

MTD Sales
299.51 L

Brand Share %
15.16 %

Information:

MTD : 01-09-2025 To 21-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.16 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	237.72	12.92 %
Home-The	61.79	45.52 %
Total	299.51	15.16 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	50.56	19.76 %
CHENNAI-01	45.32	18.10 %
SOUTH-01	39.33	12.97 %
CHENNAI-02	39.20	18.08 %
WEST-01	32.53	16.86 %
TRICHY-01	29.94	12.61 %
WEST-02	25.13	13.06 %
SOUTH ARCOT	22.95	16.48 %
NORTH ARCOT	9.79	7.66 %
KL-SOUTH	4.77	7.94 %
Total	299.51	15.16 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	41.85	17.39 %
Home-The	8.71	57.53 %
Total	50.56	19.76 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.70	5.14 %
TPT1	0.64	7.97 %
MDU4	0.46	11.65 %
MLR1	0.34	6.29 %
MPA1	0.31	5.98 %
ODM1	0.28	14.58 %
CBM1	0.23	4.32 %
MNM1	0.22	8.17 %
PNI1	0.21	6.57 %
CMR1	0.16	8.47 %
DGL2	0.14	4.32 %
KPT1	0.14	3.54 %
ADP1	0.14	2.45 %
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	50.56	19.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	38.82	16.64 %
Home-The	6.50	38.15 %
Total	45.32	18.10 %

Branch *	MTD Sales L	Brand Share %
CH05	1.76	14.07 %
CH16	1.17	4.75 %
GUD1	1.05	11.32 %
CH07	0.94	12.28 %
CH42	0.92	14.13 %
CH28	0.49	3.76 %
CH35	0.49	9.46 %
CH39	0.46	7.91 %
CH45	0.29	2.79 %
SKL1	0.23	3.91 %
CH37	0.15	6.92 %
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	45.32	18.10 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	23.12	8.40 %
Home-The	16.20	57.90 %
Total	39.33	12.97 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.45	10.04 %
TUT2	1.50	14.99 %
SDI1	1.10	9.52 %
TCN1	0.92	14.27 %
MAR1	0.83	5.63 %
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	5.30 %
RND1	0.33	3.52 %
ERL2	0.31	3.59 %
VKM1	0.31	7.29 %
TYI1	0.29	5.14 %
KGL1	0.22	5.85 %
TVL2	0.15	3.91 %
APK1	0.14	2.24 %
VLY1	0.10	1.27 %
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	39.33	12.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	34.66	16.76 %
Home-The	4.54	45.59 %
Total	39.20	18.08 %

Branch *	MTD Sales L	Brand Share %
CH15	1.99	12.57 %
CH09	0.64	7.33 %
CH43	0.36	3.85 %
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 %
CH34	-0.07	-0.84 %
PON1	-0.34	-6.53 %
Total	39.20	18.08 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	26.62	14.88 %
Home-The	5.91	41.92 %
Total	32.53	16.86 %

Branch *	MTD Sales L	Brand Share %
KMD1	0.61	9.76 %
AVI1	0.56	10.81 %
CBE5	0.49	12.81 %
DPM2	0.34	7.12 %
SYM2	0.31	7.39 %
ANR1	0.30	10.17 %
PPI1	0.23	6.83 %
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	32.53	16.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	24.60	10.94 %
Home-The	5.34	42.76 %
Total	29.94	12.61 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.91	13.96 %
KUM1	1.37	9.79 %
TNJ2	0.98	7.15 %
MVM1	0.93	7.76 %
AYR1	0.57	10.85 %
NGT1	0.46	4.67 %
MSI1	0.45	7.19 %
KRN1	0.37	10.33 %
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	12.61 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	17.60	10.05 %
Home-The	7.53	43.44 %
Total	25.13	13.06 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.79	9.76 %
OML1	0.55	9.69 %
SGI1	0.50	6.03 %
PDR1	0.34	14.96 %
MTR1	0.30	6.43 %
KVP1	0.28	8.10 %
NKL2	0.22	2.91 %
VKL1	0.22	8.16 %
VPD1	0.22	2.65 %
PLC1	0.16	5.23 %
KMM1	0.15	5.82 %
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	25.13	13.06 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.91	14.47 %
Home-The	4.04	46.89 %
Total	22.95	16.48 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.41	10.35 %
ULP1	0.47	5.28 %
CDM1	0.34	3.92 %
NVL2	0.30	5.48 %
TRK1	0.29	2.94 %
VCM1	0.22	5.57 %
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	22.95	16.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.98	5.98 %
Home-The	2.81	25.66 %
Total	9.79	7.66 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.44	5.07 %
VEL1	0.34	8.97 %
AKM1	0.30	4.47 %
SLG1	0.22	9.72 %
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	9.79	7.66 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.57	7.88 %
Home-The	0.20	9.47 %
Total	4.77	7.94 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.54	13.98 %
PAS1	0.23	1.27 %
KLR1		0.00 %
Total	4.77	7.94 %