

MTD Sales
359.60 L

Brand Share %
13.40 %

Information:

MTD : 01-11-2025 To 16-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.40 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	299.71	11.87 %
Home-The	59.89	37.56 %
Total	359.60	13.40 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	56.20	16.27 %
SOUTH-03	56.14	16.63 %
SOUTH-01	55.47	14.87 %
CHENNAI-01	39.79	11.24 %
TRICHY-01	37.77	11.37 %
SOUTH ARCOT	34.01	14.76 %
WEST-02	33.16	12.88 %
WEST-01	31.40	14.19 %
NORTH ARCOT	13.11	6.28 %
KL-SOUTH	2.55	10.94 %
Total	359.60	13.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	50.05	15.30 %
Home-The	6.15	33.65 %
Total	56.20	16.27 %

Branch *	MTD Sales L	Brand Share %
CH34	1.05	6.86 %
CH17	0.36	2.23 %
CH06	0.15	1.77 %
CH43	0.14	0.88 %
CH23	0.01	0.24 %
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	56.20	16.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	46.66	14.79 %
Home-The	9.49	43.09 %
Total	56.14	16.63 %

Branch *	MTD Sales L	Brand Share %
MDU3	1.14	8.06 %
CBM1	0.97	9.45 %
ATG1	0.82	8.58 %
PNV2	0.77	4.50 %
PNI1	0.69	10.34 %
MLR1	0.50	8.85 %
KPT1	0.49	10.93 %
ADP1	0.49	11.28 %
CMR1	0.31	8.39 %
TPT1	0.23	2.95 %
KKD3	0.23	1.53 %
PVI1	0.23	2.56 %
KYK1	0.16	3.04 %
TDI1	0.14	3.23 %
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	-3.19 %
Total	56.14	16.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	44.21	12.65 %
Home-The	11.26	48.31 %
Total	55.47	14.87 %

Branch *	MTD Sales L	Brand Share %
VNR2	2.10	13.34 %
VLY1	0.81	8.22 %
UDN1	0.59	11.30 %
MAR1	0.59	6.48 %
TYI1	0.54	9.81 %
MMT1	0.51	7.55 %
RND1	0.39	2.79 %
SDI1	0.36	3.56 %
PKD1	0.34	2.89 %
KYR1	0.32	9.66 %
KSM1	0.29	13.04 %
ARM1	0.21	3.54 %
STU2	0.14	1.50 %
VKM1	0.14	2.56 %
ERL2	0.08	1.30 %
SGT1	0.08	3.13 %
S2SD		0.00 %
TCN1		0.00 %
TKY1		0.00 %
APK1	-0.18	-3.76 %
PDI1	-0.22	-8.69 %
Total	55.47	14.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	35.50	10.60 %
Home-The	4.28	22.61 %
Total	39.79	11.24 %

Branch *	MTD Sales L	Brand Share %
CH05	2.25	10.19 %
CH08	2.00	8.40 %
CH14	1.75	8.67 %
MRM1	1.59	11.08 %
CH42	1.02	6.22 %
CH22	0.94	10.20 %
CH11	0.84	7.07 %
CH45	0.50	3.31 %
AVD1	0.48	3.91 %
CH37	0.47	5.90 %
KNR1	0.31	5.56 %
CH35	0.21	2.35 %
TKM1	0.15	3.65 %
MC09	0.15	11.75 %
GUD1	0.08	0.53 %
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 %
WHC3		0.00 %
WCHN	-0.60	8.01 %
Total	39.79	11.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	31.83	10.07 %
Home-The	5.94	36.41 %
Total	37.77	11.37 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.46	12.35 %
KUM1	2.21	9.86 %
TNJ2	1.16	6.14 %
AYR1	0.94	10.39 %
TYR1	0.72	10.35 %
PDK1	0.68	10.78 %
NCK1	0.52	12.54 %
MVM1	0.42	1.85 %
PBR1	0.31	7.13 %
ORU1	0.15	3.49 %
KIK1	0.15	2.42 %
TRY3	0.15	1.75 %
NMM1	0.14	1.44 %
NGT1	0.08	0.58 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	37.77	11.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.96	12.92 %
Home-The	6.05	42.97 %
Total	34.01	14.76 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.60	10.71 %
KLM1	0.56	4.35 %
TRK1	0.55	4.02 %
STP1	0.35	6.84 %
PRT1	0.29	3.88 %
NVL2	0.24	2.06 %
VPM1	0.21	5.24 %
TDM1	0.21	3.30 %
MKM1	0.14	3.52 %
KML1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-13.23 %
Total	34.01	14.76 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	26.88	11.14 %
Home-The	6.28	38.81 %
Total	33.16	12.88 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.48	12.53 %
ERD1	1.32	8.90 %
SLM2	0.93	9.13 %
MTR1	0.52	7.71 %
KVP1	0.36	7.98 %
DPR2	0.36	7.68 %
TCG1	0.35	7.90 %
NKL2	0.34	2.91 %
VPD1	0.34	4.21 %
PLC1	0.29	5.11 %
SGI1	0.25	5.15 %
APN1	0.21	3.70 %
VKL1	0.12	4.64 %
ATU1	0.08	1.47 %
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	33.16	12.88 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	26.79	12.86 %
Home-The	4.61	35.57 %
Total	31.40	14.19 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.70	5.93 %
CBE1	0.64	9.24 %
GBM1	0.51	6.55 %
DPM2	0.51	6.60 %
SUL1	0.49	5.18 %
UMP1	0.38	8.00 %
TPR3	0.32	8.14 %
CBE5	0.20	4.33 %
CBE6	0.15	1.95 %
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	31.40	14.19 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.85	4.07 %
Home-The	5.26	32.99 %
Total	13.11	6.28 %

Branch *	MTD Sales L	Brand Share %
VSI1	1.09	7.38 %
KPM1	0.80	12.55 %
KPM2	0.79	2.83 %
AKM1	0.70	4.42 %
ARC2	0.38	7.08 %
TRT1	0.34	4.50 %
CYR1	0.33	5.48 %
PLR1	0.21	5.05 %
SBR1	0.21	1.63 %
ABR1	0.15	1.48 %
GDM1	0.14	1.93 %
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	13.11	6.28 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.97	9.02 %
Home-The	0.58	39.12 %
Total	2.55	10.94 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.61	10.46 %
KLR1		0.00 %
Total	2.55	10.94 %