

MTD Sales
443.07 L

Brand Share %
16.17 %

Information:

MTD : 01-09-2026 To 18-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.17 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	356.06	13.94 %
Home-The	87.01	46.63 %
Total	443.07	16.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	107.19	22.90 %
CHENNAI-02	65.20	17.91 %
SOUTH-03	59.98	18.68 %
TRICHY-01	52.70	14.39 %
CHENNAI-01	40.97	12.01 %
WEST-01	39.20	24.89 %
SOUTH ARCOT	30.40	14.37 %
WEST-02	24.90	12.77 %
NORTH ARCOT	15.80	7.60 %
WEST-03	6.73	6.20 %
Total	443.07	16.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	85.53	19.87 %
Home-The	21.67	57.63 %
Total	107.19	22.90 %

Branch *	MTD Sales L	Brand Share %
RND2	2.39	15.54 %
MAR1	2.00	9.05 %
RND1	1.00	10.32 %
VLY1	0.93	8.36 %
SNL1	0.79	8.03 %
PDI1	0.68	11.96 %
TCN1	0.65	8.19 %
SDI1	0.62	4.55 %
TYI1	0.52	7.22 %
ERL2	0.50	8.92 %
SKD1	0.37	4.16 %
ASM1	0.34	5.60 %
COL1	0.31	7.09 %
STU2	0.27	8.80 %
UDN1	0.27	4.81 %
KGL1	0.25	4.61 %
TKY1	0.15	3.26 %
PKD1	0.14	1.46 %
KYR1	0.13	3.88 %
VKM1	0.11	1.64 %
ARM1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	107.19	22.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	54.81	16.03 %
Home-The	10.39	47.15 %
Total	65.20	17.91 %

Branch *	MTD Sales L	Brand Share %
CH51	2.31	12.00 %
CH03	2.13	6.17 %
CH17	1.90	13.11 %
CH34	1.67	9.60 %
CH33	1.60	15.25 %
CH18	1.53	12.11 %
CH06	1.22	10.41 %
CH44	0.94	8.13 %
CH46	0.68	15.81 %
CH36	0.52	10.16 %
CH24	0.39	3.04 %
CH37	0.38	7.42 %
UK11	0.26	4.45 %
CH43	0.23	3.87 %
CH35	0.22	2.18 %
GPD1	0.14	3.59 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH32		0.00 %
MC06		0.00 %
PON1		0.00 %
WHC3		0.00 %
Total	65.20	17.91 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	50.11	16.75 %
Home-The	9.87	45.07 %
Total	59.98	18.68 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	11.47 %
MDU7	1.34	16.14 %
KRR1	1.13	14.90 %
TDI1	0.54	6.55 %
NTM1	0.52	7.88 %
MNM1	0.52	13.47 %
CMR1	0.43	8.74 %
PNV2	0.40	9.40 %
DKI1	0.26	6.59 %
KPT1	0.21	5.36 %
ADP1	0.21	3.48 %
MDU3	0.20	2.47 %
NKI1	0.19	2.78 %
MDU5	0.15	2.76 %
KKD3	0.14	1.71 %
PKM1	0.14	3.73 %
SGP1	0.14	3.33 %
ODM1	0.13	10.13 %
CBM1	0.08	1.02 %
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	59.98	18.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	44.09	12.74 %
Home-The	8.61	43.07 %
Total	52.70	14.39 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.62	13.61 %
MVM1	2.37	9.63 %
TTP1	0.94	8.19 %
JKM1	0.70	8.46 %
KUM2	0.69	6.18 %
PDK1	0.52	10.82 %
KRN1	0.52	7.18 %
KIK1	0.16	1.14 %
NCK1	0.14	3.41 %
TRY3	0.13	1.55 %
TVR1	0.13	1.39 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY4		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	52.70	14.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	33.71	10.41 %
Home-The	7.26	42.20 %
Total	40.97	12.01 %

Branch *	MTD Sales L	Brand Share %
CH16	2.56	9.45 %
CH22	1.27	9.89 %
CH28	1.20	6.09 %
CH45	0.99	5.32 %
GUD2	0.99	14.82 %
CH38	0.86	15.28 %
AVD1	0.82	5.28 %
GUD1	0.81	5.69 %
CH26	0.52	15.01 %
CH47	0.47	2.89 %
TKM1	0.22	3.67 %
SKL1	0.15	1.79 %
CH25	0.13	0.94 %
CH08	0.11	1.12 %
CH49	0.06	0.32 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	40.97	12.01 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	29.67	20.72 %
Home-The	9.53	66.65 %
Total	39.20	24.89 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.31	14.05 %
SUL1	1.08	14.93 %
PLI1	1.04	10.25 %
CBE5	0.42	10.14 %
MPM1	0.42	5.35 %
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	39.20	24.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.29	12.32 %
Home-The	6.11	42.68 %
Total	30.40	14.37 %

Branch *	MTD Sales L	Brand Share %
POY2	1.80	12.57 %
TRK1	1.30	6.87 %
KLM1	1.27	9.95 %
PRT1	0.66	7.84 %
TVM1	0.52	5.64 %
KML1	0.42	5.46 %
ULP1	0.13	1.53 %
MKM1		0.00 %
STP1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	30.40	14.37 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.53	10.27 %
Home-The	6.37	43.84 %
Total	24.90	12.77 %

Branch *	MTD Sales L	Brand Share %
KRI1	1.52	15.88 %
HRR1	0.94	16.13 %
SLM2	0.65	9.25 %
KVP1	0.63	13.77 %
SGI1	0.38	7.91 %
PNG1	0.36	4.80 %
DPR2	0.36	9.66 %
APN1	0.34	5.44 %
VPD1	0.21	2.91 %
MTR1	0.13	2.34 %
OML1	0.13	1.57 %
EDP1	0.08	2.12 %
TRM1	0.04	0.37 %
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	24.90	12.77 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.09	6.26 %
Home-The	3.71	25.04 %
Total	15.80	7.60 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.78	14.11 %
GDM1	1.02	12.59 %
VEL2	0.94	8.95 %
VEL3	0.66	6.17 %
KPM1	0.53	9.22 %
PLR1	0.40	6.41 %
VEL1	0.40	6.79 %
VNB1	0.24	3.38 %
AKM1	0.20	1.92 %
ANI1	0.20	3.15 %
WJD1	0.14	2.20 %
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	-1.90 %
Total	15.80	7.60 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	3.49	35.15 %
LED TV	3.24	3.28 %
Total	6.73	6.20 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.39	12.84 %
ERD1	0.69	7.16 %
RSP1	0.57	6.67 %
AVI1	0.54	7.50 %
KGM1	0.41	7.23 %
TPR2	0.40	4.59 %
NKL2	0.21	2.88 %
GBM1	0.21	5.24 %
SGG1	0.15	5.74 %
TPR3	0.14	5.33 %
SYM2	0.14	1.89 %
PDR1	0.13	2.70 %
TPR1	0.08	1.16 %
CMI1		0.00 %
KMM1		0.00 %
TCG1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	6.73	6.20 %