

MTD Sales
522.84 L

Brand Share %
16.35 %

Information:

MTD : 01-09-2026 To 21-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.35 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	417.22	14.03 %
Home-The	105.62	47.27 %
Total	522.84	16.35 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	119.95	22.74 %
CHENNAI-02	83.37	19.33 %
SOUTH-03	70.85	18.91 %
TRICHY-01	58.69	14.05 %
CHENNAI-01	50.20	12.06 %
WEST-01	46.89	25.48 %
SOUTH ARCOT	33.89	14.13 %
WEST-02	29.28	13.11 %
NORTH ARCOT	21.20	8.69 %
WEST-03	8.52	6.12 %
Total	522.84	16.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	94.45	19.52 %
Home-The	25.51	58.26 %
Total	119.95	22.74 %

Branch *	MTD Sales L	Brand Share %
RND2	2.79	16.20 %
MAR1	2.00	8.38 %
VLY1	1.07	8.94 %
MMT1	1.06	15.14 %
TCN1	1.02	10.93 %
RND1	1.00	9.55 %
SNL1	0.92	7.67 %
KSM1	0.79	15.14 %
PDI1	0.68	10.35 %
SDI1	0.62	4.35 %
TYI1	0.52	6.98 %
SKD1	0.45	4.79 %
ASM1	0.34	5.03 %
COL1	0.31	6.44 %
STU2	0.27	8.80 %
UDN1	0.27	4.37 %
KGL1	0.25	4.50 %
TKY1	0.15	3.18 %
PKD1	0.14	1.23 %
KYR1	0.13	3.52 %
VKM1	0.11	1.42 %
ARM1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	119.95	22.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	71.15	17.57 %
Home-The	12.22	46.23 %
Total	83.37	19.33 %

Branch *	MTD Sales L	Brand Share %
CH03	4.09	9.19 %
CH51	2.31	11.04 %
CH18	1.93	13.00 %
CH17	1.90	12.02 %
CH34	1.67	8.50 %
CH33	1.60	14.50 %
CH06	1.22	9.89 %
CH24	1.08	6.74 %
CH44	0.94	7.09 %
CH46	0.68	13.76 %
PON1	0.52	4.21 %
CH36	0.52	9.32 %
CH27	0.40	5.62 %
UKI1	0.38	6.03 %
CH37	0.38	6.12 %
CH43	0.23	3.01 %
CH35	0.22	1.66 %
GPD1	0.14	2.93 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-1.31	13.91 %
Total	83.37	19.33 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	59.83	17.08 %
Home-The	11.02	45.17 %
Total	70.85	18.91 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	10.59 %
BNR1	1.32	15.41 %
MNM1	0.66	14.24 %
TDI1	0.54	6.47 %
NTM1	0.52	7.28 %
CMR1	0.43	8.13 %
PNV2	0.40	9.28 %
NKI1	0.39	5.14 %
DKI1	0.26	2.63 %
KPT1	0.21	4.98 %
ADP1	0.21	3.35 %
MDU3	0.20	2.11 %
MDU5	0.15	2.30 %
KKD3	0.14	1.44 %
PKM1	0.14	3.53 %
SGP1	0.14	2.85 %
TPT1	0.12	1.69 %
CBM1	0.08	0.88 %
ATG1		0.00 %
BTU1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
USL1		0.00 %
Total	70.85	18.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	48.40	12.30 %
Home-The	10.29	42.47 %
Total	58.69	14.05 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.62	11.84 %
MVM1	2.59	9.52 %
TTP1	0.94	7.57 %
JKM1	0.70	6.77 %
KUM2	0.69	5.02 %
NCK1	0.66	13.73 %
TVR1	0.54	4.97 %
PDK1	0.52	8.85 %
KRN1	0.52	7.09 %
APM1	0.39	8.26 %
TRY2	0.29	16.21 %
KIK1	0.16	1.01 %
TRY3	0.13	1.32 %
AYR1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY4		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	58.69	14.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	40.29	10.22 %
Home-The	9.91	45.22 %
Total	50.20	12.06 %

