

MTD Sales
502.62 L

Brand Share %
19.19 %

Information:

MTD : 01-03-2026 To 17-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.19 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	421.72	17.09 %
Home-The	80.90	53.45 %
Total	502.62	19.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	108.67	22.33 %
TRICHY-01	78.67	20.81 %
CHENNAI-02	73.94	25.00 %
SOUTH-03	65.64	19.76 %
WEST-02	41.86	16.92 %
WEST-01	39.30	20.13 %
CHENNAI-01	36.77	11.33 %
SOUTH ARCOT	35.39	20.13 %
NORTH ARCOT	22.37	12.23 %
Total	502.62	19.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	84.69	18.78 %
Home-The	23.98	67.13 %
Total	108.67	22.33 %

Branch *	MTD Sales L	Brand Share %
PKD1	1.65	16.50 %
VLY1	1.61	15.05 %
MAR1	1.32	11.52 %
UDN1	1.21	17.39 %
ERL2	1.17	9.99 %
APK2	1.10	13.69 %
KYR1	0.83	16.05 %
SKD1	0.67	9.05 %
STU2	0.64	14.45 %
PDI1	0.61	11.33 %
TYI1	0.57	13.51 %
ARM1	0.50	9.27 %
KSM1	0.44	13.90 %
APK1	0.34	4.72 %
SNL1	0.33	5.37 %
ASM1	0.24	4.62 %
KGL1	0.22	7.93 %
VKM1	0.13	2.40 %
VNR1	0.12	2.16 %
COL1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	108.67	22.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	67.30	18.76 %
Home-The	11.37	59.08 %
Total	78.67	20.81 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.16	15.67 %
TNJ1	3.69	16.08 %
MVM1	1.61	7.10 %
JKM1	1.33	10.12 %
NGT1	0.65	4.00 %
PBR1	0.64	10.97 %
NCK1	0.62	13.18 %
PDK1	0.57	9.25 %
TRY3	0.52	5.65 %
TVR1	0.51	6.21 %
ORU1	0.50	9.81 %
TTP1	0.45	5.65 %
MSI1	0.25	4.01 %
KIK1	0.20	2.17 %
AYR1	0.09	1.50 %
APM1		0.00 %
KRN1		0.00 %
TZSD		0.00 %
Total	78.67	20.81 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	67.45	24.03 %
Home-The	6.49	43.06 %
Total	73.94	25.00 %

Branch *	MTD Sales L	Brand Share %
CH06	1.44	14.07 %
CH17	0.95	7.18 %
CH33	0.53	7.51 %
CH51	0.42	2.34 %
CH43	0.36	5.05 %
CH34	0.32	3.05 %
CH31	0.26	4.34 %
GPD1	0.20	3.89 %
CH24	0.10	1.07 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	73.94	25.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	54.13	17.39 %
Home-The	11.52	54.56 %
Total	65.64	19.76 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.41	18.16 %
KKD3	1.77	13.61 %
CBM1	1.61	12.69 %
NKI1	0.95	12.73 %
MDU4	0.80	10.99 %
BTU1	0.74	15.34 %
KPT1	0.54	10.61 %
DKI1	0.47	6.40 %
DGL2	0.43	10.54 %
CMR1	0.37	8.74 %
TPT1	0.34	6.44 %
MDU3	0.32	4.37 %
ADP1	0.31	5.76 %
MDU5	0.26	5.14 %
TEN2	0.25	3.33 %
USL1	0.14	2.22 %
ATG1	0.14	1.27 %
SGP1	0.12	2.15 %
PNV2	0.12	2.43 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	65.64	19.76 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	34.40	14.65 %
Home-The	7.46	58.93 %
Total	41.86	16.92 %

Branch *	MTD Sales L	Brand Share %
HSR2	2.22	18.65 %
ERD2	2.13	13.13 %
EPI1	1.35	16.97 %
VPD1	1.21	14.42 %
KMM1	1.00	14.51 %
APN1	0.79	11.42 %
TCG1	0.77	17.72 %
DPR1	0.68	12.69 %
PLC1	0.64	12.17 %
MTR1	0.57	18.39 %
SGI1	0.48	9.23 %
ATU1	0.43	5.01 %
MCR1	0.36	5.23 %
VKL1	0.34	12.88 %
NKL2	0.32	2.79 %
KVP1	0.20	9.69 %
CMI1	0.19	5.27 %
DPR2	0.15	3.20 %
RSP1	0.13	1.53 %
PDR1	0.13	2.88 %
TRM1	0.12	1.57 %
BMD1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
OML1		0.00 %
SLM2		0.00 %
WZWH		0.00 %
Total	41.86	16.92 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	32.21	17.67 %
Home-The	7.09	54.65 %
Total	39.30	20.13 %

Branch *	MTD Sales L	Brand Share %
KGI1	0.93	13.65 %
PLI1	0.63	7.35 %
MPM1	0.54	5.45 %
AVI1	0.36	6.32 %
CNR1	0.34	5.03 %
UMP1	0.23	4.71 %
PDM1	0.20	3.85 %
SNR1	0.20	2.81 %
GDR1	0.15	4.92 %
PPI1	0.13	3.72 %
SYM2	0.13	2.04 %
TPR4	0.08	3.41 %
CBE3	0.08	4.12 %
DPM2		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
TPR1		0.00 %
TPR3		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	39.30	20.13 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.91	10.33 %
Home-The	4.87	31.35 %
Total	36.77	11.33 %

Branch *	MTD Sales L	Brand Share %
CH05	2.98	15.11 %
CH22	1.48	13.39 %
SKL1	1.32	14.78 %
AVD1	1.20	8.94 %
CH39	0.82	14.10 %
CH37	0.82	15.84 %
GUD1	0.82	8.72 %
CH16	0.68	2.98 %
CH25	0.51	5.50 %
CH47	0.50	4.84 %
CH42	0.49	3.78 %
CH08	0.16	1.16 %
KNR1	0.13	2.23 %
CH26	0.11	3.05 %
CH49	0.08	0.44 %
CGL1		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH40		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	36.77	11.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.41	18.74 %
Home-The	3.99	48.09 %
Total	35.39	20.13 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.72	16.48 %
TRK1	1.31	10.96 %
KML1	1.01	13.28 %
KLM1	0.61	5.02 %
PRT1	0.51	6.27 %
STP1	0.32	7.80 %
MKM1	0.13	3.29 %
TVM2	0.08	2.31 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	35.39	20.13 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.23	10.59 %
Home-The	4.14	38.47 %
Total	22.37	12.23 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.59	11.62 %
SBR1	1.51	13.24 %
GDM1	0.98	13.96 %
AKM1	0.96	10.33 %
VEL1	0.81	10.07 %
WJD1	0.64	9.86 %
VSI1	0.51	7.23 %
CPT1	0.49	9.76 %
SLG1	0.38	7.22 %
CGM1	0.34	5.55 %
VNB1	0.25	3.37 %
CYR1	0.20	3.94 %
PLR1	0.13	2.83 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	22.37	12.23 %