

MTD Sales
493.29 L

Brand Share %
14.53 %

Information:

MTD : 01-11-2025 To 22-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.53 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	406.32	12.79 %
Home-The	86.97	39.98 %
Total	493.29	14.53 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	82.01	18.74 %
SOUTH-01	77.18	16.30 %
CHENNAI-02	74.00	17.56 %
TRICHY-01	51.68	12.41 %
CHENNAI-01	51.17	11.40 %
WEST-02	44.18	13.82 %
SOUTH ARCOT	41.40	14.68 %
WEST-01	38.83	14.44 %
NORTH ARCOT	28.12	9.47 %
KL-SOUTH	4.72	15.84 %
Total	493.29	14.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	68.15	16.72 %
Home-The	13.87	46.05 %
Total	82.01	18.74 %

Branch *	MTD Sales L	Brand Share %
ATG1	1.64	13.48 %
MDU3	1.43	8.66 %
CBM1	1.20	9.50 %
PNV2	1.15	6.23 %
MLR1	0.99	12.71 %
MPA1	0.96	13.45 %
DGL2	0.93	13.44 %
PNI1	0.90	11.43 %
CMR1	0.60	11.84 %
KPT1	0.49	9.70 %
TPT1	0.47	4.44 %
KKD3	0.23	1.02 %
PVI1	0.23	2.03 %
KYK1	0.16	2.52 %
TDI1	0.14	2.82 %
BTU1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
MNM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
USL1		0.00 %
WHMD		0.00 %
MDU4	-0.25	-2.54 %
Total	82.01	18.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	59.57	13.54 %
Home-The	17.61	52.55 %
Total	77.18	16.30 %

Branch *	MTD Sales L	Brand Share %
VNR2	2.59	14.13 %
SDI1	1.49	11.88 %
ASM1	1.43	12.10 %
SKD1	1.18	14.42 %
VLY1	1.13	12.79 %
KGL1	0.89	13.59 %
VNR1	0.89	12.26 %
UDN1	0.73	11.00 %
RND1	0.70	3.97 %
APK2	0.68	12.31 %
MAR1	0.59	4.79 %
TCN1	0.56	4.96 %
TYI1	0.54	7.51 %
MMT1	0.51	6.76 %
VKM1	0.38	5.79 %
SGT1	0.35	8.27 %
PKD1	0.34	2.41 %
KYR1	0.32	6.64 %
KSM1	0.29	12.39 %
APK1	0.27	3.93 %
ARM1	0.21	2.62 %
ERL2	0.17	2.49 %
STU2	0.14	1.26 %
S2SD		0.00 %
TKY1		0.00 %
PDI1	-0.14	-2.53 %
Total	77.18	16.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	66.54	16.65 %
Home-The	7.46	34.36 %
Total	74.00	17.56 %

Branch *	MTD Sales L	Brand Share %
CH03	6.59	13.00 %
CH34	1.72	9.01 %
CH17	1.62	8.07 %
CH06	0.77	7.22 %
CH33	0.58	4.32 %
CH46	0.33	7.76 %
CH43	0.14	0.82 %
UKI1	0.13	1.95 %
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 %
Total	74.00	17.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	44.35	11.20 %
Home-The	7.33	35.29 %
Total	51.68	12.41 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.04	14.29 %
TVR2	2.88	11.95 %
TNJ2	1.82	7.62 %
MSI1	1.13	11.28 %
PDK1	0.98	13.60 %
AYR1	0.94	8.65 %
NCK1	0.86	14.36 %
MVM1	0.78	2.92 %
TRY3	0.77	7.32 %
TYR1	0.72	8.76 %
PBR1	0.39	6.98 %
KIK1	0.32	3.66 %
ORU1	0.15	2.76 %
NMM1	0.14	1.24 %
NGT1	0.08	0.49 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	51.68	12.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	43.94	10.40 %
Home-The	7.23	27.44 %
Total	51.17	11.40 %

Branch *	MTD Sales L	Brand Share %
CH14	3.02	12.27 %
MRM1	2.01	12.21 %
CH08	2.00	7.06 %
CGL1	1.32	8.45 %
GUD1	1.10	5.64 %
CH42	1.02	4.92 %
AVD1	0.95	5.51 %
CH22	0.94	7.60 %
CH35	0.85	7.45 %
CH11	0.84	5.36 %
SKL1	0.57	4.33 %
CH16	0.54	1.43 %
CH45	0.50	2.65 %
CH37	0.47	5.24 %
CH38	0.36	4.94 %
CH28	0.35	1.18 %
CH26	0.33	10.91 %
KNR1	0.31	4.97 %
TKM1	0.15	2.75 %
MC09	0.15	10.81 %
CH29		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.60	6.44 %
Total	51.17	11.40 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	35.48	11.97 %
Home-The	8.70	37.49 %
Total	44.18	13.82 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.13	11.53 %
SLM3	1.79	13.33 %
SLM2	0.93	7.14 %
NKL2	0.49	3.39 %
SGI1	0.37	5.78 %
KVP1	0.36	6.49 %
TCG1	0.35	5.23 %
VPD1	0.34	3.36 %
PLC1	0.29	3.92 %
APN1	0.21	3.05 %
TRM1	0.14	1.68 %
HRR1	0.13	3.56 %
VKL1	0.12	3.93 %
ATU1	0.08	1.13 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	44.18	13.82 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.11	12.55 %
Home-The	8.29	45.32 %
Total	41.40	14.68 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.13	12.55 %
KLM1	0.56	3.40 %
TRK1	0.55	3.12 %
NVL2	0.54	4.11 %
STP1	0.35	5.92 %
VCM1	0.34	5.79 %
PRT1	0.29	2.42 %
VPM1	0.21	3.89 %
TDM1	0.21	2.09 %
MKM1	0.14	2.76 %
KML1		0.00 %
ULP1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-10.92 %
Total	41.40	14.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	32.45	12.89 %
Home-The	6.38	37.28 %
Total	38.83	14.44 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.86	8.04 %
GDR1	0.72	13.05 %
TPR2	0.70	5.09 %
CBE1	0.64	6.88 %
GBM1	0.51	5.70 %
DPM2	0.51	5.77 %
TPR3	0.47	11.28 %
UMP1	0.38	7.59 %
SYM2	0.24	2.71 %
KGI1	0.22	3.12 %
CBE5	0.20	3.91 %
CBE6	0.15	1.47 %
MPM1	0.14	1.85 %
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	38.83	14.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.59	6.83 %
Home-The	9.53	38.52 %
Total	28.12	9.47 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.39	9.56 %
VSI1	1.76	9.67 %
ARC2	1.12	6.05 %
VEL2	0.91	5.07 %
AKM1	0.91	4.37 %
KPM1	0.80	10.23 %
KPM2	0.79	2.42 %
CGM1	0.57	8.73 %
UGI1	0.47	9.33 %
PLR1	0.42	6.02 %
SLG1	0.36	9.01 %
TRT1	0.34	4.21 %
CYR1	0.33	4.29 %
PTU1	0.30	8.12 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	28.12	9.47 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.14	14.74 %
Home-The	0.58	33.79 %
Total	4.72	15.84 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	4.72	15.84 %