

MTD Sales
667.55 L

Brand Share %
17.78 %

Information:

MTD : 01-08-2025 To 20-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	558.37	15.77 %
Home-The	109.18	51.46 %
Total	667.55	17.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	135.57	22.68 %
CHENNAI-02	97.00	24.19 %
SOUTH-03	86.33	19.63 %
TRICHY-01	70.10	14.01 %
SOUTH ARCOT	67.49	22.17 %
WEST-02	64.27	16.33 %
CHENNAI-01	63.70	14.23 %
WEST-01	58.86	16.22 %
NORTH ARCOT	20.36	7.56 %
KL-SOUTH	3.85	10.46 %
Total	667.55	17.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	109.30	19.57 %
Home-The	26.28	66.80 %
Total	135.57	22.68 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.43	16.81 %
MAR1	3.57	15.79 %
ERL2	2.90	16.19 %
APK1	1.75	13.10 %
RND1	1.64	10.17 %
TCN1	1.40	9.84 %
SNL1	1.24	10.43 %
VNR1	1.14	16.03 %
PKD1	1.08	6.96 %
UDN1	0.91	14.76 %
STU2	0.87	10.26 %
SGT1	0.69	12.99 %
PDI1	0.49	6.53 %
ASM1	0.47	3.55 %
MMT1	0.35	5.55 %
TYI1	0.35	4.36 %
KYR1	0.28	4.25 %
TKY1	0.21	2.79 %
VLY1	0.13	0.98 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
SDI1	-0.16	-1.55 %
Total	135.57	22.68 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	88.87	23.28 %
Home-The	8.13	42.16 %
Total	97.00	24.19 %

Branch *	MTD Sales L	Brand Share %
CH44	2.58	14.90 %
CH43	1.68	13.39 %
CH34	1.01	5.97 %
CH23	0.75	10.47 %
CH17	0.54	5.46 %
CH33	0.49	4.31 %
PON1	0.34	3.22 %
CH27	0.23	3.66 %
CH01		0.00 %
CH31		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	97.00	24.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	71.96	17.38 %
Home-The	14.37	55.70 %
Total	86.33	19.63 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.47	12.55 %
KKD2	2.10	14.60 %
TPT1	1.53	13.49 %
MPA1	1.49	16.70 %
ADP1	1.16	12.51 %
MLR1	1.15	9.18 %
CBM1	1.06	7.22 %
BTU1	0.89	13.01 %
PVI1	0.85	7.19 %
CMR1	0.83	11.95 %
DKI1	0.68	4.30 %
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	86.33	19.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	58.31	12.18 %
Home-The	11.80	54.24 %
Total	70.10	14.01 %

Branch *	MTD Sales L	Brand Share %
KUM1	5.38	14.64 %
TVR2	3.75	12.46 %
PBR2	2.63	11.05 %
JKM1	2.49	16.44 %
MVM1	1.98	4.96 %
PTK1	1.67	7.49 %
TNJ2	1.38	5.28 %
AYR1	0.88	7.74 %
TRY2	0.58	11.14 %
KRN1	0.57	7.36 %
ORU1	0.46	4.16 %
KIK1	0.45	2.26 %
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	14.01 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	57.14	19.90 %
Home-The	10.35	60.15 %
Total	67.49	22.17 %

Branch *	MTD Sales L	Brand Share %
NVL2	1.69	15.87 %
KLM1	1.20	7.86 %
TRK1	1.08	4.00 %
ULP1	0.51	3.53 %
VPM1	0.39	9.53 %
VCM1	0.38	3.65 %
STP1	0.34	6.35 %
MKM1	0.33	4.15 %
KML1	0.33	4.07 %
PRT1		0.00 %
TDM1		0.00 %
Total	67.49	22.17 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	54.86	14.66 %
Home-The	9.41	48.79 %
Total	64.27	16.33 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.18	12.91 %
ATU1	2.05	12.39 %
EPI1	1.50	12.89 %
NKL2	1.44	7.67 %
OML1	1.44	16.59 %
MTR1	1.21	12.29 %
VPD1	1.06	7.82 %
TRM1	0.74	5.28 %
HRR1	0.68	10.33 %
KMM1	0.63	10.85 %
TCG1	0.46	7.13 %
BMD1	0.40	4.89 %
PMP1	0.25	6.29 %
SGI1	0.24	3.55 %
EDP1	0.23	2.97 %
DPR2	0.20	2.25 %
CMI1	0.13	2.28 %
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	64.27	16.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	53.04	12.60 %
Home-The	10.66	39.77 %
Total	63.70	14.23 %

Branch *	MTD Sales L	Brand Share %
CH05	3.97	16.76 %
CH16	2.29	6.28 %
GUD1	2.23	11.59 %
CH22	2.00	15.77 %
CH08	1.58	8.52 %
AVD1	0.72	5.33 %
TKM1	0.62	6.86 %
CH39	0.62	6.78 %
GUD2	0.60	4.78 %
MRM1	0.58	2.81 %
CH28	0.23	0.98 %
CZWH	0.22	4.12 %
CH45	0.20	1.09 %
CH38	0.13	1.47 %
CH37	0.12	2.47 %
CH42	0.08	0.46 %
CH11		0.00 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	63.70	14.23 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	48.50	14.22 %
Home-The	10.37	47.57 %
Total	58.86	16.22 %

Branch *	MTD Sales L	Brand Share %
PLI1	2.31	15.91 %
CBE1	1.92	12.02 %
CBE6	1.51	8.51 %
TPR3	1.34	16.44 %
TPR2	1.18	6.35 %
SNR1	1.00	10.05 %
MPM1	0.86	7.26 %
GBM1	0.81	8.94 %
DPM2	0.68	4.93 %
ANR1	0.54	14.56 %
CNR1	0.52	8.39 %
KGI1	0.47	6.85 %
KMD1	0.47	7.29 %
CBE3	0.37	6.56 %
TPR1	0.21	1.23 %
TPR4	0.17	3.72 %
SUL1	0.13	1.40 %
SYM2	0.12	1.45 %
AVI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
Total	58.86	16.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.85	5.51 %
Home-The	6.52	35.77 %
Total	20.36	7.56 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.60	13.90 %
TRL1	1.97	11.11 %
KPM1	1.82	17.59 %
AKM1	1.58	8.99 %
WJD1	1.02	13.21 %
VEL1	0.98	8.36 %
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 %
GDM1	0.40	4.52 %
TRT1	0.38	4.82 %
PLR1	0.19	3.28 %
SBR1	0.13	1.07 %
CGM1	0.13	1.25 %
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	20.36	7.56 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.55	7.48 %
Home-The	1.30	48.62 %
Total	3.85	10.46 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.13	9.18 %
PAS1	1.16	15.11 %
KLR1	0.56	9.44 %
Total	3.85	10.46 %