

MTD Sales
634.20 L

Brand Share %
19.60 %

Information:

MTD : 01-03-2026 To 21-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.60 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	535.45	17.55 %
Home-The	98.75	53.08 %
Total	634.20	19.60 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	140.12	23.89 %
TRICHY-01	91.96	20.20 %
CHENNAI-02	90.66	24.81 %
SOUTH-03	79.99	19.47 %
WEST-01	56.31	21.42 %
WEST-02	52.90	17.52 %
SOUTH ARCOT	48.49	21.39 %
CHENNAI-01	46.94	11.60 %
NORTH ARCOT	26.83	12.07 %
Total	634.20	19.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	112.91	20.68 %
Home-The	27.21	67.21 %
Total	140.12	23.89 %

Branch *	MTD Sales L	Brand Share %
VLY1	2.05	14.72 %
SDI1	1.97	17.66 %
PKD1	1.80	14.44 %
MAR1	1.32	9.61 %
ERL2	1.26	8.90 %
STU2	1.18	18.44 %
APK2	1.10	10.85 %
MMT1	1.08	19.28 %
KYR1	0.83	14.27 %
ASM1	0.80	9.31 %
SKD1	0.67	8.42 %
PDI1	0.61	11.08 %
TY11	0.57	12.57 %
APK1	0.55	5.81 %
ARM1	0.50	8.31 %
RND1	0.34	2.45 %
VKM1	0.33	5.15 %
SNL1	0.33	4.39 %
VNR1	0.25	3.74 %
KGL1	0.22	7.56 %
COL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	140.12	23.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	79.11	18.27 %
Home-The	12.85	58.12 %
Total	91.96	20.20 %

Branch *	MTD Sales L	Brand Share %
TNJ1	5.61	18.15 %
KUM1	4.82	15.21 %
NMM1	2.04	17.87 %
JKM1	1.66	10.75 %
MVM1	1.61	5.93 %
PBR1	0.97	12.84 %
TTP1	0.96	8.54 %
PDK1	0.90	11.12 %
TRY3	0.67	6.46 %
NGT1	0.65	3.82 %
NCK1	0.62	11.29 %
TVR1	0.51	4.34 %
ORU1	0.50	7.92 %
AYR1	0.30	3.66 %
KIK1	0.29	2.62 %
MSI1	0.25	3.05 %
APM1		0.00 %
KRN1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	91.96	20.20 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	82.55	23.82 %
Home-The	8.11	43.01 %
Total	90.66	24.81 %

Branch *	MTD Sales L	Brand Share %
CH06	2.18	17.78 %
CH51	1.51	7.24 %
CH17	1.27	8.14 %
CH31	0.58	8.98 %
CH33	0.53	6.68 %
CH34	0.41	3.58 %
CH43	0.36	4.19 %
GPD1	0.20	3.24 %
CH24	0.10	0.91 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	90.66	24.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	66.49	17.22 %
Home-The	13.49	54.49 %
Total	79.99	19.47 %

Branch *	MTD Sales L	Brand Share %
KKD3	2.27	13.62 %
CBM1	1.61	11.61 %
TEN2	1.47	15.16 %
BNR1	1.12	18.36 %
NKI1	1.09	13.00 %
DGL2	0.99	10.05 %
MDU4	0.80	9.20 %
BTU1	0.74	14.40 %
KPT1	0.54	9.21 %
DKI1	0.47	5.58 %
CMR1	0.37	8.17 %
SGP1	0.35	4.78 %
TPT1	0.34	4.80 %
MDU3	0.32	3.47 %
ADP1	0.31	4.87 %
MDU5	0.26	5.02 %
PVI1	0.22	3.10 %
PKM1	0.14	2.80 %
USL1	0.14	2.04 %
ATG1	0.14	1.05 %
PNV2	0.12	1.71 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	79.99	19.47 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	45.34	18.57 %
Home-The	10.97	58.54 %
Total	56.31	21.42 %

Branch *	MTD Sales L	Brand Share %
MPM1	1.22	10.33 %
KGI1	0.93	13.97 %
CNR1	0.67	6.40 %
PLI1	0.63	6.19 %
PDM1	0.52	8.04 %
AVI1	0.36	5.51 %
GBM1	0.34	10.00 %
UMP1	0.23	3.67 %
SNR1	0.20	2.16 %
GDR1	0.15	4.49 %
PPI1	0.13	3.26 %
SYM2	0.13	1.67 %
TPR4	0.08	2.81 %
CBE3	0.08	3.19 %
DPM2		0.00 %
KGM1		0.00 %
KMD1		0.00 %
TPR1		0.00 %
TPR3		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	56.31	21.42 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	43.22	15.18 %
Home-The	9.68	56.57 %
Total	52.90	17.52 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.46	12.26 %
EPI1	1.50	17.47 %
VPD1	1.21	12.41 %
KMM1	1.14	15.14 %
ATU1	1.04	9.50 %
APN1	0.79	8.93 %
PLC1	0.79	11.54 %
TCG1	0.77	13.51 %
SGI1	0.70	9.11 %
DPR1	0.68	12.34 %
NKL2	0.65	4.72 %
DPR2	0.65	10.77 %
VKL1	0.57	17.68 %
MTR1	0.57	14.50 %
HRR1	0.38	7.43 %
MCR1	0.36	4.76 %
KVP1	0.20	8.30 %
CMI1	0.19	4.10 %
SLM2	0.15	1.68 %
RSP1	0.13	1.33 %
PDR1	0.13	2.37 %
TRM1	0.12	1.36 %
BMD1		0.00 %
EDP1		0.00 %
OML1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	52.90	17.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	42.44	19.76 %
Home-The	6.05	50.58 %
Total	48.49	21.39 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.12	19.54 %
TRK1	1.31	8.47 %
KML1	1.01	12.34 %
KLM1	0.61	4.47 %
PRT1	0.51	4.69 %
STP1	0.32	7.64 %
TDM1	0.20	2.11 %
VPM1	0.19	11.45 %
MKM1	0.13	2.12 %
TVM2	0.08	1.81 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	48.49	21.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	41.50	10.75 %
Home-The	5.44	28.92 %
Total	46.94	11.60 %

Branch *	MTD Sales L	Brand Share %
CH05	4.15	17.28 %
CH30	3.63	16.13 %
CH49	1.50	6.82 %
CH22	1.48	11.44 %
SKL1	1.32	12.85 %
AVD1	1.20	7.82 %
CH37	0.97	12.84 %
CH25	0.85	7.07 %
CH39	0.82	12.89 %
GUD1	0.82	7.53 %
CH16	0.77	2.41 %
CH08	0.51	3.28 %
CH47	0.50	4.28 %
CH42	0.49	2.69 %
CZWH	0.31	6.69 %
CH45	0.23	1.21 %
CGL1	0.20	2.25 %
KNR1	0.13	1.98 %
CH26	0.11	2.63 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	46.94	11.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.89	10.47 %
Home-The	4.94	37.48 %
Total	26.83	12.07 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.91	12.53 %
GDM1	1.76	19.13 %
SBR1	1.51	10.04 %
ARC2	1.01	18.93 %
AKM1	0.96	9.33 %
VEL1	0.81	7.73 %
WJD1	0.64	8.17 %
VSI1	0.51	6.12 %
CPT1	0.49	7.90 %
SLG1	0.38	6.75 %
CGM1	0.34	4.20 %
VNB1	0.25	3.26 %
CYR1	0.20	3.90 %
ANI1	0.14	6.00 %
PLR1	0.13	2.43 %
ABR1		0.00 %
BGR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	26.83	12.07 %