

MTD Sales
260.67 L

Brand Share %
15.13 %

Information:

MTD : 01-09-2025 To 16-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.13 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	209.48	13.00 %
Home-The	51.19	45.81 %
Total	260.67	15.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	45.48	21.19 %
CHENNAI-01	38.54	17.40 %
CHENNAI-02	33.09	17.28 %
SOUTH-01	32.21	12.28 %
WEST-01	28.65	18.31 %
TRICHY-01	27.56	13.66 %
WEST-02	21.93	12.66 %
SOUTH ARCOT	20.39	15.86 %
NORTH ARCOT	8.37	7.22 %
KL-SOUTH	4.45	7.85 %
Total	260.67	15.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	38.05	18.79 %
Home-The	7.43	61.13 %
Total	45.48	21.19 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	5.60 %
TPT1	0.49	6.80 %
NKI1	0.49	13.33 %
MDU4	0.46	12.60 %
MPA1	0.31	6.52 %
MNM1	0.22	10.17 %
CMR1	0.16	8.95 %
DGL2	0.14	4.96 %
KPT1	0.14	3.98 %
ADP1	0.14	2.84 %
CBM1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
MLR1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
Total	45.48	21.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	32.78	15.81 %
Home-The	5.76	40.86 %
Total	38.54	17.40 %

Branch *	MTD Sales L	Brand Share %
CH05	1.76	14.94 %
CH16	1.17	5.40 %
GUD1	1.05	12.39 %
CH07	0.94	13.44 %
CH42	0.70	12.97 %
CH28	0.49	4.61 %
CH35	0.49	9.07 %
CH45	0.29	3.34 %
SKL1	0.23	4.37 %
CH39	0.23	4.38 %
WHC3	0.05	3.03 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	38.54	17.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	29.53	16.12 %
Home-The	3.56	42.86 %
Total	33.09	17.28 %

Branch *	MTD Sales L	Brand Share %
CH24	1.47	13.46 %
CH09	0.83	10.48 %
CH43	0.36	5.60 %
UKI1	0.34	8.32 %
GPD1	0.21	4.02 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
PON1		0.00 %
CH34	-0.41	-5.82 %
Total	33.09	17.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	19.06	7.97 %
Home-The	13.16	56.70 %
Total	32.21	12.28 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.89	8.44 %
TUT2	1.14	13.18 %
SDI1	1.02	10.51 %
TVL1	0.93	9.37 %
MAR1	0.83	6.16 %
VNR1	0.69	14.13 %
TKS2	0.63	7.63 %
STU2	0.52	9.31 %
MMT1	0.34	5.45 %
ERL2	0.31	3.71 %
VKM1	0.31	8.30 %
TKY1	0.29	4.50 %
TYI1	0.29	5.39 %
KGL1	0.22	6.34 %
TVL2	0.15	3.91 %
APK1	0.14	2.54 %
VLY1	0.10	1.44 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
KVT1		0.00 %
KYR1		0.00 %
PKD1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
UDN1		0.00 %
Total	32.21	12.28 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	22.96	15.94 %
Home-The	5.69	45.47 %
Total	28.65	18.31 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.56	12.70 %
CBE5	0.49	12.81 %
DPM2	0.34	7.96 %
PDM1	0.33	10.24 %
ANR1	0.30	13.79 %
SYM2	0.23	7.32 %
PPI1	0.23	7.55 %
CBE3	0.15	3.85 %
TPR4	0.09	4.31 %
CBE1		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	28.65	18.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	23.39	12.17 %
Home-The	4.17	43.45 %
Total	27.56	13.66 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.83	13.94 %
KUM1	1.37	10.90 %
TNJ2	0.90	7.91 %
MVM1	0.84	8.28 %
AYR1	0.57	13.11 %
MSI1	0.45	9.28 %
NGT1	0.37	4.62 %
KRN1	0.22	7.56 %
TVR2	0.08	1.35 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	27.56	13.66 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	15.97	10.01 %
Home-The	5.96	43.59 %
Total	21.93	12.66 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.79	10.02 %
OML1	0.55	10.89 %
SGI1	0.50	7.05 %
NKL2	0.22	3.45 %
VKL1	0.22	7.37 %
VPD1	0.22	2.94 %
MTR1	0.21	4.80 %
PLC1	0.16	5.58 %
KMM1	0.15	6.92 %
RSP1	0.15	3.13 %
TRM1	0.15	1.86 %
TCG1	0.14	3.55 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	21.93	12.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.19	14.15 %
Home-The	3.20	45.14 %
Total	20.39	15.86 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.41	10.80 %
ULP1	0.47	5.51 %
CDM1	0.34	4.38 %
NVL2	0.30	5.91 %
VCM1	0.22	6.92 %
VPM1	0.21	7.39 %
STP1	0.14	3.66 %
TRK1	0.14	1.38 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	20.39	15.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.30	5.90 %
Home-The	2.07	22.78 %
Total	8.37	7.22 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.68	11.60 %
VEL2	0.58	6.46 %
VSI1	0.55	12.39 %
VEL1	0.34	9.42 %
AKM1	0.30	5.21 %
CGM1	0.21	7.81 %
ARC2	0.14	2.32 %
GDM1	0.14	2.81 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	8.37	7.22 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.25	7.77 %
Home-The	0.20	9.99 %
Total	4.45	7.85 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.22	14.02 %
PAS1	0.23	1.29 %
KLR1		0.00 %
Total	4.45	7.85 %