

MTD Sales
457.91 L

Brand Share %
14.17 %

Information:

MTD : 01-11-2025 To 21-11-2025

* 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	380.32	12.55 %
Home-The	77.59	38.56 %
Total	457.91	14.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	73.97	17.82 %
SOUTH-01	70.63	15.73 %
CHENNAI-02	68.22	17.04 %
CHENNAI-01	49.57	11.87 %
TRICHY-01	48.83	12.24 %
WEST-02	41.55	13.63 %
SOUTH ARCOT	39.21	14.41 %
WEST-01	37.26	14.25 %
NORTH ARCOT	24.58	8.66 %
KL-SOUTH	4.09	14.11 %
Total	457.91	14.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	61.25	15.84 %
Home-The	12.72	44.91 %
Total	73.97	17.82 %

Branch *	MTD Sales L	Brand Share %
MDU3	1.43	8.80 %
ATG1	1.12	9.95 %
CBM1	1.11	9.63 %
MLR1	0.99	13.41 %
PNI1	0.90	11.50 %
DGL2	0.90	13.24 %
PNV2	0.77	4.27 %
MPA1	0.75	11.32 %
CMR1	0.60	13.47 %
KPT1	0.49	9.91 %
TPT1	0.47	4.33 %
KKD3	0.23	1.08 %
PVI1	0.23	2.10 %
KYK1	0.16	2.72 %
TDI1	0.14	2.82 %
BTU1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
MNM1		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	73.97	17.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	55.64	13.28 %
Home-The	14.99	50.09 %
Total	70.63	15.73 %

Branch *	MTD Sales L	Brand Share %
VNR2	2.46	13.82 %
ASM1	1.43	13.20 %
SDI1	1.13	9.55 %
VLY1	1.13	13.06 %
KGL1	0.89	13.82 %
VNR1	0.89	12.79 %
UDN1	0.73	11.08 %
RND1	0.70	4.06 %
APK2	0.68	12.31 %
MAR1	0.59	4.83 %
TCN1	0.56	5.00 %
TYI1	0.54	7.51 %
MMT1	0.51	6.76 %
SGT1	0.35	8.37 %
PKD1	0.34	2.43 %
KYR1	0.32	7.18 %
KSM1	0.29	12.39 %
ARM1	0.21	2.83 %
ERL2	0.17	2.55 %
APK1	0.15	2.25 %
STU2	0.14	1.27 %
VKM1	0.05	0.86 %
S2SD		0.00 %
TKY1		0.00 %
PDI1	-0.14	-2.79 %
Total	70.63	15.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	61.10	16.11 %
Home-The	7.12	33.96 %
Total	68.22	17.04 %

Branch *	MTD Sales L	Brand Share %
CH03	5.33	11.04 %
CH34	1.39	7.53 %
CH17	0.91	5.00 %
CH06	0.77	7.22 %
CH33	0.58	4.37 %
CH46	0.33	10.20 %
CH43	0.14	0.84 %
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	68.22	17.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	42.80	10.88 %
Home-The	6.77	28.16 %
Total	49.57	11.87 %

Branch *	MTD Sales L	Brand Share %
CH05	3.79	14.05 %
CH14	2.76	11.67 %
MRM1	2.01	12.30 %
CH08	2.00	7.48 %
CGL1	1.20	7.78 %
GUD1	1.10	5.99 %
CH42	1.02	5.22 %
AVD1	0.95	5.66 %
CH22	0.94	8.15 %
CH35	0.85	7.52 %
CH11	0.84	5.93 %
CH16	0.54	1.45 %
CH45	0.50	2.84 %
CH37	0.47	5.61 %
CH38	0.36	5.03 %
CH26	0.33	11.37 %
KNR1	0.31	5.16 %
SKL1	0.21	1.67 %
TKM1	0.15	2.88 %
MC09	0.15	10.81 %
CH28		0.00 %
CH29		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.60	6.44 %
Total	49.57	11.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	41.70	11.00 %
Home-The	7.12	36.08 %
Total	48.83	12.24 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.39	12.71 %
TVR2	2.54	11.60 %
TNJ2	1.82	8.04 %
MSI1	1.13	12.78 %
AYR1	0.94	8.75 %
MVM1	0.78	3.05 %
TYR1	0.72	9.17 %
TRY3	0.64	6.69 %
PBR1	0.39	6.98 %
KIK1	0.32	3.83 %
ORU1	0.15	2.76 %
NMM1	0.14	1.24 %
NGT1	0.08	0.51 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	48.83	12.24 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	33.93	11.94 %
Home-The	7.63	36.72 %
Total	41.55	13.63 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.13	11.77 %
SLM3	1.79	13.57 %
SLM2	0.93	7.56 %
NKL2	0.49	3.47 %
KVP1	0.36	6.81 %
TCG1	0.35	5.71 %
VPD1	0.34	3.55 %
PLC1	0.29	4.16 %
SGI1	0.25	4.08 %
APN1	0.21	3.18 %
TRM1	0.14	1.97 %
VKL1	0.12	3.93 %
ATU1	0.08	1.10 %
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	41.55	13.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.31	12.29 %
Home-The	7.90	45.20 %
Total	39.21	14.41 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.13	12.55 %
KLM1	0.56	3.48 %
TRK1	0.55	3.24 %
STP1	0.35	6.08 %
VCM1	0.34	6.02 %
PRT1	0.29	2.47 %
NVL2	0.24	1.89 %
VPM1	0.21	3.97 %
TDM1	0.21	2.30 %
MKM1	0.14	2.76 %
KML1		0.00 %
ULP1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-12.12 %
Total	39.21	14.41 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	31.73	12.92 %
Home-The	5.54	34.70 %
Total	37.26	14.25 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.86	8.15 %
GDR1	0.72	13.05 %
TPR2	0.70	5.23 %
CBE1	0.64	7.14 %
GBM1	0.51	5.70 %
DPM2	0.51	5.91 %
TPR3	0.47	11.28 %
UMP1	0.38	7.59 %
PPI1	0.37	10.84 %
SYM2	0.24	2.85 %
CBE5	0.20	3.91 %
CBE6	0.15	1.59 %
MPM1	0.14	1.95 %
KGI1	0.14	2.02 %
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	37.26	14.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.35	6.64 %
Home-The	7.23	32.43 %
Total	24.58	8.66 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.39	9.83 %
VSI1	1.76	10.11 %
ARC2	1.12	6.17 %
VEL2	0.91	5.26 %
KPM1	0.80	10.92 %
KPM2	0.79	2.48 %
AKM1	0.78	3.94 %
UGI1	0.47	9.33 %
PLR1	0.42	6.26 %
TRT1	0.34	4.47 %
CYR1	0.33	4.61 %
PTU1	0.30	8.12 %
GDM1	0.28	3.41 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	24.58	8.66 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.51	12.87 %
Home-The	0.58	33.79 %
Total	4.09	14.11 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	4.09	14.11 %