

MTD Sales
640.94 L

Brand Share %
17.82 %

Information:

MTD : 01-08-2025 To 18-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.82 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	536.70	15.81 %
Home-The	104.24	51.49 %
Total	640.94	17.82 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	128.73	22.79 %
CHENNAI-02	92.77	23.94 %
SOUTH-03	83.66	19.80 %
TRICHY-01	68.92	14.31 %
SOUTH ARCOT	65.33	22.04 %
WEST-02	62.64	16.44 %
CHENNAI-01	62.48	14.39 %
WEST-01	57.66	16.77 %
NORTH ARCOT	17.38	6.74 %
KL-SOUTH	1.37	5.07 %
Total	640.94	17.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	104.58	19.79 %
Home-The	24.15	66.39 %
Total	128.73	22.79 %

Branch *	MTD Sales L	Brand Share %
MAR1	3.49	16.20 %
ERL2	2.82	16.08 %
APK1	1.60	12.88 %
RND1	1.50	9.54 %
TCN1	1.40	10.31 %
SNL1	1.24	11.62 %
VNR1	1.14	15.68 %
UDN1	0.91	15.36 %
STU2	0.87	10.35 %
PKD1	0.76	4.96 %
SGT1	0.69	13.52 %
PDI1	0.49	6.63 %
ASM1	0.47	3.63 %
TYI1	0.35	4.46 %
KYR1	0.28	4.31 %
TKY1	0.21	2.96 %
VLY1	0.13	0.99 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
SDI1	-0.16	-1.58 %
MMT1	-0.16	-3.18 %
Total	128.73	22.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	84.64	22.95 %
Home-The	8.13	43.33 %
Total	92.77	23.94 %

Branch *	MTD Sales L	Brand Share %
CH44	2.08	12.69 %
CH34	1.01	6.90 %
CH43	0.84	7.37 %
CH23	0.75	10.95 %
CH17	0.54	5.60 %
CH33	0.49	4.51 %
PON1	0.34	3.22 %
CH27	0.23	3.74 %
CH01		0.00 %
CH31		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	92.77	23.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	69.50	17.49 %
Home-The	14.16	56.34 %
Total	83.66	19.80 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.47	12.55 %
KKD2	2.10	16.61 %
TPT1	1.53	13.70 %
MPA1	1.49	17.10 %
MDU4	1.26	15.21 %
ADP1	1.16	12.97 %
MLR1	1.15	9.58 %
CBM1	1.06	7.32 %
BTU1	0.89	13.14 %
PVI1	0.85	7.42 %
CMR1	0.83	12.43 %
DKI1	0.68	4.46 %
KPT1	0.61	12.62 %
PNI1	0.58	7.61 %
USL1	0.54	3.92 %
KRR1	0.45	7.34 %
SGP1	0.23	6.34 %
ODM1	0.14	3.40 %
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	83.66	19.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	57.21	12.42 %
Home-The	11.71	55.68 %
Total	68.92	14.31 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.28	12.28 %
TVR2	3.75	12.55 %
PBR2	2.63	11.34 %
JKM1	2.49	16.44 %
MVM1	1.98	5.12 %
PTK1	1.67	8.08 %
TNJ2	1.38	5.40 %
AYR1	0.79	7.19 %
TRY2	0.58	11.14 %
KRN1	0.57	7.75 %
ORU1	0.46	4.35 %
KIK1	0.45	2.42 %
TTP1	0.19	1.31 %
NGT1	0.08	0.66 %
APM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	68.92	14.31 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	54.98	19.68 %
Home-The	10.35	60.61 %
Total	65.33	22.04 %

Branch *	MTD Sales L	Brand Share %
NVL2	1.69	16.07 %
KLM1	1.20	8.21 %
TRK1	1.08	4.02 %
ULP1	0.51	3.56 %
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	65.33	22.04 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	53.44	14.74 %
Home-The	9.20	49.52 %
Total	62.64	16.44 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.18	12.91 %
ATU1	2.05	12.98 %
EPI1	1.50	13.10 %
OML1	1.44	17.12 %
MTR1	1.21	12.71 %
NKL2	1.12	6.17 %
VPD1	1.06	8.22 %
TRM1	0.74	5.61 %
HRR1	0.68	10.33 %
KMM1	0.63	10.85 %
TCG1	0.46	7.77 %
BMD1	0.40	5.03 %
PMP1	0.25	6.29 %
SGI1	0.24	3.70 %
EDP1	0.23	3.14 %
DPR2	0.20	2.42 %
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	62.64	16.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	52.36	12.83 %
Home-The	10.11	39.14 %
Total	62.48	14.39 %

Branch *	MTD Sales L	Brand Share %
GUD1	2.23	12.19 %
CH16	2.15	6.66 %
CH22	2.00	16.23 %
CH08	1.58	8.70 %
AVD1	0.72	5.67 %
TKM1	0.62	7.43 %
CH39	0.62	6.87 %
GUD2	0.60	4.83 %
MRM1	0.58	2.94 %
CH28	0.23	0.98 %
CZWH	0.22	4.12 %
CH45	0.20	1.17 %
CH38	0.13	1.53 %
CH37	0.12	2.54 %
CH42	0.08	0.48 %
CH11		0.00 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	62.48	14.39 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	47.65	14.75 %
Home-The	10.01	48.48 %
Total	57.66	16.77 %

Branch *	MTD Sales L	Brand Share %
CBE1	1.92	12.27 %
CBE6	1.51	8.60 %
TPR3	1.34	17.39 %
TPR2	1.18	6.35 %
SNR1	1.00	11.04 %
GBM1	0.81	9.66 %
DPM2	0.68	5.58 %
MPM1	0.65	6.27 %
ANR1	0.54	14.87 %
CNR1	0.52	9.72 %
KGI1	0.47	6.85 %
KMD1	0.47	8.25 %
CBE3	0.37	6.71 %
TPR1	0.21	1.32 %
TPR4	0.17	4.02 %
SUL1	0.13	1.40 %
SYM2	0.12	1.59 %
AVI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
Total	57.66	16.77 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.30	4.70 %
Home-The	6.09	35.08 %
Total	17.38	6.74 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.30	13.58 %
TRR1	2.59	14.12 %
TRL1	1.64	9.72 %
AKM1	1.58	9.08 %
WJD1	1.02	13.21 %
VEL1	0.98	8.67 %
ABR1	0.70	5.50 %
VNB1	0.68	8.43 %
WJP1	0.62	6.84 %
VSI1	0.50	3.20 %
BGR1	0.45	9.53 %
SLG1	0.40	5.39 %
TRT1	0.38	4.86 %
GDM1	0.26	3.20 %
PLR1	0.19	3.34 %
SBR1	0.13	1.07 %
CGM1	0.13	1.35 %
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	17.38	6.74 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.04	4.11 %
Home-The	0.33	19.82 %
Total	1.37	5.07 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.16	15.64 %
TVP1	0.21	1.07 %
Total	1.37	5.07 %