Branch *	MTD Sales L	Brand Share %
CH16	2.56	7.95 %
CH22	1.41	9.06 %
CH47	1.38	5.36 %
CH28	1.20	5.23 %
GUD1	1.00	5.13 %
CH45	0.99	4.34 %
AVD1	0.94	5.30 %
CH38	0.86	11.39 %
CH39	0.73	14.90 %
CH26	0.52	15.01 %
TKM1	0.22	3.11 %
SKL1	0.15	1.48 %
CH25	0.13	0.79 %
CH08	0.11	1.12 %
CH49	0.06	0.29 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	50.20	12.06 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	34.59	20.78 %
Home-The	12.30	70.01 %
Total	46.89	25.48 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.31	12.70 %
MPM1	1.13	11.97 %
PLI1	1.04	9.56 %
CBE5	0.55	12.04 %
UMP1	0.35	4.60 %
KGI1	0.23	6.82 %
WZSD	0.11	7.65 %
DPM2	0.08	1.27 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
Total	46.89	25.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.85	12.07 %
Home-The	7.04	40.52 %
Total	33.89	14.13 %

Branch *	MTD Sales L	Brand Share %
POY2	1.93	11.30 %
NVL2	1.30	16.06 %
KLM1	1.27	8.21 %
TRK1	1.22	6.06 %
PRT1	0.66	6.96 %
TVM1	0.52	5.23 %
KML1	0.42	4.74 %
MKM1	0.13	2.15 %
ULP1	0.13	1.37 %
STP1		0.00 %
TVM2		0.00 %
VCM2		0.00 %
VPM1		0.00 %
VCM1	-0.47	-24.65 %
Total	33.89	14.13 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	21.73	10.52 %
Home-The	7.55	45.18 %
Total	29.28	13.11 %

Branch *	MTD Sales L	Brand Share %
KRI1	1.52	14.38 %
HRR1	1.07	13.96 %
SGI1	0.74	13.71 %
SLM2	0.65	8.02 %
KVP1	0.63	12.01 %
APN1	0.55	7.29 %
OML1	0.38	3.75 %
PNG1	0.36	4.80 %
DPR2	0.36	7.96 %
VPD1	0.21	2.71 %
MTR1	0.13	1.90 %
EDP1	0.08	2.12 %
TRM1	0.04	0.35 %
ATU1		0.00 %
BMD1		0.00 %
EPI1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	29.28	13.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.29	7.21 %
Home-The	4.90	27.49 %
Total	21.20	8.69 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.10	15.30 %
CYR1	1.38	14.38 %
GDM1	1.02	12.06 %
VEL2	0.94	6.99 %
VEL3	0.66	5.87 %
KPM1	0.53	7.68 %
PLR1	0.40	5.77 %
VEL1	0.40	5.60 %
VNB1	0.24	3.04 %
CPT1	0.21	4.94 %
AKM1	0.20	1.67 %
ANI1	0.20	3.00 %
WJD1	0.14	1.92 %
UGI1	0.13	4.68 %
ABR1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRT1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
VSI1	-0.13	-1.51 %
Total	21.20	8.69 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	4.88	36.93 %
LED TV	3.64	2.89 %
Total	8.52	6.12 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.93	13.18 %
TPR2	1.05	6.59 %
ERD1	0.83	7.02 %
RSP1	0.57	4.90 %
AVI1	0.54	6.41 %
KGM1	0.41	6.09 %
SGG1	0.27	6.00 %
CMI1	0.21	7.50 %
NKL2	0.21	2.72 %
GBM1	0.21	4.39 %
TPR3	0.14	3.60 %
SYM2	0.14	1.45 %
KMM1	0.13	4.32 %
PDR1	0.13	2.18 %
TPR1	0.08	0.90 %
TCG1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	8.52	6.12 %