

MTD Sales
297.32 L

Brand Share %
15.22 %

Information:

MTD : 01-09-2025 To 20-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.22 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	236.51	12.99 %
Home-The	60.80	45.65 %
Total	297.32	15.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	50.08	20.06 %
CHENNAI-01	44.69	18.12 %
SOUTH-01	40.31	13.33 %
CHENNAI-02	37.66	17.61 %
WEST-01	32.39	17.07 %
TRICHY-01	29.94	12.70 %
WEST-02	24.81	12.91 %
SOUTH ARCOT	23.09	16.66 %
NORTH ARCOT	9.56	7.70 %
KL-SOUTH	4.77	7.95 %
Total	297.32	15.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	41.52	17.67 %
Home-The	8.57	58.64 %
Total	50.08	20.06 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	5.21 %
TPT1	0.64	8.21 %
MDU4	0.46	12.98 %
MLR1	0.34	6.57 %
MPA1	0.31	5.98 %
CBM1	0.23	4.41 %
MNM1	0.22	8.65 %
PNI1	0.21	5.78 %
CMR1	0.16	8.95 %
DGL2	0.14	4.46 %
KPT1	0.14	3.54 %
ADP1	0.14	2.55 %
DKI1		0.00 %
MDU5		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
Total	50.08	20.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	38.34	16.64 %
Home-The	6.35	39.07 %
Total	44.69	18.12 %

Branch *	MTD Sales L	Brand Share %
CH05	1.76	14.08 %
CH16	1.17	5.00 %
GUD1	1.05	11.32 %
CH07	0.94	12.50 %
CH42	0.92	14.13 %
CH28	0.49	3.93 %
CH35	0.49	9.46 %
CH39	0.46	8.12 %
CH45	0.29	2.79 %
SKL1	0.23	4.11 %
CH37	0.15	7.38 %
WHC3	0.05	2.23 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	44.69	18.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	24.11	8.78 %
Home-The	16.20	58.07 %
Total	40.31	13.33 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.45	10.06 %
TUT2	1.50	15.20 %
SDI1	1.10	9.67 %
TCN1	0.92	14.55 %
MAR1	0.83	5.71 %
VNR1	0.69	13.44 %
STU2	0.67	9.36 %
TKS2	0.63	6.43 %
TKY1	0.51	7.54 %
PDI1	0.49	14.79 %
MMT1	0.34	5.34 %
RND1	0.33	3.52 %
ERL2	0.31	3.64 %
VKM1	0.31	7.47 %
TYI1	0.29	5.14 %
KGL1	0.22	5.85 %
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	40.31	13.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	33.27	16.30 %
Home-The	4.39	44.74 %
Total	37.66	17.61 %

Branch *	MTD Sales L	Brand Share %
CH15	1.99	12.65 %
CH09	0.64	7.33 %
CH43	0.36	3.98 %
UKI1	0.34	8.32 %
GPD1	0.21	3.61 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
PON1	-0.34	-6.70 %
CH34	-0.41	-4.96 %
Total	37.66	17.61 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	26.62	15.13 %
Home-The	5.77	41.49 %
Total	32.39	17.07 %

Branch *	MTD Sales L	Brand Share %
KMD1	0.61	10.07 %
AVI1	0.56	10.81 %
CBE5	0.49	12.81 %
DPM2	0.34	7.45 %
SYM2	0.31	7.52 %
ANR1	0.30	11.89 %
PPI1	0.23	7.55 %
CBE3	0.15	3.33 %
TPR4	0.09	3.66 %
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	32.39	17.07 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	24.60	11.02 %
Home-The	5.34	42.76 %
Total	29.94	12.70 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.91	13.96 %
KUM1	1.37	9.88 %
TNJ2	0.98	7.20 %
MVM1	0.93	7.76 %
AYR1	0.57	10.85 %
NGT1	0.46	4.77 %
MSI1	0.45	7.19 %
KRN1	0.37	10.67 %
TVR2	0.08	1.16 %
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	29.94	12.70 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	17.60	10.03 %
Home-The	7.21	42.75 %
Total	24.81	12.91 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.79	9.43 %
OML1	0.55	9.69 %
SGI1	0.50	6.03 %
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	2.65 %
PLC1	0.16	5.23 %
KMM1	0.15	6.14 %
RSP1	0.15	3.06 %
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	24.81	12.91 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.91	14.55 %
Home-The	4.18	48.34 %
Total	23.09	16.66 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.41	10.35 %
ULP1	0.47	5.28 %
CDM1	0.34	4.07 %
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 %
WHNV		0.00 %
Total	23.09	16.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.98	6.15 %
Home-The	2.58	24.15 %
Total	9.56	7.70 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.55	13.12 %
VEL2	0.44	5.07 %
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	9.56	7.70 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.57	7.88 %
Home-The	0.20	9.99 %
Total	4.77	7.95 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.54	13.98 %
PAS1	0.23	1.27 %
KLR1		0.00 %
Total	4.77	7.95 %