

MTD Sales
422.70 L

Brand Share %
16.11 %

Information:

MTD : 01-09-2026 To 17-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.11 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	338.38	13.84 %
Home-The	84.33	46.99 %
Total	422.70	16.11 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	103.95	23.10 %
CHENNAI-02	59.10	17.18 %
SOUTH-03	59.06	18.89 %
TRICHY-01	49.56	14.14 %
CHENNAI-01	40.34	12.42 %
WEST-01	37.04	24.63 %
SOUTH ARCOT	28.42	14.08 %
WEST-02	24.24	13.22 %
NORTH ARCOT	14.48	7.20 %
WEST-03	6.51	6.16 %
Total	422.70	16.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	83.43	20.13 %
Home-The	20.51	57.62 %
Total	103.95	23.10 %

Branch *	MTD Sales L	Brand Share %
RND2	2.39	15.86 %
MAR1	2.00	9.77 %
RND1	1.00	10.83 %
SNL1	0.79	8.66 %
VLY1	0.74	6.76 %
PDI1	0.68	11.96 %
TCN1	0.65	8.49 %
SDI1	0.62	4.60 %
TYI1	0.52	7.51 %
ERL2	0.50	9.21 %
SKD1	0.37	4.33 %
COL1	0.31	8.27 %
STU2	0.27	12.53 %
UDN1	0.27	4.81 %
KGL1	0.25	4.93 %
TKY1	0.15	3.26 %
ASM1	0.15	2.62 %
PKD1	0.14	1.59 %
KYR1	0.13	3.88 %
VKM1	0.11	1.71 %
ARM1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	103.95	23.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	48.84	15.14 %
Home-The	10.26	47.82 %
Total	59.10	17.18 %

Branch *	MTD Sales L	Brand Share %
CH51	2.31	12.41 %
CH17	1.90	13.11 %
CH03	1.73	5.33 %
CH18	1.53	12.67 %
CH34	0.99	6.83 %
CH44	0.94	8.13 %
CH06	0.82	7.93 %
CH36	0.52	10.67 %
CH31	0.38	11.08 %
CH37	0.38	7.42 %
UKI1	0.26	4.66 %
CH43	0.23	3.87 %
CH35	0.22	2.18 %
GPD1	0.14	3.59 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
MC06		0.00 %
PON1		0.00 %
WHC3		0.00 %
WCHN	-0.50	10.83 %
Total	59.10	17.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	49.19	16.90 %
Home-The	9.87	45.80 %
Total	59.06	18.89 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	11.62 %
KRR1	1.13	14.90 %
TDI1	0.54	7.59 %
NTM1	0.52	8.06 %
MNM1	0.52	13.47 %
CMR1	0.43	9.01 %
PNV2	0.40	9.40 %
DKI1	0.26	6.80 %
KPT1	0.21	6.27 %
ADP1	0.21	3.56 %
MDU3	0.20	2.51 %
NKI1	0.19	2.78 %
MDU5	0.15	2.76 %
KKD3	0.14	1.73 %
PKM1	0.14	3.73 %
SGP1	0.14	3.33 %
ODM1	0.13	10.13 %
CBM1	0.08	1.06 %
ATG1		0.00 %
BTU1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	59.06	18.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	41.21	12.44 %
Home-The	8.36	43.36 %
Total	49.56	14.14 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.62	14.07 %
MVM1	1.85	8.12 %
TTP1	0.94	8.75 %
JKM1	0.70	8.46 %
KUM2	0.69	6.56 %
PDK1	0.52	10.82 %
KRN1	0.52	7.52 %
KIK1	0.16	1.14 %
NCK1	0.14	3.66 %
TRY3	0.13	1.60 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY4		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	49.56	14.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	33.46	10.84 %
Home-The	6.88	42.47 %
Total	40.34	12.42 %

Branch *	MTD Sales L	Brand Share %
CH16	2.56	9.98 %
CH28	1.20	6.18 %
CH22	1.16	11.20 %
CH45	0.99	5.51 %
GUD2	0.91	14.39 %
AVD1	0.82	5.94 %
GUD1	0.81	6.35 %
CH38	0.68	14.89 %
CH26	0.52	15.01 %
CH47	0.47	2.89 %
TKM1	0.22	4.03 %
SKL1	0.15	1.79 %
CH25	0.13	0.97 %
CH08	0.11	1.12 %
CH49	0.06	0.33 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	40.34	12.42 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	27.51	20.14 %
Home-The	9.53	69.19 %
Total	37.04	24.63 %

Branch *	MTD Sales L	Brand Share %
SUL1	1.08	15.54 %
PLI1	1.04	10.30 %
SNR1	0.63	7.34 %
CBE5	0.42	11.40 %
MPM1	0.42	5.64 %
KGI1	0.23	6.82 %
UMP1	0.15	2.31 %
WZSD	0.11	7.65 %
CBE3		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
Total	37.04	24.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.48	11.94 %
Home-The	5.95	43.95 %
Total	28.42	14.08 %

Branch *	MTD Sales L	Brand Share %
POY2	1.80	12.93 %
KLM1	1.27	10.56 %
TRK1	1.22	7.00 %
NVL2	0.70	10.61 %
PRT1	0.66	8.28 %
TVM1	0.52	5.64 %
KML1	0.42	5.46 %
ULP1	0.13	1.80 %
MKM1		0.00 %
STP1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	28.42	14.08 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.13	10.71 %
Home-The	6.11	43.23 %
Total	24.24	13.22 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.65	11.54 %
KVP1	0.63	14.49 %
SGI1	0.38	9.28 %
PNG1	0.36	4.99 %
APN1	0.34	6.00 %
DPR2	0.22	7.19 %
VPD1	0.21	3.23 %
MTR1	0.13	2.34 %
OML1	0.13	1.65 %
EDP1	0.08	2.12 %
TRM1	0.04	0.38 %
ATU1		0.00 %
BMD1		0.00 %
EPI1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	24.24	13.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.90	5.83 %
Home-The	3.58	24.98 %
Total	14.48	7.20 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.78	14.27 %
GDM1	0.90	12.56 %
KPM1	0.53	9.22 %
PLR1	0.40	6.41 %
VEL1	0.40	6.79 %
VEL2	0.27	2.76 %
VNB1	0.24	3.49 %
AKM1	0.20	1.99 %
ANI1	0.20	3.26 %
VEL3	0.14	1.42 %
WJD1	0.14	2.38 %
ABR1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
VSI1	-0.13	-1.92 %
Total	14.48	7.20 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	3.27	34.08 %
LED TV	3.24	3.37 %
Total	6.51	6.16 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.39	13.22 %
ERD1	0.69	7.16 %
RSP1	0.57	6.67 %
AVI1	0.54	7.50 %
KGM1	0.41	7.43 %
TPR2	0.40	4.59 %
NKL2	0.21	2.95 %
GBM1	0.21	5.24 %
SGG1	0.15	5.74 %
TPR3	0.14	5.91 %
PDR1	0.13	3.09 %
TPR1	0.08	1.20 %
CMI1		0.00 %
KMM1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	6.51	6.16 %