

MTD Sales
688.53 L

Brand Share %
19.77 %

Information:

MTD : 01-03-2026 To 22-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	585.33	17.81 %
Home-The	103.20	52.84 %
Total	688.53	19.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	147.79	24.00 %
CHENNAI-02	105.57	25.09 %
TRICHY-01	96.99	20.28 %
SOUTH-03	84.61	19.75 %
WEST-01	64.28	21.80 %
WEST-02	59.16	17.99 %
SOUTH ARCOT	51.40	21.29 %
CHENNAI-01	48.93	11.32 %
NORTH ARCOT	29.82	12.32 %
Total	688.53	19.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	120.14	20.92 %
Home-The	27.65	66.62 %
Total	147.79	24.00 %

Branch *	MTD Sales L	Brand Share %
SDI1	2.30	18.83 %
VLY1	2.05	14.17 %
PKD1	1.80	13.78 %
MAR1	1.32	8.90 %
ERL2	1.26	8.69 %
STU2	1.18	17.76 %
APK2	1.10	10.74 %
ASM1	1.09	12.13 %
MMT1	1.08	18.58 %
KYR1	0.83	12.38 %
SKD1	0.67	8.42 %
PDI1	0.61	11.08 %
TYI1	0.57	12.01 %
APK1	0.55	5.51 %
ARM1	0.50	8.31 %
RND1	0.34	2.42 %
VKM1	0.33	4.88 %
SNL1	0.33	3.91 %
VNR1	0.25	3.50 %
KGL1	0.22	7.23 %
COL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	147.79	24.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	96.59	24.15 %
Home-The	8.98	43.20 %
Total	105.57	25.09 %

Branch *	MTD Sales L	Brand Share %
CH06	2.81	17.48 %
CH51	1.51	6.99 %
CH17	1.27	7.26 %
GPD1	0.67	9.47 %
CH46	0.66	15.46 %
CH31	0.58	8.63 %
CH33	0.53	6.27 %
CH34	0.41	2.95 %
CH43	0.36	4.00 %
UKI1	0.15	2.76 %
CH24	0.10	0.79 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
Total	105.57	25.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	83.75	18.38 %
Home-The	13.24	58.59 %
Total	96.99	20.28 %

Branch *	MTD Sales L	Brand Share %
TNJ1	5.61	17.94 %
KUM1	4.82	14.63 %
JKM1	2.14	12.86 %
NMM1	2.04	15.85 %
MVM1	1.61	5.60 %
PBR1	0.97	11.54 %
TTP1	0.96	7.84 %
PDK1	0.90	11.12 %
ORU1	0.86	12.83 %
TRY3	0.67	6.09 %
NGT1	0.65	3.74 %
NCK1	0.62	10.72 %
TVR1	0.51	4.30 %
AYR1	0.30	3.48 %
KIK1	0.29	2.56 %
MSI1	0.25	2.82 %
APM1		0.00 %
KRN1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	96.99	20.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	70.90	17.59 %
Home-The	13.70	54.15 %
Total	84.61	19.75 %

Branch *	MTD Sales L	Brand Share %
KKD3	2.27	13.35 %
CBM1	1.61	11.49 %
TEN2	1.47	14.79 %
BNR1	1.12	17.96 %
NKI1	1.09	13.00 %
DGL2	0.99	10.00 %
MDU4	0.80	8.21 %
BTU1	0.74	14.40 %
KPT1	0.54	8.89 %
USL1	0.49	6.07 %
DKI1	0.47	5.51 %
CMR1	0.37	7.95 %
SGP1	0.35	4.78 %
TPT1	0.34	4.73 %
MDU3	0.32	3.42 %
ADP1	0.31	4.72 %
MDU5	0.26	5.02 %
PVI1	0.22	2.87 %
PKM1	0.14	2.76 %
ATG1	0.14	1.05 %
PNV2	0.12	1.68 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	84.61	19.75 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	51.55	18.84 %
Home-The	12.73	60.29 %
Total	64.28	21.80 %

Branch *	MTD Sales L	Brand Share %
MPM1	1.22	9.79 %
KGI1	0.93	11.85 %
CNR1	0.67	5.67 %
PDM1	0.65	8.07 %
PLI1	0.63	5.84 %
AVI1	0.36	5.24 %
GBM1	0.34	8.67 %
UMP1	0.23	3.25 %
SNR1	0.20	2.12 %
GDR1	0.15	4.08 %
PPI1	0.13	2.98 %
SYM2	0.13	1.54 %
TPR4	0.08	2.43 %
CBE3	0.08	2.59 %
DPM2		0.00 %
KGM1		0.00 %
KMD1		0.00 %
TPR1		0.00 %
TPR3		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	64.28	21.80 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	49.26	15.83 %
Home-The	9.91	56.07 %
Total	59.16	17.99 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.78	13.10 %
DPR1	1.21	18.04 %
VPD1	1.21	12.41 %
KMM1	1.14	13.95 %
ATU1	1.04	8.30 %
APN1	0.79	8.31 %
PLC1	0.79	10.82 %
TCG1	0.77	12.07 %
SGI1	0.70	8.71 %
NKL2	0.65	4.52 %
DPR2	0.65	10.40 %
VKL1	0.57	17.68 %
MTR1	0.57	13.75 %
HRR1	0.38	6.37 %
MCR1	0.36	4.76 %
TRM1	0.35	3.45 %
KVP1	0.20	5.64 %
CMI1	0.19	4.10 %
SLM2	0.15	1.44 %
RSP1	0.13	1.21 %
PDR1	0.13	1.98 %
BMD1		0.00 %
EDP1		0.00 %
OML1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	59.16	17.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	45.34	19.81 %
Home-The	6.05	48.58 %
Total	51.40	21.29 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.12	18.39 %
TRK1	1.78	10.31 %
KML1	1.01	11.79 %
TDM1	0.70	6.97 %
KLM1	0.61	3.84 %
PRT1	0.51	4.63 %
STP1	0.32	7.49 %
VPM1	0.19	9.58 %
MKM1	0.13	2.09 %
TVM2	0.08	1.81 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	51.40	21.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	43.29	10.50 %
Home-The	5.64	28.60 %
Total	48.93	11.32 %

Branch *	MTD Sales L	Brand Share %
CH30	3.63	16.04 %
MRM1	2.63	19.05 %
CH49	1.50	6.56 %
CH22	1.48	11.15 %
SKL1	1.32	12.53 %
AVD1	1.20	7.21 %
CH37	0.97	12.65 %
CH25	0.85	7.01 %
CH39	0.82	11.50 %
GUD1	0.82	7.35 %
CH16	0.77	2.30 %
CH08	0.51	3.23 %
CH47	0.50	3.71 %
CH42	0.49	2.50 %
CZWH	0.31	6.69 %
CH45	0.23	1.13 %
CGL1	0.20	2.03 %
KNR1	0.13	1.68 %
CH26	0.11	2.48 %
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	48.93	11.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.52	10.76 %
Home-The	5.29	37.41 %
Total	29.82	12.32 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.38	13.16 %
GDM1	1.76	16.86 %
SBR1	1.51	9.27 %
VEL1	1.29	10.93 %
ARC2	1.01	17.26 %
AKM1	0.96	8.25 %
WJD1	0.64	7.90 %
VSI1	0.51	5.04 %
CPT1	0.49	7.25 %
SLG1	0.38	6.35 %
CGM1	0.34	3.96 %
VNB1	0.25	3.09 %
CYR1	0.20	3.31 %
ANI1	0.14	6.00 %
PLR1	0.13	2.37 %
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	29.82	12.32 %