

MTD Sales
398.15 L

Brand Share %
15.88 %

Information:

MTD : 01-09-2026 To 16-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.88 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	319.83	13.68 %
Home-The	78.32	46.28 %
Total	398.15	15.88 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	96.15	22.53 %
SOUTH-03	57.37	18.97 %
CHENNAI-02	53.62	16.26 %
TRICHY-01	48.19	14.28 %
CHENNAI-01	37.27	11.93 %
WEST-01	35.20	24.95 %
SOUTH ARCOT	26.17	14.01 %
WEST-02	23.84	13.64 %
NORTH ARCOT	13.83	7.13 %
WEST-03	6.51	6.36 %
Total	398.15	15.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	77.95	19.77 %
Home-The	18.20	56.08 %
Total	96.15	22.53 %

Branch *	MTD Sales L	Brand Share %
MAR1	1.80	8.89 %
RND1	1.00	10.89 %
SNL1	0.79	9.17 %
VLY1	0.74	7.11 %
TCN1	0.65	8.49 %
SDI1	0.62	4.73 %
TYI1	0.52	8.67 %
ERL2	0.50	9.21 %
SKD1	0.37	4.45 %
COL1	0.31	9.78 %
PDI1	0.28	5.79 %
STU2	0.27	12.53 %
UDN1	0.27	4.85 %
KGL1	0.25	5.07 %
TKY1	0.15	3.26 %
ASM1	0.15	2.62 %
PKD1	0.14	1.63 %
KYR1	0.13	4.20 %
VKM1	0.11	1.96 %
ARM1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	96.15	22.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	47.74	16.97 %
Home-The	9.63	45.59 %
Total	57.37	18.97 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	11.62 %
KRR1	1.13	15.26 %
MDU7	0.66	8.85 %
TDI1	0.54	7.59 %
NTM1	0.52	8.06 %
MNM1	0.52	14.12 %
CMR1	0.43	9.31 %
PNV2	0.40	9.73 %
DKI1	0.26	7.08 %
KPT1	0.21	6.81 %
ADP1	0.21	3.56 %
MDU3	0.20	2.56 %
NKI1	0.19	2.78 %
MDU5	0.15	2.87 %
KKD3	0.14	1.76 %
PKM1	0.14	4.02 %
SGP1	0.14	3.60 %
ODM1	0.13	10.13 %
CBM1	0.08	1.06 %
ATG1		0.00 %
BTU1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	57.37	18.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	44.43	14.36 %
Home-The	9.20	45.37 %
Total	53.62	16.26 %

Branch *	MTD Sales L	Brand Share %
CH17	1.90	14.24 %
CH51	1.78	9.87 %
CH03	1.73	5.42 %
CH18	1.53	12.99 %
CH34	0.99	7.06 %
CH44	0.94	8.13 %
CH06	0.82	7.93 %
CH36	0.52	11.61 %
CH31	0.38	11.17 %
CH37	0.38	7.63 %
UKI1	0.26	4.66 %
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 %
WCHN	-0.50	12.83 %
Total	53.62	16.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	40.16	12.60 %
Home-The	8.03	43.12 %
Total	48.19	14.28 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.62	14.28 %
MVM1	1.85	8.27 %
TTP1	0.94	9.38 %
JKM1	0.70	8.46 %
KUM2	0.69	6.92 %
KRN1	0.52	7.67 %
PDK1	0.39	8.80 %
KIK1	0.16	1.16 %
NCK1	0.14	3.81 %
TRY3	0.13	1.60 %
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	48.19	14.28 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.09	10.43 %
Home-The	6.18	42.38 %
Total	37.27	11.93 %

Branch *	MTD Sales L	Brand Share %
CH16	2.56	9.98 %
CH19	2.13	14.86 %
CH28	1.20	6.50 %
CH22	1.16	11.54 %
CH45	0.99	5.75 %
GUD2	0.91	14.39 %
GUD1	0.81	6.42 %
CH38	0.68	15.32 %
CH26	0.52	15.01 %
CH47	0.47	2.89 %
AVD1	0.43	3.31 %
TKM1	0.22	4.03 %
SKL1	0.15	1.84 %
CH25	0.13	1.08 %
CH08	0.11	1.12 %
CH49	0.06	0.36 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	37.27	11.93 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	25.67	20.10 %
Home-The	9.53	71.34 %
Total	35.20	24.95 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.04	10.98 %
SNR1	0.63	8.19 %
CBE5	0.42	12.76 %
MPM1	0.42	7.28 %
KGI1	0.23	8.23 %
UMP1	0.15	2.33 %
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	35.20	24.95 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.33	12.21 %
Home-The	4.84	39.88 %
Total	26.17	14.01 %

Branch *	MTD Sales L	Brand Share %
POY2	1.80	13.19 %
KLM1	1.19	9.95 %
TRK1	0.84	6.02 %
NVL2	0.70	10.86 %
PRT1	0.66	8.28 %
TDM1	0.63	10.66 %
TVM1	0.52	6.09 %
KML1	0.42	5.68 %
ULP1	0.13	1.93 %
MKM1		0.00 %
STP1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	26.17	14.01 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	17.73	11.00 %
Home-The	6.11	44.84 %
Total	23.84	13.64 %

Branch *	MTD Sales L	Brand Share %
KVP1	0.63	15.29 %
SGI1	0.38	9.64 %
PNG1	0.36	5.28 %
APN1	0.34	6.92 %
SLM2	0.25	4.79 %
DPR2	0.22	7.19 %
VPD1	0.21	3.23 %
MTR1	0.13	2.78 %
OML1	0.13	1.83 %
EDP1	0.08	2.20 %
TRM1	0.04	0.43 %
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	23.84	13.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.50	5.83 %
Home-The	3.34	23.95 %
Total	13.83	7.13 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.65	13.78 %
GDM1	0.90	12.56 %
KPM1	0.53	9.22 %
PLR1	0.40	6.41 %
VEL1	0.40	6.79 %
VEL2	0.27	2.80 %
AKM1	0.20	2.38 %
ANI1	0.20	3.26 %
VEL3	0.14	1.42 %
WJD1	0.14	2.51 %
VNB1	0.12	1.84 %
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	-2.00 %
Total	13.83	7.13 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	3.27	35.78 %
LED TV	3.24	3.47 %
Total	6.51	6.36 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.39	13.37 %
ERD1	0.69	7.43 %
RSP1	0.57	6.91 %
AVI1	0.54	7.55 %
KGM1	0.41	8.45 %
TPR2	0.40	4.81 %
NKL2	0.21	3.01 %
GBM1	0.21	5.24 %
SGG1	0.15	5.74 %
TPR3	0.14	5.91 %
PDR1	0.13	3.09 %
TPR1	0.08	1.25 %
CMI1		0.00 %
KMM1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	6.51	6.36 %