

MTD Sales
712.21 L

Brand Share %
17.17 %

Information:

MTD : 01-04-2026 To 21-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.17 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	616.89	15.62 %
Home-The	95.32	48.28 %
Total	712.21	17.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	147.80	21.50 %
TRICHY-01	100.54	18.23 %
CHENNAI-02	100.51	19.84 %
SOUTH-03	96.01	18.42 %
WEST-01	69.68	20.42 %
SOUTH ARCOT	64.54	19.66 %
CHENNAI-01	57.50	10.42 %
WEST-02	51.08	13.01 %
NORTH ARCOT	24.54	9.18 %
Total	712.21	17.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	123.04	18.92 %
Home-The	24.77	66.71 %
Total	147.80	21.50 %

Branch *	MTD Sales L	Brand Share %
RND1	3.28	13.10 %
ERL2	1.84	11.92 %
MAR1	1.58	7.63 %
VNR1	1.52	14.14 %
SNL1	1.37	14.79 %
SDI1	1.25	10.64 %
VKM1	0.89	9.79 %
ASM1	0.88	9.71 %
APK1	0.75	6.79 %
TYI1	0.74	9.86 %
TKY1	0.67	7.63 %
APK2	0.64	8.67 %
UDN1	0.55	5.26 %
SKD1	0.49	4.42 %
KYR1	0.49	5.58 %
ARM1	0.49	8.39 %
KSM1	0.32	9.55 %
STU2	0.27	3.33 %
COL1	0.14	4.24 %
S2SD		0.00 %
SGT1		0.00 %
WHTV		0.00 %
PDI1	-0.26	-3.63 %
Total	147.80	21.50 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	91.15	17.12 %
Home-The	9.39	49.00 %
Total	100.54	18.23 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.06	9.26 %
KRN1	1.51	13.93 %
NGT1	1.46	9.90 %
TRY3	1.03	7.89 %
NMM1	1.03	8.43 %
PBR1	0.95	9.86 %
TTP1	0.79	6.75 %
MVM1	0.77	2.12 %
TVR1	0.76	5.59 %
ORU1	0.48	7.39 %
JKM1	0.39	3.46 %
KIK1	0.31	2.10 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
Total	100.54	18.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	90.70	18.66 %
Home-The	9.81	48.03 %
Total	100.51	19.84 %

Branch *	MTD Sales L	Brand Share %
CH50	3.50	16.24 %
CH24	2.25	9.59 %
CH17	1.36	6.86 %
CH51	1.20	6.57 %
CH31	0.76	8.68 %
CH46	0.67	10.40 %
CH36	0.61	11.07 %
CH23	0.55	6.33 %
UKI1	0.47	4.88 %
PON1	0.42	5.48 %
GPD1	0.31	2.70 %
CH27	0.25	2.94 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
Total	100.51	19.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	81.58	16.54 %
Home-The	14.43	51.31 %
Total	96.01	18.42 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.03	13.06 %
KKD3	1.71	7.46 %
MDU7	1.68	14.12 %
TEN2	1.44	8.34 %
MDU4	1.35	15.85 %
PNI1	1.18	16.92 %
PVI1	1.07	10.96 %
TDI1	1.00	10.27 %
MPA1	0.75	4.81 %
CBM1	0.64	4.91 %
MNM1	0.63	10.37 %
MDU3	0.53	4.84 %
NKI1	0.51	6.33 %
KYK1	0.48	6.37 %
MLR1	0.47	3.93 %
ADP1	0.46	7.79 %
MDU5	0.40	6.98 %
CMR1	0.27	2.25 %
PNV2	0.14	1.84 %
TPT1	0.13	0.97 %
NTM1	0.13	2.20 %
BTU1	0.13	1.75 %
USL1	0.09	0.76 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	96.01	18.42 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	59.60	18.53 %
Home-The	10.08	51.31 %
Total	69.68	20.42 %

Branch *	MTD Sales L	Brand Share %
MPM1	1.39	13.77 %
GDR1	1.26	15.79 %
KMD1	1.24	15.63 %
CBE5	0.85	13.36 %
SUL1	0.84	13.24 %
PDM1	0.84	8.93 %
AVI1	0.80	8.10 %
TPR1	0.62	4.69 %
CBE3	0.40	8.88 %
CBE6	0.38	4.71 %
TPR3	0.27	5.26 %
GBM1	0.22	3.19 %
ANR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	69.68	20.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	57.55	18.31 %
Home-The	6.98	50.16 %
Total	64.54	19.66 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.01	5.32 %
TDM1	0.90	5.61 %
VPM1	0.90	14.46 %
KLM1	0.68	4.72 %
PRT1	0.38	2.30 %
ULP1	0.28	2.27 %
STP1	0.26	5.08 %
VCM1	0.22	3.06 %
KML1		0.00 %
MKM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	64.54	19.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	50.29	9.54 %
Home-The	7.21	29.49 %
Total	57.50	10.42 %

Branch *	MTD Sales L	Brand Share %
CH47	2.68	7.88 %
CH16	1.93	5.85 %
CH49	1.90	6.77 %
GUD2	1.79	14.57 %
CGL1	1.61	10.15 %
CH08	1.55	5.54 %
GUD1	0.90	4.85 %
CH25	0.81	2.39 %
CH38	0.81	9.77 %
CH35	0.78	5.65 %
MRM1	0.53	3.16 %
CH22	0.50	3.55 %
CH39	0.42	7.01 %
CH28	0.39	2.06 %
KNR1	0.21	2.66 %
CH42	0.14	0.67 %
TKM1	0.13	1.36 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH45		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
AVD1	-0.18	-1.79 %
WCHN	-0.50	5.42 %
Total	57.50	10.42 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	42.76	11.47 %
Home-The	8.32	41.52 %
Total	51.08	13.01 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.92	15.82 %
SLM2	2.07	12.10 %
KVP1	1.72	15.62 %
TCG1	1.01	14.09 %
HRR1	0.65	15.00 %
SGI1	0.58	7.17 %
PLC1	0.53	6.16 %
MCR1	0.47	3.48 %
MTR1	0.41	7.10 %
OML1	0.39	3.13 %
KAM1	0.35	5.49 %
ATU1	0.32	1.86 %
APN1	0.29	3.67 %
NKL2	0.26	1.48 %
WHKP	0.14	4.46 %
VKL1	0.13	3.06 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	51.08	13.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.21	8.00 %
Home-The	4.33	29.73 %
Total	24.54	9.18 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.51	14.04 %
VSI1	1.54	10.53 %
KPM1	1.22	15.95 %
CYR1	1.04	12.53 %
BGR1	0.97	14.21 %
VEL2	0.90	5.96 %
PLR1	0.83	8.71 %
VEL1	0.68	8.30 %
WJP1	0.47	4.65 %
VNB1	0.41	4.05 %
CPT1	0.38	4.45 %
ABR1	0.25	1.83 %
SBR1	0.23	1.62 %
CGM1	0.20	1.62 %
SLG1	0.20	2.83 %
AKM1	0.13	0.91 %
ARC2	0.13	1.90 %
ANI1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	24.54	9.18 %