

MTD Sales
611.32 L

Brand Share %
17.50 %

Information:

MTD : 01-08-2025 To 17-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.50 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	511.65	15.52 %
Home-The	99.67	51.09 %
Total	611.32	17.50 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	121.30	22.12 %
CHENNAI-02	89.78	23.65 %
SOUTH-03	79.59	19.43 %
SOUTH ARCOT	64.23	22.07 %
TRICHY-01	62.59	13.48 %
CHENNAI-01	60.34	14.34 %
WEST-02	60.11	16.23 %
WEST-01	55.20	16.73 %
NORTH ARCOT	16.81	6.65 %
KL-SOUTH	1.37	5.35 %
Total	611.32	17.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	98.21	19.14 %
Home-The	23.09	65.61 %
Total	121.30	22.12 %

Branch *	MTD Sales L	Brand Share %
MAR1	3.49	16.23 %
ERL2	2.43	14.93 %
APK1	1.60	12.88 %
RND1	1.50	10.12 %
TCN1	1.40	10.42 %
SNL1	1.24	12.02 %
VNR1	1.14	15.98 %
UDN1	0.91	15.36 %
STU2	0.87	10.35 %
PKD1	0.76	5.03 %
SGT1	0.69	13.52 %
PDI1	0.49	7.15 %
ASM1	0.47	3.63 %
TYI1	0.35	4.70 %
KYR1	0.28	4.54 %
TKY1	0.21	3.01 %
VLY1	0.13	0.99 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
SDI1	-0.16	-1.60 %
MMT1	-0.16	-3.14 %
Total	121.30	22.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	81.77	22.65 %
Home-The	8.02	42.98 %
Total	89.78	23.65 %

Branch *	MTD Sales L	Brand Share %
CH44	2.08	13.18 %
CH34	1.01	6.96 %
CH43	0.84	7.46 %
CH23	0.75	10.95 %
CH33	0.49	4.56 %
PON1	0.34	3.30 %
CH27	0.23	3.74 %
CH17	0.20	2.15 %
CH01		0.00 %
CH31		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	89.78	23.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	65.68	17.06 %
Home-The	13.90	56.47 %
Total	79.59	19.43 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.14	11.68 %
KKD2	2.10	16.95 %
TPT1	1.53	14.12 %
MPA1	1.49	17.33 %
MDU4	1.26	15.73 %
ADP1	1.16	13.93 %
MLR1	1.15	9.58 %
CBM1	1.06	7.48 %
BTU1	0.89	13.69 %
PVI1	0.85	7.51 %
CMR1	0.83	12.43 %
DKI1	0.68	4.46 %
KPT1	0.61	12.98 %
PNI1	0.58	7.61 %
USL1	0.54	3.92 %
KRR1	0.45	7.66 %
SGP1	0.23	6.76 %
ODM1	0.14	3.45 %
MDU5	0.13	3.51 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	79.59	19.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	54.00	19.68 %
Home-The	10.23	61.47 %
Total	64.23	22.07 %

Branch *	MTD Sales L	Brand Share %
NVL2	1.69	16.36 %
KLM1	1.20	8.28 %
TRK1	1.08	4.14 %
ULP1	0.51	3.62 %
VPM1	0.39	10.16 %
VCM1	0.38	3.65 %
STP1	0.34	6.61 %
MKM1	0.33	4.41 %
KML1	0.33	4.05 %
PRT1		0.00 %
TDM1		0.00 %
Total	64.23	22.07 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	52.85	11.87 %
Home-The	9.75	51.52 %
Total	62.59	13.48 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.73	16.54 %
KUM1	4.28	12.52 %
TVR2	3.75	12.75 %
PBR2	2.63	11.51 %
JKM1	2.49	16.56 %
MVM1	1.98	5.20 %
PTK1	1.67	8.36 %
TNJ2	1.38	5.51 %
AYR1	0.79	7.50 %
TRY2	0.58	11.43 %
KRN1	0.57	7.75 %
ORU1	0.46	4.60 %
KIK1	0.45	2.47 %
TTP1	0.19	1.34 %
NGT1	0.08	0.68 %
APM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	62.59	13.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	50.95	12.86 %
Home-The	9.39	38.13 %
Total	60.34	14.34 %

Branch *	MTD Sales L	Brand Share %
CH05	3.57	16.99 %
GUD1	2.23	12.49 %
CH16	2.00	6.72 %
CH22	1.91	16.06 %
CGL1	1.13	13.26 %
CH08	0.91	5.28 %
AVD1	0.72	5.72 %
TKM1	0.62	7.56 %
CH39	0.62	7.28 %
GUD2	0.60	4.83 %
MRM1	0.58	3.12 %
CH28	0.23	0.98 %
CZWH	0.22	4.12 %
CH45	0.20	1.29 %
CH38	0.13	1.53 %
CH37	0.12	2.47 %
CH42	0.08	0.49 %
CH11		0.00 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	60.34	14.34 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	50.91	14.46 %
Home-The	9.20	50.27 %
Total	60.11	16.23 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.05	13.09 %
EPI1	1.50	13.10 %
SLM2	1.48	9.40 %
OML1	1.44	17.12 %
MTR1	1.21	13.60 %
NKL2	1.12	6.47 %
VPD1	1.06	8.22 %
TRM1	0.74	5.73 %
KMM1	0.63	11.11 %
TCG1	0.46	7.77 %
BMD1	0.40	5.27 %
PMP1	0.25	6.27 %
SGI1	0.24	3.88 %
EDP1	0.23	3.14 %
DPR2	0.20	2.54 %
HRR1	0.13	2.18 %
CMI1	0.13	2.62 %
APN1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	60.11	16.23 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	45.28	14.60 %
Home-The	9.92	50.02 %
Total	55.20	16.73 %

Branch *	MTD Sales L	Brand Share %
CBE1	1.92	13.33 %
CBE6	1.42	8.59 %
TPR3	1.34	17.39 %
TPR2	1.18	6.35 %
SNR1	1.00	11.31 %
GBM1	0.81	9.82 %
DPM2	0.68	5.87 %
MPM1	0.65	6.35 %
ANR1	0.54	14.87 %
CNR1	0.52	9.72 %
KGI1	0.47	6.85 %
CBE3	0.37	7.74 %
TPR1	0.21	1.38 %
TPR4	0.17	4.02 %
KMD1	0.13	2.50 %
SUL1	0.13	1.56 %
SYM2	0.12	1.74 %
AVI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
Total	55.20	16.73 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.96	4.64 %
Home-The	5.85	35.13 %
Total	16.81	6.65 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.30	13.82 %
TRR1	2.59	14.12 %
AKM1	1.58	9.08 %
TRL1	1.31	7.98 %
WJD1	1.02	14.36 %
VEL1	0.98	8.76 %
VNB1	0.68	8.57 %
WJP1	0.62	6.98 %
VSI1	0.50	3.20 %
ABR1	0.47	3.79 %
BGR1	0.45	10.39 %
SLG1	0.40	5.39 %
TRT1	0.38	4.86 %
GDM1	0.26	3.31 %
PLR1	0.19	3.62 %
SBR1	0.13	1.09 %
CGM1	0.13	1.37 %
ANI1		0.00 %
ARC2		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
Total	16.81	6.65 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.04	4.35 %
Home-The	0.33	19.82 %
Total	1.37	5.35 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.16	15.78 %
TVP1	0.21	1.15 %
Total	1.37	5.35 %