

MTD Sales
732.36 L

Brand Share %
17.06 %

Information:

MTD : 01-04-2026 To 22-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.06 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	634.37	15.51 %
Home-The	97.99	48.32 %
Total	732.36	17.06 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	151.30	21.10 %
CHENNAI-02	105.56	20.11 %
TRICHY-01	103.92	18.04 %
SOUTH-03	97.27	18.02 %
WEST-01	69.79	20.14 %
SOUTH ARCOT	66.13	19.39 %
CHENNAI-01	58.61	10.44 %
WEST-02	54.04	13.25 %
NORTH ARCOT	25.75	9.29 %
Total	732.36	17.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	125.70	18.53 %
Home-The	25.60	66.20 %
Total	151.30	21.10 %

Branch *	MTD Sales L	Brand Share %
TCN1	3.31	16.10 %
RND1	3.28	12.60 %
PKD1	2.83	16.76 %
ERL2	1.84	11.26 %
MAR1	1.66	7.60 %
VNR1	1.52	13.75 %
SNL1	1.37	14.08 %
SDI1	1.25	10.51 %
ASM1	0.95	9.75 %
UDN1	0.92	8.32 %
VKM1	0.89	9.56 %
APK1	0.75	6.28 %
TY11	0.74	9.86 %
TKY1	0.67	7.38 %
APK2	0.64	8.67 %
SKD1	0.49	3.83 %
KYR1	0.49	5.58 %
ARM1	0.49	8.39 %
SGT1	0.37	8.44 %
KSM1	0.32	8.92 %
STU2	0.27	3.21 %
COL1	0.14	3.89 %
S2SD		0.00 %
WHTV		0.00 %
PDI1	-0.26	-3.56 %
Total	151.30	21.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	95.03	18.86 %
Home-The	10.53	49.80 %
Total	105.56	20.11 %

Branch *	MTD Sales L	Brand Share %
CH50	3.64	15.55 %
CH24	2.25	9.50 %
CH51	1.51	7.50 %
CH17	1.36	6.64 %
CH31	0.76	8.63 %
CH46	0.67	10.10 %
CH36	0.61	11.07 %
CH23	0.55	6.12 %
UKI1	0.47	4.81 %
PON1	0.42	5.28 %
GPD1	0.31	2.52 %
CH27	0.25	2.94 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
Total	105.56	20.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	94.26	16.94 %
Home-The	9.66	49.24 %
Total	103.92	18.04 %

Branch *	MTD Sales L	Brand Share %
TNJ1	6.67	16.88 %
TNJ2	4.70	17.03 %
KUM1	3.71	10.29 %
KRN1	1.51	13.46 %
NGT1	1.46	9.07 %
KIK1	1.09	6.53 %
TRY3	1.03	7.73 %
NMM1	1.03	8.06 %
PBR1	0.95	9.86 %
TTP1	0.79	6.53 %
MVM1	0.77	2.05 %
TVR1	0.76	5.48 %
JKM1	0.52	4.55 %
ORU1	0.48	6.65 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
Total	103.92	18.04 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	82.84	16.20 %
Home-The	14.43	50.90 %
Total	97.27	18.02 %

Branch *	MTD Sales L	Brand Share %
MDU7	2.07	15.72 %
ATG1	2.03	11.97 %
KKD3	1.71	7.34 %
TEN2	1.44	8.18 %
MDU4	1.35	15.59 %
PNI1	1.18	16.31 %
PVI1	1.07	10.17 %
TDI1	1.00	9.52 %
MPA1	0.75	4.58 %
CBM1	0.64	4.71 %
MNM1	0.63	10.03 %
MDU3	0.53	4.61 %
NKI1	0.51	6.33 %
KYK1	0.48	6.26 %
MLR1	0.47	3.84 %
ADP1	0.46	7.43 %
MDU5	0.40	6.42 %
CMR1	0.27	2.21 %
PNV2	0.14	1.77 %
TPT1	0.13	0.89 %
NTM1	0.13	2.05 %
BTU1	0.13	1.75 %
USL1	0.09	0.73 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	97.27	18.02 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	59.60	18.24 %
Home-The	10.19	51.59 %
Total	69.79	20.14 %

Branch *	MTD Sales L	Brand Share %
MPM1	1.39	13.45 %
GDR1	1.26	14.39 %
KMD1	1.24	15.63 %
CBE5	0.85	13.36 %
SUL1	0.84	13.24 %
PDM1	0.84	8.89 %
AVI1	0.80	7.88 %
TPR1	0.62	4.49 %
CBE3	0.40	8.59 %
CBE6	0.38	4.63 %
TPR3	0.27	5.12 %
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	69.79	20.14 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	59.14	18.10 %
Home-The	6.98	48.97 %
Total	66.13	19.39 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.40	6.86 %
TDM1	0.90	5.61 %
VPM1	0.90	14.46 %
KLM1	0.68	4.42 %
PRT1	0.38	2.21 %
ULP1	0.28	2.20 %
STP1	0.26	4.95 %
VCM1	0.22	3.06 %
MKM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
KML1	-0.33	-3.03 %
Total	66.13	19.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	51.19	9.54 %
Home-The	7.42	29.87 %
Total	58.61	10.44 %

Branch *	MTD Sales L	Brand Share %
CH47	2.68	7.56 %
CH08	1.95	6.69 %
CH16	1.93	5.77 %
CH49	1.90	6.64 %
GUD2	1.79	14.40 %
CGL1	1.61	9.94 %
GUD1	0.90	4.83 %
CH28	0.89	4.35 %
CH25	0.81	2.38 %
CH38	0.81	9.61 %
CH35	0.78	5.54 %
MRM1	0.53	3.03 %
CH22	0.50	3.47 %
CH39	0.42	7.01 %
CH42	0.35	1.62 %
KNR1	0.21	2.66 %
TKM1	0.13	1.27 %
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	-1.77 %
WCHN	-0.50	5.15 %
Total	58.61	10.44 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	45.38	11.73 %
Home-The	8.66	41.59 %
Total	54.04	13.25 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.07	11.80 %
KVP1	1.72	14.78 %
TCG1	1.01	14.09 %
PLC1	0.67	7.19 %
HRR1	0.65	12.95 %
SGI1	0.58	6.95 %
MCR1	0.47	3.48 %
MTR1	0.41	7.10 %
OML1	0.39	2.92 %
KAM1	0.35	5.49 %
ATU1	0.32	1.78 %
APN1	0.29	3.29 %
NKL2	0.26	1.40 %
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	54.04	13.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.22	8.11 %
Home-The	4.53	29.45 %
Total	25.75	9.29 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.51	13.82 %
VSI1	1.54	10.26 %
KPM1	1.22	15.95 %
CYR1	1.04	11.98 %
BGR1	0.97	14.21 %
VEL2	0.90	5.59 %
PLR1	0.83	8.45 %
VEL1	0.68	7.90 %
WJP1	0.47	4.55 %
VNB1	0.41	4.03 %
CPT1	0.38	4.39 %
ABR1	0.25	1.79 %
SBR1	0.23	1.52 %
CGM1	0.20	1.62 %
SLG1	0.20	2.72 %
AKM1	0.13	0.89 %
ARC2	0.13	1.82 %
TRT1	0.08	0.80 %
ANI1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WHVL	-0.14	8.97 %
Total	25.75	9.29 %