

MTD Sales  
616.56 L

Brand Share %  
17.16 %

Information:

MTD : 01-04-2026 To 18-04-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **17.16 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	537.12	15.69 %
Home-The	79.44	46.86 %
<b>Total</b>	<b>616.56</b>	<b>17.16 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	125.02	21.20 %
CHENNAI-02	88.41	20.14 %
SOUTH-03	86.44	18.96 %
TRICHY-01	77.40	16.80 %
WEST-01	66.02	21.48 %
SOUTH ARCOT	53.60	18.97 %
CHENNAI-01	52.26	10.75 %
WEST-02	45.76	13.37 %
NORTH ARCOT	21.64	9.44 %
<b>Total</b>	<b>616.56</b>	<b>17.16 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	104.55	18.73 %
Home-The	20.47	64.74 %
<b>Total</b>	<b>125.02</b>	<b>21.20 %</b>

Branch *	MTD Sales L	Brand Share %
RND1	2.79	12.82 %
ERL2	1.84	13.02 %
VNR1	1.52	15.26 %
SNL1	1.37	15.16 %
SDI1	1.12	10.33 %
VKM1	0.89	11.45 %
ASM1	0.88	11.00 %
APK1	0.75	8.22 %
TYI1	0.74	11.45 %
APK2	0.64	10.20 %
UDN1	0.55	6.24 %
SKD1	0.49	4.99 %
KYR1	0.49	6.83 %
ARM1	0.49	9.85 %
MAR1	0.39	2.32 %
KSM1	0.32	10.23 %
STU2	0.27	4.11 %
TKY1	0.27	3.53 %
COL1	0.14	4.42 %
S2SD		0.00 %
SGT1		0.00 %
PDI1	-0.39	-6.14 %
<b>Total</b>	<b>125.02</b>	<b>21.20 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	80.24	19.05 %
Home-The	8.17	46.00 %
<b>Total</b>	<b>88.41</b>	<b>20.14 %</b>

Branch *	MTD Sales L	Brand Share %
CH50	3.11	16.23 %
CH24	2.25	11.62 %
CH51	1.12	7.74 %
CH31	0.76	9.16 %
CH46	0.67	10.92 %
CH23	0.55	7.15 %
CH17	0.52	2.95 %
UKI1	0.47	6.12 %
PON1	0.42	5.87 %
CH36	0.39	8.88 %
GPD1	0.31	3.36 %
CH01		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
<b>Total</b>	<b>88.41</b>	<b>20.14 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
LED TV	74.70	17.30 %
Home-The	11.73	48.48 %
<b>Total</b>	<b>86.44</b>	<b>18.96 %</b>

Branch *	MTD Sales L	Brand Share %
ATG1	2.03	14.40 %
KKD3	1.71	8.41 %
MDU7	1.68	15.78 %
TEN2	1.32	8.68 %
TDI1	1.00	14.55 %
PNI1	0.98	15.85 %
MPA1	0.75	5.45 %
CBM1	0.64	5.23 %
MNM1	0.63	11.71 %
MDU4	0.59	8.65 %
MDU3	0.53	4.86 %
NKI1	0.51	7.80 %
KYK1	0.48	7.08 %
ADP1	0.46	8.68 %
MLR1	0.34	3.54 %
CMR1	0.14	1.32 %
PNV2	0.14	2.01 %
TPT1	0.13	1.00 %
NTM1	0.13	2.68 %
BTU1	0.13	1.93 %
MDU5	0.13	2.91 %
PVI1	0.12	1.56 %
USL1	0.09	0.88 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>86.44</b>	<b>18.96 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
LED TV	69.62	15.68 %
Home-The	7.79	46.63 %
<b>Total</b>	<b>77.40</b>	<b>16.80 %</b>

