

MTD Sales
275.35 L

Brand Share %
15.44 %

Information:

MTD : 01-09-2025 To 17-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.44 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	221.35	13.29 %
Home-The	54.00	45.86 %
Total	275.35	15.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	47.97	21.52 %
CHENNAI-01	43.41	18.71 %
CHENNAI-02	35.02	17.78 %
SOUTH-01	33.72	12.52 %
WEST-01	29.48	18.32 %
TRICHY-01	28.64	13.38 %
WEST-02	22.30	12.53 %
SOUTH ARCOT	21.49	16.35 %
NORTH ARCOT	8.87	7.42 %
KL-SOUTH	4.45	7.72 %
Total	275.35	15.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	40.26	19.13 %
Home-The	7.72	61.52 %
Total	47.97	21.52 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	5.25 %
TPT1	0.64	8.57 %
MDU4	0.46	12.25 %
MLR1	0.34	6.91 %
MPA1	0.31	6.52 %
MNM1	0.22	9.10 %
CMR1	0.16	8.95 %
DGL2	0.14	4.96 %
KPT1	0.14	3.98 %
ADP1	0.14	2.84 %
CBM1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
Total	47.97	21.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	37.27	17.15 %
Home-The	6.14	41.83 %
Total	43.41	18.71 %

Branch *	MTD Sales L	Brand Share %
CH05	1.76	14.94 %
CH48	1.23	15.13 %
CH16	1.17	5.27 %
GUD1	1.05	12.39 %
CH07	0.94	12.96 %
CH42	0.70	11.99 %
CH28	0.49	4.30 %
CH35	0.49	9.35 %
CH45	0.29	3.07 %
SKL1	0.23	4.37 %
CH39	0.23	4.38 %
CH37	0.15	7.38 %
WHC3	0.05	3.03 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	43.41	18.71 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	31.16	16.57 %
Home-The	3.86	42.94 %
Total	35.02	17.78 %

Branch *	MTD Sales L	Brand Share %
CH15	1.99	15.34 %
CH24	1.47	13.26 %
CH09	0.83	10.48 %
CH43	0.36	5.11 %
UKI1	0.34	8.32 %
GPD1	0.21	3.86 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
PON1		0.00 %
CH34	-0.41	-5.52 %
Total	35.02	17.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	20.06	8.18 %
Home-The	13.66	56.46 %
Total	33.72	12.52 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.22	9.62 %
TUT2	1.14	13.58 %
SDI1	1.02	10.38 %
TVL1	0.93	9.16 %
TCN1	0.92	15.34 %
MAR1	0.83	5.92 %
VNR1	0.69	13.70 %
STU2	0.67	10.02 %
TKS2	0.63	7.02 %
TKY1	0.51	7.54 %
MMT1	0.34	5.45 %
ERL2	0.31	3.71 %
VKM1	0.31	7.83 %
TYI1	0.29	5.39 %
KGL1	0.22	6.34 %
TVL2	0.15	3.91 %
APK1	0.14	2.38 %
VLY1	0.10	1.40 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
KVT1		0.00 %
KYR1		0.00 %
PKD1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
UDN1		0.00 %
Total	33.72	12.52 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	23.79	16.06 %
Home-The	5.69	44.31 %
Total	29.48	18.32 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.56	13.72 %
AVI1	0.56	12.34 %
CBE5	0.49	12.81 %
DPM2	0.34	7.96 %
PDM1	0.33	10.24 %
ANR1	0.30	12.94 %
SYM2	0.23	7.32 %
PPI1	0.23	7.55 %
CBE3	0.15	3.58 %
TPR4	0.09	4.31 %
CBE1		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	29.48	18.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	24.14	11.85 %
Home-The	4.50	43.57 %
Total	28.64	13.38 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.91	14.33 %
KUM1	1.37	10.40 %
TNJ2	0.98	7.58 %
MVM1	0.84	7.52 %
AYR1	0.57	11.14 %
NGT1	0.46	5.41 %
MSI1	0.45	8.22 %
KRN1	0.22	7.11 %
TVR2	0.08	1.23 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	28.64	13.38 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	16.25	9.93 %
Home-The	6.05	42.10 %
Total	22.30	12.53 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.38	14.35 %
SLM2	0.79	9.57 %
OML1	0.55	10.89 %
SGI1	0.50	6.77 %
MTR1	0.30	6.67 %
KVP1	0.28	7.42 %
NKL2	0.22	3.23 %
VKL1	0.22	7.37 %
VPD1	0.22	2.82 %
PLC1	0.16	5.58 %
KMM1	0.15	6.92 %
RSP1	0.15	3.04 %
TRM1	0.15	1.81 %
TCG1	0.14	3.43 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	22.30	12.53 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.53	14.21 %
Home-The	3.96	49.37 %
Total	21.49	16.35 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.41	10.59 %
ULP1	0.47	5.51 %
CDM1	0.34	4.38 %
NVL2	0.30	5.48 %
TRK1	0.29	2.80 %
VCM1	0.22	6.69 %
VPM1	0.21	7.39 %
STP1	0.14	3.66 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	21.49	16.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.66	6.06 %
Home-The	2.21	22.71 %
Total	8.87	7.42 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.68	11.02 %
VEL2	0.58	6.34 %
VSI1	0.55	12.39 %
VEL1	0.34	9.42 %
AKM1	0.30	5.21 %
CGM1	0.21	7.81 %
ARC2	0.14	2.22 %
GDM1	0.14	2.81 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	8.87	7.42 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.25	7.64 %
Home-The	0.20	9.99 %
Total	4.45	7.72 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.22	13.71 %
PAS1	0.23	1.29 %
KLR1		0.00 %
Total	4.45	7.72 %