

MTD Sales
391.65 L

Brand Share %
13.69 %

Information:

MTD : 01-11-2025 To 18-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.69 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	325.94	12.13 %
Home-The	65.70	37.71 %
Total	391.65	13.69 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	63.28	17.26 %
CHENNAI-02	59.86	16.58 %
SOUTH-01	59.63	14.92 %
CHENNAI-01	42.50	11.34 %
TRICHY-01	42.17	11.91 %
WEST-02	37.45	13.59 %
SOUTH ARCOT	36.09	14.73 %
WEST-01	34.10	14.41 %
NORTH ARCOT	14.02	6.31 %
KL-SOUTH	2.55	10.28 %
Total	391.65	13.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	52.85	15.43 %
Home-The	10.43	43.29 %
Total	63.28	17.26 %

Branch *	MTD Sales L	Brand Share %
MDU3	1.43	9.58 %
CBM1	0.97	8.85 %
ATG1	0.82	8.11 %
PNV2	0.77	4.39 %
PNI1	0.69	9.91 %
KPT1	0.49	10.39 %
ADP1	0.49	10.49 %
TPT1	0.47	5.59 %
KKD3	0.23	1.36 %
PVI1	0.23	2.39 %
KYK1	0.16	2.88 %
TDI1	0.14	3.18 %
BTU1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
MNM1		0.00 %
MPA1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
USL1		0.00 %
WHMD		0.00 %
MDU4	-0.25	-3.13 %
Total	63.28	17.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	53.42	15.62 %
Home-The	6.44	33.72 %
Total	59.86	16.58 %

Branch *	MTD Sales L	Brand Share %
CH34	1.05	6.77 %
CH17	0.91	5.19 %
CH33	0.34	2.69 %
CH06	0.15	1.65 %
CH43	0.14	0.87 %
CH23	0.01	0.23 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	59.86	16.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	47.48	12.67 %
Home-The	12.15	48.49 %
Total	59.63	14.92 %

Branch *	MTD Sales L	Brand Share %
VNR2	2.25	13.44 %
VLY1	0.81	8.70 %
RND1	0.70	4.50 %
UDN1	0.59	10.32 %
MAR1	0.59	5.37 %
TYI1	0.54	8.76 %
MMT1	0.51	7.05 %
SDI1	0.36	3.56 %
PKD1	0.34	2.70 %
KYR1	0.32	8.46 %
KSM1	0.29	13.04 %
ARM1	0.21	3.39 %
STU2	0.14	1.47 %
TCN1	0.08	0.84 %
ERL2	0.08	1.30 %
SGT1	0.08	3.13 %
VKM1	0.05	0.99 %
S2SD		0.00 %
TKY1		0.00 %
APK1	-0.18	-3.10 %
PDI1	-0.22	-7.46 %
Total	59.63	14.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	37.50	10.59 %
Home-The	5.00	24.08 %
Total	42.50	11.34 %

Branch *	MTD Sales L	Brand Share %
CH05	2.39	10.58 %
CH14	2.09	9.87 %
CH08	2.00	8.17 %
MRM1	1.59	10.59 %
GUD1	1.10	6.16 %
CH42	1.02	5.91 %
CH22	0.94	9.69 %
CH35	0.85	8.40 %
CH11	0.84	6.60 %
CH45	0.50	3.05 %
AVD1	0.48	3.18 %
CH37	0.47	5.69 %
KNR1	0.31	5.45 %
CGL1	0.23	1.78 %
TKM1	0.15	3.31 %
MC09	0.15	10.81 %
CH16		0.00 %
CH28		0.00 %
CH29		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
WCHN	-0.60	8.01 %
Total	42.50	11.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	35.38	10.52 %
Home-The	6.78	38.12 %
Total	42.17	11.91 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.00	12.48 %
TVR2	2.54	12.52 %
TNJ2	1.16	5.71 %
AYR1	0.94	9.03 %
MVM1	0.78	3.30 %
TYR1	0.72	9.43 %
PDK1	0.68	10.78 %
NCK1	0.52	10.69 %
PBR1	0.39	7.87 %
ORU1	0.15	3.17 %
KIK1	0.15	2.33 %
TRY3	0.15	1.75 %
NMM1	0.14	1.38 %
NGT1	0.08	0.55 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	42.17	11.91 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	30.36	11.80 %
Home-The	7.09	38.59 %
Total	37.45	13.59 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.13	13.59 %
SLM3	1.48	12.21 %
SLM2	0.93	7.67 %
NKL2	0.49	3.85 %
KVP1	0.36	7.80 %
DPR2	0.36	7.68 %
TCG1	0.35	7.35 %
VPD1	0.34	3.81 %
PLC1	0.29	5.11 %
SGI1	0.25	4.15 %
APN1	0.21	3.32 %
VKL1	0.12	4.11 %
ATU1	0.08	1.36 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	37.45	13.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	28.90	12.64 %
Home-The	7.18	44.34 %
Total	36.09	14.73 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.13	12.92 %
KLM1	0.56	4.20 %
TRK1	0.55	3.78 %
STP1	0.35	6.45 %
PRT1	0.29	3.32 %
NVL2	0.24	2.06 %
VPM1	0.21	4.60 %
TDM1	0.21	2.79 %
MKM1	0.14	3.37 %
KML1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-12.97 %
Total	36.09	14.73 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	29.46	13.22 %
Home-The	4.64	33.39 %
Total	34.10	14.41 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.70	5.47 %
CBE1	0.64	8.51 %
GBM1	0.51	6.24 %
DPM2	0.51	6.60 %
SUL1	0.49	5.11 %
TPR3	0.47	11.66 %
UMP1	0.38	7.74 %
SYM2	0.24	3.40 %
CBE5	0.20	4.00 %
CBE6	0.15	1.60 %
MPM1	0.14	2.09 %
KGI1	0.14	2.21 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	34.10	14.41 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.62	4.21 %
Home-The	5.39	30.97 %
Total	14.02	6.31 %

Branch *	MTD Sales L	Brand Share %
VSI1	1.09	7.12 %
KPM1	0.80	11.10 %
KPM2	0.79	2.68 %
AKM1	0.70	3.70 %
UGI1	0.47	10.62 %
ARC2	0.38	7.08 %
TRT1	0.34	4.50 %
CYR1	0.33	5.48 %
GDM1	0.28	3.50 %
PLR1	0.21	3.91 %
SBR1	0.21	1.60 %
ABR1	0.15	1.39 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	14.02	6.31 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.97	8.44 %
Home-The	0.58	39.12 %
Total	2.55	10.28 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.61	9.77 %
KLR1		0.00 %
Total	2.55	10.28 %