

MTD Sales
465.02 L

Brand Share %
15.93 %

Information:

MTD : 01-05-2026 To 17-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.93 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	402.42	14.42 %
Home-The	62.60	48.61 %
Total	465.02	15.93 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	93.18	18.70 %
SOUTH-03	74.84	18.73 %
TRICHY-01	55.60	15.29 %
CHENNAI-02	55.49	16.67 %
CHENNAI-01	47.84	11.66 %
WEST-01	42.66	18.37 %
SOUTH ARCOT	40.49	18.54 %
WEST-02	37.00	13.54 %
NORTH ARCOT	17.92	9.40 %
Total	465.02	15.93 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	79.75	16.76 %
Home-The	13.44	59.96 %
Total	93.18	18.70 %

Branch *	MTD Sales L	Brand Share %
MAR1	4.04	15.84 %
TUT2	1.94	12.05 %
TCN1	1.30	11.21 %
SNL1	0.91	12.54 %
VLY1	0.87	6.78 %
MMT1	0.73	15.06 %
UDN1	0.66	13.07 %
APK2	0.65	7.63 %
KGL1	0.63	7.22 %
PDI1	0.60	7.23 %
SDI1	0.59	7.88 %
TKY1	0.55	10.32 %
VKM1	0.43	5.11 %
ERL2	0.36	3.75 %
KYR1	0.26	7.98 %
PKD1	0.25	2.80 %
ARM1	0.22	4.23 %
STU2	0.18	3.29 %
APK1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	93.18	18.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	62.77	16.58 %
Home-The	12.07	57.39 %
Total	74.84	18.73 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.50	14.98 %
MDU3	1.64	14.59 %
TMM1	1.56	15.84 %
ADP1	1.03	13.33 %
BNR1	0.96	11.21 %
PNV2	0.66	11.38 %
PNI1	0.53	9.04 %
MDU4	0.33	4.06 %
MLR1	0.26	3.62 %
NKI1	0.25	4.34 %
PKM1	0.24	8.62 %
CBM1	0.23	3.79 %
MPA1	0.22	1.96 %
KPT1	0.21	4.96 %
ATG1	0.21	2.03 %
DGL2		0.00 %
DKI1		0.00 %
MDU5		0.00 %
ODM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	74.84	18.73 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	50.92	14.38 %
Home-The	4.68	49.09 %
Total	55.60	15.29 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.33	6.76 %
JKM1	1.28	9.07 %
KIK1	1.07	12.95 %
KRN1	0.81	11.50 %
KUM1	0.81	4.51 %
KUM2	0.66	9.07 %
NMM1	0.62	10.42 %
TRY3	0.50	5.34 %
APM1	0.41	13.97 %
TTP1	0.23	3.00 %
NGT1	0.13	0.95 %
AYR1	0.12	1.08 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	55.60	15.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	49.78	15.70 %
Home-The	5.71	36.00 %
Total	55.49	16.67 %

Branch *	MTD Sales L	Brand Share %
CH03	5.94	12.18 %
CH51	2.18	15.56 %
CH50	1.03	9.99 %
CH06	0.98	8.04 %
CH43	0.71	8.15 %
PON1	0.39	7.46 %
CH23	0.35	4.26 %
UKI1	0.27	5.14 %
CH34	0.08	0.66 %
CH17		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	55.49	16.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	41.37	10.55 %
Home-The	6.47	35.58 %
Total	47.84	11.66 %

Branch *	MTD Sales L	Brand Share %
CH16	1.66	5.00 %
CH08	1.31	8.05 %
CH49	1.13	7.22 %
CH45	0.89	5.37 %
KNR1	0.68	11.26 %
CH47	0.54	2.35 %
CH35	0.28	2.57 %
CH22	0.20	2.15 %
CH28	0.13	0.68 %
MRM1	0.12	1.11 %
CH25	0.11	0.71 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
CGL1	-0.23	-2.92 %
Total	47.84	11.66 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	37.33	16.81 %
Home-The	5.33	52.69 %
Total	42.66	18.37 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.97	15.06 %
UMP1	0.75	8.71 %
CNR1	0.69	11.74 %
CBE5	0.53	14.78 %
KGI1	0.53	11.37 %
GDR1	0.41	7.03 %
CBE6	0.37	5.73 %
KMD1	0.19	4.53 %
TPR3	0.13	2.47 %
AVI1	0.12	1.55 %
TPR1	0.08	0.62 %
ANR1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
KGM1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	42.66	18.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	35.96	17.11 %
Home-The	4.53	55.06 %
Total	40.49	18.54 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.66	12.15 %
TRK1	1.58	9.14 %
KLM1	0.53	5.46 %
ULP1	0.51	5.43 %
VPM1	0.51	12.58 %
VCM2	0.24	2.71 %
TVM2	0.14	2.73 %
STP1	0.13	3.30 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	40.49	18.54 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	29.68	11.46 %
Home-The	7.32	51.59 %
Total	37.00	13.54 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.56	10.20 %
NKL2	1.36	11.38 %
TCG1	1.25	15.90 %
DPR1	1.20	13.43 %
RSP1	1.13	15.74 %
SLM3	0.99	12.51 %
KMM1	0.66	13.17 %
APN1	0.52	8.58 %
KVP1	0.50	9.30 %
ATU1	0.41	3.23 %
TRM1	0.40	5.53 %
SLM2	0.34	3.64 %
SGI1	0.30	3.89 %
VKL1	0.25	6.02 %
BMD1	0.22	4.40 %
MTR1	0.16	2.96 %
PLC1	0.14	2.92 %
EDP1	0.08	4.63 %
EPI1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
KAM1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
VPD1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	37.00	13.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.87	8.19 %
Home-The	3.05	33.08 %
Total	17.92	9.40 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.95	9.49 %
SBR1	1.29	11.71 %
VEL2	0.96	7.76 %
VNB1	0.52	7.40 %
ABR1	0.40	4.88 %
VEL1	0.40	4.75 %
TRT1	0.28	3.05 %
ANI1	0.25	3.82 %
SLG1	0.24	6.12 %
KPM1	0.12	2.34 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	17.92	9.40 %