

MTD Sales
434.96 L

Brand Share %
14.17 %

Information:

MTD : 01-11-2025 To 20-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.17 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	360.44	12.53 %
Home-The	74.52	38.97 %
Total	434.96	14.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	69.48	17.48 %
SOUTH-01	67.73	15.60 %
CHENNAI-02	67.05	17.29 %
CHENNAI-01	47.96	11.92 %
TRICHY-01	46.65	12.33 %
WEST-02	40.12	13.66 %
SOUTH ARCOT	39.21	15.11 %
WEST-01	36.50	14.52 %
NORTH ARCOT	16.46	6.99 %
KL-SOUTH	3.80	13.35 %
Total	434.96	14.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	57.36	15.48 %
Home-The	12.12	44.88 %
Total	69.48	17.48 %

Branch *	MTD Sales L	Brand Share %
MDU3	1.43	8.91 %
ATG1	1.12	9.95 %
CBM1	1.11	9.83 %
MLR1	0.99	13.41 %
PNI1	0.90	11.69 %
DGL2	0.90	14.10 %
PNV2	0.77	4.37 %
CMR1	0.60	13.66 %
KPT1	0.49	9.91 %
TPT1	0.47	4.47 %
KKD3	0.23	1.12 %
PVI1	0.23	2.22 %
KYK1	0.16	2.72 %
TDI1	0.14	2.89 %
BTU1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
MNM1		0.00 %
MPA1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
USL1		0.00 %
WHMD		0.00 %
MDU4	-0.25	-2.82 %
Total	69.48	17.48 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	52.96	13.07 %
Home-The	14.77	51.03 %
Total	67.73	15.60 %

Branch *	MTD Sales L	Brand Share %
VNR2	2.25	13.02 %
ASM1	1.43	13.32 %
VLY1	1.13	13.39 %
KGL1	0.89	14.12 %
VNR1	0.89	14.07 %
SDI1	0.81	7.65 %
UDN1	0.73	11.08 %
RND1	0.70	4.23 %
APK2	0.68	12.52 %
MAR1	0.59	5.14 %
TYI1	0.54	7.51 %
MMT1	0.51	6.95 %
SGT1	0.35	8.47 %
PKD1	0.34	2.54 %
KYR1	0.32	7.18 %
KSM1	0.29	12.39 %
TCN1	0.23	2.09 %
ARM1	0.21	3.16 %
ERL2	0.17	2.55 %
APK1	0.15	2.25 %
STU2	0.14	1.36 %
VKM1	0.05	0.88 %
S2SD		0.00 %
TKY1		0.00 %
PDI1	-0.14	-3.40 %
Total	67.73	15.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	60.16	16.38 %
Home-The	6.89	33.73 %
Total	67.05	17.29 %

Branch *	MTD Sales L	Brand Share %
CH03	5.33	11.33 %
CH34	1.39	7.74 %
CH17	0.91	5.00 %
CH06	0.77	7.22 %
CH33	0.34	2.69 %
CH46	0.33	11.59 %
CH43	0.14	0.86 %
CH23	0.01	0.22 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	67.05	17.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	41.75	11.01 %
Home-The	6.21	26.74 %
Total	47.96	11.92 %

Branch *	MTD Sales L	Brand Share %
CH05	3.35	12.78 %
CH14	2.76	11.86 %
MRM1	2.01	12.47 %
CH08	2.00	7.80 %
GUD1	1.10	5.99 %
CH42	1.02	5.47 %
AVD1	0.95	5.66 %
CH22	0.94	8.66 %
CGL1	0.89	6.05 %
CH35	0.85	8.03 %
CH11	0.84	6.45 %
CH45	0.50	2.88 %
CH37	0.47	5.61 %
CH38	0.36	5.03 %
CH26	0.33	11.91 %
KNR1	0.31	5.16 %
CH16	0.23	0.66 %
TKM1	0.15	3.21 %
MC09	0.15	10.81 %
CH28		0.00 %
CH29		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
WCHN	-0.60	6.44 %
Total	47.96	11.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	39.61	11.02 %
Home-The	7.04	37.29 %
Total	46.65	12.33 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.09	12.24 %
TVR2	2.54	11.99 %
TNJ2	1.82	8.36 %
MSI1	1.13	13.76 %
AYR1	0.94	8.95 %
MVM1	0.78	3.16 %
TYR1	0.72	9.46 %
PDK1	0.68	10.78 %
TRY3	0.64	6.98 %
NCK1	0.52	9.58 %
PBR1	0.39	7.31 %
KIK1	0.23	3.50 %
ORU1	0.15	2.81 %
NMM1	0.14	1.28 %
NGT1	0.08	0.53 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	46.65	12.33 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	32.49	11.87 %
Home-The	7.63	38.23 %
Total	40.12	13.66 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.13	12.48 %
SLM3	1.48	11.98 %
SLM2	0.93	7.56 %
NKL2	0.49	3.63 %
KVP1	0.36	7.10 %
TCG1	0.35	6.15 %
VPD1	0.34	3.76 %
PLC1	0.29	4.24 %
SGI1	0.25	4.15 %
APN1	0.21	3.18 %
TRM1	0.14	1.99 %
VKL1	0.12	3.93 %
ATU1	0.08	1.21 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	40.12	13.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.31	12.92 %
Home-The	7.90	45.99 %
Total	39.21	15.11 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.13	12.82 %
KLM1	0.56	3.78 %
TRK1	0.55	3.58 %
STP1	0.35	6.08 %
VCM1	0.34	6.49 %
PRT1	0.29	3.05 %
NVL2	0.24	1.94 %
VPM1	0.21	4.06 %
TDM1	0.21	2.41 %
MKM1	0.14	3.08 %
KML1		0.00 %
ULP1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-12.97 %
Total	39.21	15.11 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	31.42	13.28 %
Home-The	5.08	34.20 %
Total	36.50	14.52 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.86	8.34 %
GDR1	0.72	14.07 %
TPR2	0.70	5.23 %
CBE1	0.64	7.41 %
GBM1	0.51	5.85 %
DPM2	0.51	5.99 %
TPR3	0.47	11.28 %
UMP1	0.38	7.59 %
PPI1	0.37	11.30 %
SYM2	0.24	3.40 %
CBE5	0.20	4.00 %
CBE6	0.15	1.59 %
MPM1	0.14	1.96 %
KGI1	0.14	2.05 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	36.50	14.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.16	4.70 %
Home-The	6.30	33.05 %
Total	16.46	6.99 %

Branch *	MTD Sales L	Brand Share %
VSI1	1.76	10.51 %
KPM1	0.80	10.92 %
KPM2	0.79	2.64 %
AKM1	0.70	3.56 %
ARC2	0.51	9.30 %
UGI1	0.47	9.45 %
PLR1	0.42	6.70 %
TRT1	0.34	4.50 %
CYR1	0.33	4.80 %
PTU1	0.30	8.78 %
GDM1	0.28	3.47 %
SBR1	0.21	1.57 %
ABR1	0.15	1.34 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	16.46	6.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.22	12.02 %
Home-The	0.58	34.82 %
Total	3.80	13.35 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	3.80	13.35 %