-The	5.32	32.85 %
Total	49.93	16.29 %

Branch *	MTD Sales L	Brand Share %
CH15	2.58	12.67 %
CH21	1.97	13.14 %
CH12	1.95	9.99 %
CH34	1.05	7.48 %
CH17	0.36	2.47 %
CH43	0.14	1.16 %
CH23	0.01	0.25 %
CH06		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	49.93	16.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	34.12	11.13 %
Home-The	3.91	22.83 %
Total	38.03	11.75 %

Branch *	MTD Sales L	Brand Share %
CH05	2.25	12.01 %
CH08	2.00	9.50 %
CH14	1.75	8.71 %
MRM1	1.59	11.46 %
CH22	0.94	11.55 %
CH42	0.88	5.94 %
CH11	0.84	7.70 %
CH45	0.50	3.74 %
AVD1	0.48	4.42 %
CH37	0.47	6.01 %
KNR1	0.31	5.56 %
CH35	0.21	2.58 %
GUD1	0.08	0.55 %
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 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
WCHN	-0.60	8.49 %
Total	38.03	11.75 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	29.57	10.10 %
Home-The	5.33	35.42 %
Total	34.90	11.34 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.46	12.70 %
KUM1	2.21	10.77 %
TNJ2	1.16	6.41 %
TYR1	0.72	10.68 %
PDK1	0.68	12.04 %
AYR1	0.62	7.41 %
MVM1	0.42	1.95 %
PBR1	0.31	7.81 %
NCK1	0.30	8.10 %
ORU1	0.15	4.07 %
KIK1	0.15	2.79 %
TRY3	0.15	1.75 %
NMM1	0.14	1.63 %
NGT1	0.08	0.62 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	34.90	11.34 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	26.55	11.88 %
Home-The	5.97	39.67 %
Total	32.52	13.64 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.24	9.36 %
SLM2	0.85	8.65 %
MTR1	0.52	9.03 %
KVP1	0.36	8.34 %
DPR2	0.36	7.85 %
TCG1	0.35	9.96 %
NKL2	0.34	3.37 %
VPD1	0.34	4.64 %
PLC1	0.29	5.31 %
SGI1	0.25	6.02 %
APN1	0.21	3.63 %
VKL1	0.12	4.64 %
ATU1	0.08	1.56 %
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	32.52	13.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.19	12.73 %
Home-The	5.45	43.89 %
Total	30.64	14.57 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.30	9.45 %
KLM1	0.56	4.90 %
STP1	0.35	7.27 %
PRT1	0.29	3.93 %
VPM1	0.21	5.96 %
TDM1	0.21	3.69 %
MKM1	0.14	3.71 %
NVL2	0.09	0.86 %
KML1		0.00 %
TRK1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-16.43 %
Total	30.64	14.57 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	25.44	13.65 %
Home-The	4.23	35.60 %
Total	29.68	14.97 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.64	9.24 %
GBM1	0.51	6.93 %
DPM2	0.51	6.90 %
SUL1	0.49	5.80 %
TPR2	0.32	3.44 %
TPR3	0.32	8.61 %
UMP1	0.30	6.63 %
CBE5	0.20	5.52 %
CBE6	0.15	2.28 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		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	29.68	14.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.55	4.25 %
Home-The	4.34	30.79 %
Total	11.90	6.21 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.82	6.59 %
KPM2	0.79	2.97 %
AKM1	0.70	4.89 %
KPM1	0.59	11.74 %
ARC2	0.38	7.24 %
TRT1	0.34	5.04 %
CYR1	0.33	5.66 %
PLR1	0.21	5.18 %
SBR1	0.21	1.66 %
ABR1	0.15	1.55 %
GDM1	0.14	2.04 %
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	11.90	6.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.97	9.53 %
Home-The	0.58	39.12 %
Total	2.55	11.51 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.61	11.23 %
KLR1		0.00 %
Total	2.55	11.51 %