

MTD Sales
654.03 L

Brand Share %
17.82 %

Information:

MTD : 01-08-2025 To 19-08-2025

* 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	546.59	15.79 %
Home-The	107.44	51.66 %
Total	654.03	17.82 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	132.87	22.90 %
CHENNAI-02	94.61	24.01 %
SOUTH-03	86.12	19.86 %
TRICHY-01	70.10	14.29 %
SOUTH ARCOT	66.34	22.10 %
WEST-02	63.17	16.35 %
CHENNAI-01	63.16	14.28 %
WEST-01	58.20	16.54 %
NORTH ARCOT	17.67	6.75 %
KL-SOUTH	1.78	6.34 %
Total	654.03	17.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	106.73	19.71 %
Home-The	26.14	67.57 %
Total	132.87	22.90 %

Branch *	MTD Sales L	Brand Share %
MAR1	3.57	16.03 %
ERL2	2.90	16.35 %
APK1	1.75	13.39 %
RND1	1.50	9.45 %
TCN1	1.40	10.09 %
SNL1	1.24	10.67 %
VNR1	1.14	16.60 %
PKD1	1.08	6.96 %
UDN1	0.91	15.02 %
STU2	0.87	10.26 %
SGT1	0.69	13.52 %
PDI1	0.49	6.63 %
ASM1	0.47	3.59 %
TYI1	0.35	4.46 %
KYR1	0.28	4.25 %
TKY1	0.21	2.90 %
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	-2.90 %
Total	132.87	22.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	86.47	23.06 %
Home-The	8.13	42.77 %
Total	94.61	24.01 %

Branch *	MTD Sales L	Brand Share %
CH44	2.08	12.59 %
CH43	1.68	13.54 %
CH34	1.01	6.36 %
CH23	0.75	10.86 %
CH17	0.54	5.60 %
CH33	0.49	4.42 %
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	94.61	24.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	71.96	17.63 %
Home-The	14.16	55.45 %
Total	86.12	19.86 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.47	12.55 %
KKD2	2.10	15.09 %
TPT1	1.53	13.62 %
MPA1	1.49	17.10 %
ADP1	1.16	12.66 %
MLR1	1.15	9.38 %
CBM1	1.06	7.22 %
BTU1	0.89	13.01 %
PVI1	0.85	7.19 %
CMR1	0.83	12.43 %
DKI1	0.68	4.38 %
KPT1	0.61	12.48 %
PNI1	0.58	7.61 %
USL1	0.54	3.80 %
KRR1	0.45	7.34 %
SGP1	0.23	5.64 %
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	86.12	19.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	58.31	12.42 %
Home-The	11.80	55.16 %
Total	70.10	14.29 %

Branch *	MTD Sales L	Brand Share %
KUM1	5.38	14.85 %
TVR2	3.75	12.50 %
PBR2	2.63	11.16 %
JKM1	2.49	16.44 %
MVM1	1.98	5.06 %
PTK1	1.67	7.80 %
TNJ2	1.38	5.28 %
AYR1	0.88	7.74 %
TRY2	0.58	11.14 %
KRN1	0.57	7.36 %
ORU1	0.46	4.27 %
KIK1	0.45	2.42 %
TTP1	0.19	1.28 %
NGT1	0.08	0.63 %
APM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	70.10	14.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	55.99	19.79 %
Home-The	10.35	60.15 %
Total	66.34	22.10 %

Branch *	MTD Sales L	Brand Share %
NVL2	1.69	15.87 %
KLM1	1.20	7.86 %
TRK1	1.08	4.00 %
ULP1	0.51	3.56 %
VPM1	0.39	9.53 %
VCM1	0.38	3.65 %
STP1	0.34	6.51 %
MKM1	0.33	4.41 %
KML1	0.33	4.14 %
PRT1		0.00 %
TDM1		0.00 %
Total	66.34	22.10 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	53.76	14.64 %
Home-The	9.41	49.28 %
Total	63.17	16.35 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.18	12.91 %
ATU1	2.05	12.66 %
EPI1	1.50	13.10 %
NKL2	1.44	7.82 %
OML1	1.44	16.85 %
MTR1	1.21	12.29 %
VPD1	1.06	7.88 %
TRM1	0.74	5.61 %
HRR1	0.68	10.33 %
KMM1	0.63	10.85 %
TCG1	0.46	7.21 %
BMD1	0.40	4.89 %
PMP1	0.25	6.29 %
SGI1	0.24	3.70 %
EDP1	0.23	3.09 %
DPR2	0.20	2.25 %
CMI1	0.13	2.33 %
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	63.17	16.35 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	53.04	12.74 %
Home-The	10.11	38.86 %
Total	63.16	14.28 %

Branch *	MTD Sales L	Brand Share %
CH05	3.97	17.40 %
GUD1	2.23	11.81 %
CH16	2.15	6.59 %
CH22	2.00	15.90 %
CGL1	1.62	16.92 %
CH08	1.58	8.57 %
AVD1	0.72	5.67 %
TKM1	0.62	7.16 %
CH39	0.62	6.87 %
GUD2	0.60	4.78 %
MRM1	0.58	2.84 %
CH28	0.23	0.98 %
CZWH	0.22	4.12 %
CH45	0.20	1.14 %
CH38	0.13	1.53 %
CH37	0.12	2.54 %
CH42	0.08	0.46 %
CH11		0.00 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	63.16	14.28 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	47.99	14.51 %
Home-The	10.21	48.37 %
Total	58.20	16.54 %

Branch *	MTD Sales L	Brand Share %
PLI1	2.31	16.93 %
CBE1	1.92	12.02 %
CBE6	1.51	8.60 %
TPR3	1.34	17.23 %
TPR2	1.18	6.35 %
SNR1	1.00	10.31 %
MPM1	0.86	8.14 %
GBM1	0.81	9.66 %
DPM2	0.68	5.22 %
ANR1	0.54	14.56 %
CNR1	0.52	9.23 %
KGI1	0.47	6.85 %
KMD1	0.47	7.75 %
CBE3	0.37	6.71 %
TPR1	0.21	1.26 %
TPR4	0.17	3.96 %
SUL1	0.13	1.40 %
SYM2	0.12	1.59 %
AVI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
Total	58.20	16.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.30	4.63 %
Home-The	6.38	35.77 %
Total	17.67	6.75 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.60	14.16 %
TRR1	2.59	14.12 %
TRL1	1.64	9.67 %
AKM1	1.58	8.99 %
WJD1	1.02	13.21 %
VEL1	0.98	8.45 %
ABR1	0.70	5.50 %
VNB1	0.68	8.43 %
WJP1	0.62	6.51 %
VSI1	0.50	3.20 %
BGR1	0.45	9.53 %
SLG1	0.40	5.39 %
TRT1	0.38	4.82 %
GDM1	0.26	3.11 %
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	17.67	6.75 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.04	4.01 %
Home-The	0.74	35.77 %
Total	1.78	6.34 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.16	15.64 %
TVP1	0.62	3.00 %
Total	1.78	6.34 %