

MTD Sales
574.53 L

Brand Share %
17.71 %

Information:

MTD : 01-08-2025 To 16-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.71 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	481.70	15.73 %
Home-The	92.82	50.89 %
Total	574.53	17.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	115.22	22.55 %
CHENNAI-02	84.73	24.05 %
SOUTH-03	72.15	19.11 %
SOUTH ARCOT	61.22	22.05 %
TRICHY-01	60.99	13.88 %
WEST-02	56.33	16.37 %
CHENNAI-01	55.55	14.37 %
WEST-01	51.04	16.86 %
NORTH ARCOT	16.12	6.98 %
KL-SOUTH	1.16	5.19 %
Total	574.53	17.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	93.68	19.60 %
Home-The	21.54	65.39 %
Total	115.22	22.55 %

Branch *	MTD Sales L	Brand Share %
MAR1	3.49	17.30 %
ERL2	2.13	14.70 %
RND1	1.50	10.58 %
TCN1	1.40	10.84 %
APK1	1.38	11.85 %
SNL1	1.24	13.88 %
VNR1	1.14	16.45 %
STU2	0.87	11.74 %
PKD1	0.76	5.07 %
SGT1	0.69	14.50 %
PDI1	0.49	7.92 %
ASM1	0.47	3.84 %
UDN1	0.47	10.40 %
TYI1	0.35	5.03 %
KYR1	0.28	4.68 %
TKY1	0.21	3.16 %
VLY1	0.13	1.07 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
SDI1	-0.16	-1.81 %
MMT1	-0.16	-3.28 %
Total	115.22	22.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	76.98	23.00 %
Home-The	7.75	44.03 %
Total	84.73	24.05 %

Branch *	MTD Sales L	Brand Share %
CH18	2.68	17.07 %
CH44	2.08	14.32 %
CH43	0.84	8.11 %
CH23	0.75	11.85 %
CH34	0.57	4.34 %
CH33	0.49	4.87 %
PON1	0.34	3.56 %
CH17	0.20	2.41 %
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	84.73	24.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	60.10	16.92 %
Home-The	12.05	54.00 %
Total	72.15	19.11 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.14	11.81 %
KKD2	2.10	17.23 %
TPT1	1.53	14.67 %
MPA1	1.49	17.33 %
MLR1	1.15	10.61 %
CBM1	0.93	7.04 %
BTU1	0.89	13.85 %
PVI1	0.85	8.21 %
MDU4	0.83	11.63 %
CMR1	0.70	11.69 %
DKI1	0.68	4.65 %
ADP1	0.66	8.86 %
KPT1	0.61	14.26 %
PNI1	0.58	8.27 %
USL1	0.54	3.92 %
KRR1	0.45	8.41 %
SGP1	0.23	6.76 %
ODM1	0.14	4.02 %
MDU5	0.13	3.71 %
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	72.15	19.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	51.20	19.60 %
Home-The	10.03	60.99 %
Total	61.22	22.05 %

Branch *	MTD Sales L	Brand Share %
NVL2	1.69	16.59 %
KLM1	1.20	8.49 %
TRK1	1.08	4.27 %
ULP1	0.51	3.62 %
VPM1	0.39	11.19 %
VCM1	0.38	3.65 %
STP1	0.34	6.61 %
MKM1	0.33	4.84 %
KML1	0.33	4.30 %
PRT1		0.00 %
TDM1		0.00 %
Total	61.22	22.05 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	51.49	12.23 %
Home-The	9.49	52.40 %
Total	60.99	13.88 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.16	16.22 %
KUM1	3.94	12.41 %
TVR2	3.75	13.72 %
PBR2	2.63	11.94 %
JKM1	2.49	17.00 %
MVM1	1.98	5.51 %
PTK1	1.67	8.55 %
TNJ2	1.26	5.51 %
AYR1	0.79	7.86 %
TRY2	0.58	11.43 %
KRN1	0.57	8.36 %
KIK1	0.45	2.76 %
ORU1	0.34	3.51 %
TTP1	0.19	1.43 %
NGT1	0.08	0.72 %
APM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	60.99	13.88 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	47.61	14.57 %
Home-The	8.72	50.18 %
Total	56.33	16.37 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.05	13.71 %
SLM2	1.48	10.15 %
MTR1	1.13	13.19 %
NKL2	1.12	6.89 %
VPD1	1.06	8.27 %
EPI1	1.00	10.00 %
TRM1	0.74	6.13 %
KMM1	0.63	11.78 %
TCG1	0.46	8.86 %
PMP1	0.25	7.45 %
SGI1	0.24	4.31 %
EDP1	0.23	3.56 %
DPR2	0.20	2.78 %
BMD1	0.20	2.83 %
HRR1	0.13	2.34 %
CMI1	0.13	2.68 %
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	56.33	16.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	46.94	12.90 %
Home-The	8.61	37.58 %
Total	55.55	14.37 %

Branch *	MTD Sales L	Brand Share %
CH05	3.18	16.27 %
GUD1	2.23	12.88 %
CH16	2.00	7.32 %
CH22	1.91	16.82 %
CGL1	1.13	14.19 %
CH35	1.04	13.33 %
CH08	0.77	4.84 %
AVD1	0.72	6.18 %
CH39	0.62	8.00 %
GUD2	0.60	5.40 %
MRM1	0.58	3.60 %
CH28	0.23	1.07 %
CZWH	0.22	4.12 %
CH45	0.20	1.37 %
CH38	0.13	1.62 %
TKM1	0.13	1.73 %
CH37	0.12	2.58 %
CH42	0.08	0.51 %
CH11		0.00 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	55.55	14.37 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	42.26	14.83 %
Home-The	8.78	49.74 %
Total	51.04	16.86 %

Branch *	MTD Sales L	Brand Share %
CBE6	1.42	9.12 %
TPR2	1.18	7.16 %
TPR3	1.08	17.01 %
CBE1	0.86	6.59 %
GBM1	0.81	9.97 %
DPM2	0.68	6.54 %
SNR1	0.56	7.88 %
ANR1	0.54	14.87 %
MPM1	0.52	5.85 %
CNR1	0.52	9.95 %
CBE3	0.37	8.42 %
TPR1	0.21	1.50 %
KGI1	0.13	2.32 %
SUL1	0.13	1.95 %
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 %
Total	51.04	16.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.39	4.82 %
Home-The	5.73	36.61 %
Total	16.12	6.98 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.30	15.14 %
TRR1	2.47	13.94 %
AKM1	1.58	10.61 %
TRL1	1.31	8.44 %
WJD1	1.02	14.60 %
VEL1	0.98	9.14 %
WJP1	0.62	7.34 %
VSI1	0.50	3.27 %
ABR1	0.47	4.19 %
BGR1	0.45	10.39 %
SLG1	0.40	6.63 %
TRT1	0.38	5.03 %
GDM1	0.26	3.84 %
PLR1	0.19	4.02 %
SBR1	0.13	1.46 %
CGM1	0.13	1.51 %
VNB1	0.12	1.72 %
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	16.12	6.98 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.04	4.96 %
Home-The	0.12	8.52 %
Total	1.16	5.19 %

Branch *	MTD Sales L	Brand Share %
TVP1		0.00 %
Total	1.16	5.19 %