Branch *	MTD Sales L	Brand Share %
TNJ1	5.28	16.13 %
KUM1	2.56	9.01 %
NGT1	1.24	9.69 %
TRY3	1.03	8.43 %
NMM1	1.03	10.03 %
PBR1	0.95	11.53 %
TTP1	0.79	7.35 %
TVR1	0.76	6.03 %
MVM1	0.63	2.02 %
ORU1	0.48	9.47 %
JKM1	0.39	4.56 %
KIK1	0.31	2.46 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
<b>Total</b>	<b>77.40</b>	<b>16.80 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
LED TV	57.32	19.79 %
Home-The	8.70	49.42 %
<b>Total</b>	<b>66.02</b>	<b>21.48 %</b>

Branch *	MTD Sales L	Brand Share %
MPM1	1.39	15.03 %
GDR1	1.06	14.20 %
CBE5	0.85	14.58 %
PDM1	0.84	9.24 %
AVI1	0.80	8.34 %
TPR1	0.62	5.24 %
CBE3	0.40	9.81 %
CBE6	0.38	5.27 %
TPR3	0.27	7.11 %
GBM1	0.22	4.16 %
ANR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>66.02</b>	<b>21.48 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	47.53	17.57 %
Home-The	6.06	50.62 %
Total	53.60	18.97 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.01	6.30 %
TDM1	0.90	6.71 %
KLM1	0.81	6.47 %
PRT1	0.38	2.63 %
ULP1	0.28	2.52 %
VCM1	0.22	3.17 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	53.60	18.97 %

## CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	46.07	9.88 %
Home-The	6.19	30.72 %
Total	52.26	10.75 %

Branch *	MTD Sales L	Brand Share %
CH47	2.68	8.74 %
CH16	1.93	6.57 %
CH49	1.90	9.30 %
GUD2	1.79	15.96 %
CH08	1.55	6.67 %
GUD1	0.90	5.24 %
CGL1	0.87	6.32 %
CH25	0.81	2.56 %
CH38	0.81	9.77 %
CH35	0.78	6.32 %
MRM1	0.53	4.03 %
CH22	0.50	4.28 %
CH28	0.39	2.16 %
KNR1	0.21	3.34 %
CH42	0.14	0.77 %
TKM1	0.13	1.71 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH39		0.00 %
CH45		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
AVD1	-0.18	-2.07 %
WCHN	-0.50	7.17 %
Total	52.26	10.75 %

**WEST-02**

Property	MTD Sales L	Brand Share %
LED TV	39.62	12.16 %
Home-The	6.14	37.30 %
<b>Total</b>	<b>45.76</b>	<b>13.37 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	3.29	17.06 %
HSR1	2.78	16.22 %
SLM3	2.17	13.91 %
SLM2	2.07	13.16 %
KVP1	1.53	15.83 %
TCG1	1.01	16.11 %
PLC1	0.53	8.45 %
MCR1	0.47	3.60 %
MTR1	0.41	8.45 %
OML1	0.39	3.95 %
SGI1	0.37	6.81 %
ATU1	0.32	2.03 %
APN1	0.29	4.08 %
KAM1	0.21	3.96 %
WHKP	0.14	4.46 %
VKL1	0.13	3.53 %
NKL2	0.13	0.79 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>45.76</b>	<b>13.37 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.46	8.07 %
Home-The	4.19	32.13 %
<b>Total</b>	<b>21.64</b>	<b>9.44 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	3.99	13.72 %
VSI1	1.54	12.76 %
VEL2	0.90	6.41 %
PLR1	0.83	10.45 %
VEL1	0.68	10.09 %
CYR1	0.51	8.29 %
WJP1	0.47	5.03 %
VNB1	0.41	4.41 %
CPT1	0.38	5.06 %
SBR1	0.23	1.83 %
CGM1	0.20	2.04 %
SLG1	0.20	4.00 %
AKM1	0.13	1.10 %
ARC2	0.13	1.97 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
<b>Total</b>	<b>21.64</b>	<b>9.44 %</b>