

MTD Sales
471.51 L

Brand Share %
16.33 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.33 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	380.36	14.14 %
Home-The	91.14	46.23 %
Total	471.51	16.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	110.95	22.79 %
CHENNAI-02	69.43	18.04 %
SOUTH-03	68.09	19.56 %
TRICHY-01	56.22	14.66 %
WEST-01	43.10	25.87 %
CHENNAI-01	42.53	11.90 %
SOUTH ARCOT	32.37	14.50 %
WEST-02	25.38	12.35 %
NORTH ARCOT	16.45	7.61 %
WEST-03	6.99	6.09 %
Total	471.51	16.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	88.08	19.69 %
Home-The	22.88	58.12 %
Total	110.95	22.79 %

Branch *	MTD Sales L	Brand Share %
RND2	2.39	15.22 %
MAR1	2.00	8.87 %
MMT1	1.06	15.64 %
TCN1	1.02	11.75 %
RND1	1.00	9.90 %
VLY1	0.93	8.17 %
SNL1	0.79	7.64 %
PDI1	0.68	11.96 %
SDI1	0.62	4.42 %
TYI1	0.52	7.22 %
SKD1	0.37	4.16 %
ASM1	0.34	5.22 %
COL1	0.31	6.65 %
STU2	0.27	8.80 %
UDN1	0.27	4.81 %
KGL1	0.25	4.61 %
TKY1	0.15	3.26 %
PKD1	0.14	1.35 %
KYR1	0.13	3.82 %
VKM1	0.11	1.57 %
ARM1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	110.95	22.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	59.04	16.30 %
Home-The	10.39	45.59 %
Total	69.43	18.04 %

Branch *	MTD Sales L	Brand Share %
CH03	2.38	6.48 %
CH51	2.31	11.71 %
CH17	1.90	12.59 %
CH34	1.67	9.27 %
CH33	1.60	14.68 %
CH18	1.53	11.44 %
CH06	1.22	10.20 %
CH44	0.94	7.58 %
CH46	0.68	14.29 %
PON1	0.52	4.86 %
CH36	0.52	10.16 %
CH24	0.39	2.92 %
CH37	0.38	7.20 %
UKI1	0.26	4.45 %
CH43	0.23	3.37 %
CH35	0.22	2.06 %
GPD1	0.14	3.03 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-1.31	14.40 %
Total	69.43	18.04 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	58.04	17.82 %
Home-The	10.05	44.69 %
Total	68.09	19.56 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	11.47 %
MDU7	1.34	15.59 %
BNR1	1.32	15.41 %
TDI1	0.54	6.47 %
NTM1	0.52	7.88 %
MNM1	0.52	12.85 %
CMR1	0.43	8.74 %
PNV2	0.40	9.28 %
DKI1	0.26	2.55 %
KPT1	0.21	5.36 %
ADP1	0.21	3.35 %
MDU3	0.20	2.34 %
NKI1	0.19	2.73 %
MDU5	0.15	2.76 %
KKD3	0.14	1.55 %
PKM1	0.14	3.68 %
SGP1	0.14	3.22 %
CBM1	0.08	0.94 %
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	68.09	19.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	46.95	12.99 %
Home-The	9.27	42.04 %
Total	56.22	14.66 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.62	13.21 %
MVM1	2.37	9.62 %
TTP1	0.94	7.85 %
JKM1	0.70	8.46 %
KUM2	0.69	5.36 %
NCK1	0.66	14.16 %
PDK1	0.52	9.30 %
KRN1	0.52	7.09 %
APM1	0.26	6.05 %
KIK1	0.16	1.10 %
TRY3	0.13	1.55 %
TVR1	0.13	1.30 %
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	56.22	14.66 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	32.74	21.66 %
Home-The	10.36	67.33 %
Total	43.10	25.87 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.31	14.05 %
PLI1	1.04	10.25 %
MPM1	0.54	6.82 %
CBE5	0.42	10.14 %
KGI1	0.23	6.82 %
UMP1	0.15	2.29 %
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	43.10	25.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	35.13	10.35 %
Home-The	7.40	41.31 %
Total	42.53	11.90 %

Branch *	MTD Sales L	Brand Share %
CH16	2.56	8.97 %
CH22	1.41	9.73 %
CH28	1.20	5.83 %
CH45	0.99	5.09 %
GUD2	0.99	14.34 %
CH38	0.86	12.62 %
AVD1	0.82	4.91 %
GUD1	0.81	5.42 %
CH39	0.73	15.80 %
CH26	0.52	15.01 %
CH47	0.47	2.71 %
TKM1	0.22	3.67 %
SKL1	0.15	1.79 %
CH25	0.13	0.90 %
CH08	0.11	1.12 %
CH49	0.06	0.31 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	42.53	11.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.00	12.51 %
Home-The	6.36	41.28 %
Total	32.37	14.50 %

Branch *	MTD Sales L	Brand Share %
POY2	1.80	11.48 %
TRK1	1.30	6.69 %
KLM1	1.27	8.89 %
PRT1	0.66	7.70 %
TVM1	0.52	5.64 %
KML1	0.42	5.46 %
MKM1	0.13	2.28 %
ULP1	0.13	1.53 %
STP1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	32.37	14.50 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.53	9.75 %
Home-The	6.85	44.54 %
Total	25.38	12.35 %

Branch *	MTD Sales L	Brand Share %
KRI1	1.52	15.70 %
SLM2	0.65	8.37 %
KVP1	0.63	13.11 %
APN1	0.55	7.60 %
SGI1	0.38	7.66 %
PNG1	0.36	4.80 %
DPR2	0.36	8.74 %
VPD1	0.21	2.88 %
MTR1	0.13	2.34 %
OML1	0.13	1.44 %
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	25.38	12.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.61	6.28 %
Home-The	3.83	24.83 %
Total	16.45	7.61 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.78	13.78 %
GDM1	1.02	12.06 %
VEL2	0.94	8.65 %
VEL3	0.66	6.08 %
KPM1	0.53	9.22 %
PLR1	0.40	5.87 %
VEL1	0.40	6.63 %
VNB1	0.24	3.10 %
AKM1	0.20	1.83 %
ANI1	0.20	3.15 %
WJD1	0.14	2.10 %
UGI1	0.13	5.36 %
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 %
WHVL		0.00 %
WJP1		0.00 %
VSI1	-0.13	-1.77 %
Total	16.45	7.61 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	3.75	34.31 %
LED TV	3.24	3.12 %
Total	6.99	6.09 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.53	12.71 %
ERD1	0.69	7.16 %
RSP1	0.57	5.96 %
AVI1	0.54	7.50 %
KGM1	0.41	7.23 %
TPR2	0.40	4.59 %
SGG1	0.27	6.62 %
NKL2	0.21	2.84 %
GBM1	0.21	5.12 %
TPR3	0.14	5.33 %
SYM2	0.14	1.89 %
PDR1	0.13	2.42 %
TPR1	0.08	1.08 %
CMI1		0.00 %
KMM1		0.00 %
TCG1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	6.99	6.09 %