

MTD Sales
290.19 L

Brand Share %
15.31 %

Information:

MTD : 01-09-2025 To 19-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.31 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	231.29	13.09 %
Home-The	58.90	45.74 %
Total	290.19	15.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	49.93	20.97 %
CHENNAI-01	44.35	18.50 %
CHENNAI-02	38.00	18.08 %
SOUTH-01	36.66	12.70 %
WEST-01	31.07	17.37 %
TRICHY-01	29.39	12.79 %
WEST-02	23.88	12.63 %
SOUTH ARCOT	22.76	16.60 %
NORTH ARCOT	9.38	7.56 %
KL-SOUTH	4.77	8.01 %
Total	290.19	15.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	41.58	18.54 %
Home-The	8.36	60.10 %
Total	49.93	20.97 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	5.25 %
TPT1	0.64	8.49 %
MDU4	0.46	12.25 %
MLR1	0.34	6.91 %
MPA1	0.31	5.98 %
CBM1	0.23	4.50 %
MNM1	0.22	8.65 %
CMR1	0.16	8.95 %
DGL2	0.14	4.81 %
KPT1	0.14	3.58 %
ADP1	0.14	2.68 %
DKI1		0.00 %
MDU5		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
Total	49.93	20.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	38.00	16.97 %
Home-The	6.35	40.10 %
Total	44.35	18.50 %

Branch *	MTD Sales L	Brand Share %
CH05	1.76	14.22 %
CH48	1.23	13.97 %
CH16	1.17	5.00 %
GUD1	1.05	11.32 %
CH07	0.94	12.96 %
CH42	0.92	13.83 %
CH28	0.49	4.12 %
CH35	0.49	9.46 %
CH39	0.46	8.12 %
CH45	0.29	2.89 %
SKL1	0.23	4.28 %
CH37	0.15	7.38 %
WHC3	0.05	3.03 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	44.35	18.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	33.61	16.76 %
Home-The	4.39	45.55 %
Total	38.00	18.08 %

Branch *	MTD Sales L	Brand Share %
CH15	1.99	12.77 %
CH09	0.64	7.48 %
CH43	0.36	3.98 %
UKI1	0.34	8.32 %
GPD1	0.21	3.69 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
PON1		0.00 %
CH34	-0.41	-5.23 %
Total	38.00	18.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	21.98	8.37 %
Home-The	14.68	56.22 %
Total	36.66	12.70 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.45	10.21 %
TVL1	1.16	10.97 %
SDI1	1.10	9.80 %
TCN1	0.92	14.89 %
MAR1	0.83	5.79 %
VNR1	0.69	13.70 %
STU2	0.67	9.36 %
TKS2	0.63	6.64 %
TKY1	0.51	7.54 %
PDI1	0.49	15.10 %
MMT1	0.34	5.45 %
RND1	0.33	3.37 %
ERL2	0.31	3.64 %
VKM1	0.31	7.47 %
TYI1	0.29	5.23 %
KGL1	0.22	5.96 %
TVL2	0.15	3.91 %
APK1	0.14	2.28 %
VLY1	0.10	1.26 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
KVT1		0.00 %
KYR1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
UDN1		0.00 %
Total	36.66	12.70 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	25.29	15.31 %
Home-The	5.77	42.31 %
Total	31.07	17.37 %

Branch *	MTD Sales L	Brand Share %
KMD1	0.61	10.23 %
AVI1	0.56	10.81 %
CBE5	0.49	12.81 %
DPM2	0.34	7.56 %
SYM2	0.31	8.94 %
ANR1	0.30	12.40 %
PPI1	0.23	7.55 %
CBE3	0.15	3.50 %
TPR4	0.09	3.88 %
CBE1		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	31.07	17.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	24.14	11.08 %
Home-The	5.25	43.64 %
Total	29.39	12.79 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.91	14.09 %
KUM1	1.37	10.11 %
TNJ2	0.98	7.20 %
MVM1	0.84	7.33 %
AYR1	0.57	11.14 %
NGT1	0.46	5.01 %
MSI1	0.45	7.30 %
KRN1	0.22	6.83 %
TVR2	0.08	1.18 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	29.39	12.79 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	16.89	9.77 %
Home-The	6.99	42.98 %
Total	23.88	12.63 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.79	9.57 %
OML1	0.55	9.97 %
SGI1	0.50	6.54 %
PDR1	0.34	14.96 %
MTR1	0.30	6.27 %
KVP1	0.28	6.89 %
NKL2	0.22	2.94 %
VKL1	0.22	8.16 %
VPD1	0.22	2.81 %
PLC1	0.16	5.23 %
KMM1	0.15	6.14 %
RSP1	0.15	3.04 %
TRM1	0.15	1.81 %
TCG1	0.14	3.72 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	23.88	12.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.57	14.45 %
Home-The	4.18	48.62 %
Total	22.76	16.60 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.41	10.35 %
ULP1	0.47	5.35 %
CDM1	0.34	4.24 %
NVL2	0.30	5.48 %
TRK1	0.29	2.95 %
VCM1	0.22	5.77 %
VPM1	0.21	6.06 %
STP1	0.14	3.66 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	22.76	16.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.66	5.87 %
Home-The	2.73	25.39 %
Total	9.38	7.56 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.83	12.47 %
VEL2	0.58	6.34 %
VSI1	0.55	11.79 %
VEL1	0.34	8.97 %
AKM1	0.30	5.21 %
SLG1	0.22	10.90 %
CGM1	0.21	7.44 %
ARC2	0.14	2.22 %
GDM1	0.14	2.74 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	9.38	7.56 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.57	7.94 %
Home-The	0.20	9.99 %
Total	4.77	8.01 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.54	14.15 %
PAS1	0.23	1.27 %
KLR1		0.00 %
Total	4.77	8.01 %