

MTD Sales
537.86 L

Brand Share %
16.39 %

Information:

MTD : 01-09-2026 To 22-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.39 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	429.04	14.06 %
Home-The	108.81	47.24 %
Total	537.86	16.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	121.51	22.60 %
CHENNAI-02	84.30	19.14 %
SOUTH-03	72.16	18.83 %
TRICHY-01	61.67	14.33 %
CHENNAI-01	50.65	11.75 %
WEST-01	48.16	25.39 %
SOUTH ARCOT	35.42	14.37 %
WEST-02	32.20	14.07 %
NORTH ARCOT	23.07	9.20 %
WEST-03	8.72	6.08 %
Total	537.86	16.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	94.84	19.27 %
Home-The	26.66	58.60 %
Total	121.51	22.60 %

Branch *	MTD Sales L	Brand Share %
RND2	2.79	16.20 %
MAR1	2.00	7.93 %
VLY1	1.07	8.66 %
MMT1	1.06	14.00 %
TCN1	1.02	10.79 %
RND1	1.00	9.19 %
SNL1	0.92	7.50 %
KSM1	0.79	14.61 %
PDI1	0.68	10.35 %
SDI1	0.62	4.28 %
TYI1	0.52	6.98 %
SKD1	0.45	4.71 %
ASM1	0.34	4.83 %
COL1	0.31	6.13 %
STU2	0.27	8.80 %
UDN1	0.27	4.37 %
KGL1	0.25	4.34 %
TKY1	0.15	3.18 %
PKD1	0.14	1.20 %
KYR1	0.13	3.52 %
VKM1	0.11	1.42 %
ARM1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	121.51	22.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	72.07	17.42 %
Home-The	12.22	46.13 %
Total	84.30	19.14 %

Branch *	MTD Sales L	Brand Share %
CH03	4.09	8.97 %
CH51	2.31	10.92 %
CH18	1.93	12.30 %
CH17	1.90	11.85 %
CH34	1.67	8.03 %
CH33	1.60	14.50 %
CH06	1.22	9.60 %
CH24	1.08	6.61 %
CH44	0.94	7.09 %
CH46	0.68	13.76 %
PON1	0.52	4.21 %
CH36	0.52	8.84 %
CH27	0.40	5.62 %
UKI1	0.38	6.03 %
CH37	0.38	6.12 %
CH43	0.23	2.90 %
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	13.42 %
Total	84.30	19.14 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	61.14	17.05 %
Home-The	11.02	44.79 %
Total	72.16	18.83 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	10.42 %
BNR1	1.32	14.72 %
MNM1	0.66	14.24 %
TDI1	0.54	6.28 %
NTM1	0.52	7.02 %
USL1	0.51	7.35 %
CMR1	0.43	8.02 %
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	1.40 %
PKM1	0.14	3.23 %
SGP1	0.14	2.68 %
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 %
Total	72.16	18.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	50.80	12.54 %
Home-The	10.87	42.84 %
Total	61.67	14.33 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.27	11.25 %
TVR2	2.62	11.16 %
JKM1	1.10	10.10 %
TTP1	0.94	7.23 %
KUM2	0.69	4.92 %
NCK1	0.66	12.55 %
KIK1	0.58	3.34 %
TVR1	0.54	4.81 %
PDK1	0.52	8.27 %
KRN1	0.52	7.09 %
APM1	0.39	8.26 %
TRY2	0.29	16.21 %
TRY3	0.13	1.31 %
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	61.67	14.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	40.67	9.95 %
Home-The	9.99	44.31 %
Total	50.65	11.75 %

Branch *	MTD Sales L	Brand Share %
CH16	2.56	7.63 %
CH22	1.41	8.61 %
CH47	1.38	5.32 %
CH28	1.20	5.19 %
AVD1	1.02	5.69 %
GUD1	1.00	4.97 %
CH45	0.99	4.34 %
CH38	0.86	11.17 %
CH39	0.73	13.38 %
CH26	0.52	15.01 %
TKM1	0.22	3.04 %
SKL1	0.15	1.48 %
CH25	0.13	0.75 %
CH08	0.11	1.12 %
CH49	0.06	0.27 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	50.65	11.75 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	35.11	20.53 %
Home-The	13.05	69.99 %
Total	48.16	25.39 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.31	12.33 %
PLI1	1.25	10.72 %
MPM1	1.13	11.30 %
CBE5	0.55	12.04 %
UMP1	0.35	4.57 %
KGI1	0.23	6.82 %
WZSD	0.11	5.14 %
DPM2	0.08	1.27 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
Total	48.16	25.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	28.17	12.32 %
Home-The	7.25	40.69 %
Total	35.42	14.37 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.54	16.01 %
POY2	1.93	11.15 %
KLM1	1.48	9.33 %
TRK1	1.22	5.98 %
PRT1	0.66	6.85 %
TVM1	0.52	5.23 %
KML1	0.42	4.32 %
MKM1	0.13	2.10 %
ULP1	0.13	1.37 %
STP1		0.00 %
TVM2		0.00 %
VCM2		0.00 %
VPM1		0.00 %
VCM1	-0.47	-24.65 %
Total	35.42	14.37 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	24.65	11.65 %
Home-The	7.55	43.86 %
Total	32.20	14.07 %

Branch *	MTD Sales L	Brand Share %
HRR1	1.07	13.78 %
SGI1	0.74	14.49 %
KVP1	0.63	12.01 %
APN1	0.55	6.92 %
OML1	0.38	3.75 %
PNG1	0.36	4.80 %
DPR2	0.36	7.96 %
VPD1	0.21	2.69 %
MTR1	0.13	1.90 %
EDP1	0.08	2.12 %
TRM1	0.04	0.34 %
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	32.20	14.07 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.95	7.73 %
Home-The	5.11	27.58 %
Total	23.07	9.20 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.10	15.18 %
VEL3	1.65	13.47 %
GDM1	1.02	12.06 %
VEL2	0.94	6.99 %
KPM1	0.53	7.49 %
PLR1	0.40	5.54 %
VEL1	0.40	5.11 %
VNB1	0.24	3.04 %
WJP1	0.21	2.44 %
CPT1	0.21	4.94 %
AKM1	0.20	1.64 %
ANI1	0.20	3.00 %
WJD1	0.14	1.90 %
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 %
VSI1	-0.13	-1.44 %
Total	23.07	9.20 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	5.08	37.31 %
LED TV	3.64	2.80 %
Total	8.72	6.08 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.93	13.18 %
TPR2	1.05	6.33 %
ERD1	0.83	6.85 %
RSP1	0.57	4.81 %
AVI1	0.54	6.41 %
KGM1	0.41	6.09 %
KMM1	0.33	8.19 %
SGG1	0.27	6.00 %
CMI1	0.21	6.88 %
NKL2	0.21	2.65 %
GBM1	0.21	4.39 %
TPR3	0.14	3.60 %
SYM2	0.14	1.32 %
PDR1	0.13	2.18 %
TPR1	0.08	0.88 %
TCG1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	8.72	6.08 %