

MTD Sales
521.93 L

Brand Share %
14.56 %

Information:

MTD : 01-11-2025 To 23-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.56 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	430.01	12.82 %
Home-The	91.92	39.87 %
Total	521.93	14.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	86.74	16.72 %
SOUTH-03	85.36	18.80 %
CHENNAI-02	79.27	17.70 %
TRICHY-01	54.91	12.68 %
CHENNAI-01	53.01	11.08 %
WEST-02	45.83	13.62 %
SOUTH ARCOT	41.82	14.52 %
WEST-01	41.25	14.35 %
NORTH ARCOT	29.00	9.33 %
KL-SOUTH	4.72	15.63 %
Total	521.93	14.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	67.34	13.96 %
Home-The	19.41	53.08 %
Total	86.74	16.72 %

Branch *	MTD Sales L	Brand Share %
VNR2	2.59	13.35 %
SDI1	1.49	10.74 %
ASM1	1.43	11.51 %
UDN1	1.20	14.19 %
SKD1	1.18	14.05 %
RND1	1.04	5.41 %
KGL1	0.89	13.35 %
VNR1	0.89	12.26 %
PKD1	0.84	5.33 %
MMT1	0.84	9.99 %
APK1	0.82	10.74 %
MAR1	0.59	3.90 %
TCN1	0.56	4.71 %
TYI1	0.54	7.11 %
VKM1	0.38	5.68 %
SGT1	0.35	8.01 %
STU2	0.34	2.83 %
KYR1	0.32	5.94 %
KSM1	0.29	11.35 %
ARM1	0.21	2.38 %
ERL2	0.17	2.25 %
S2SD		0.00 %
TKY1		0.00 %
PDI1	-0.14	-2.38 %
Total	86.74	16.72 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	71.07	16.80 %
Home-The	14.29	46.21 %
Total	85.36	18.80 %

Branch *	MTD Sales L	Brand Share %
MDU3	2.47	13.70 %
ATG1	1.64	13.35 %
CBM1	1.20	8.89 %
PNV2	1.15	6.17 %
MLR1	0.99	12.71 %
MPA1	0.96	12.85 %
DGL2	0.93	13.22 %
PNI1	0.90	11.43 %
NTM1	0.73	14.38 %
KPT1	0.62	11.13 %
CMR1	0.60	10.47 %
TPT1	0.47	4.39 %
KKD3	0.23	1.00 %
PVI1	0.23	1.85 %
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	85.36	18.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	71.19	16.78 %
Home-The	8.08	34.38 %
Total	79.27	17.70 %

Branch *	MTD Sales L	Brand Share %
CH03	7.88	14.25 %
CH34	1.72	8.81 %
CH17	1.62	7.86 %
CH06	0.77	7.02 %
CH33	0.58	4.07 %
CH46	0.33	7.76 %
CH43	0.14	0.78 %
UKI1	0.13	1.94 %
CH23	0.01	0.21 %
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	79.27	17.70 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	47.34	11.49 %
Home-The	7.57	35.67 %
Total	54.91	12.68 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.04	13.80 %
TVR2	2.88	11.35 %
TNJ2	2.32	9.30 %
MSI1	1.13	10.58 %
PDK1	0.98	12.95 %
AYR1	0.94	8.65 %
NCK1	0.86	13.06 %
MVM1	0.78	2.82 %
TRY3	0.77	6.93 %
TYR1	0.72	8.43 %
PBR1	0.39	6.98 %
KIK1	0.32	3.23 %
ORU1	0.15	2.71 %
NMM1	0.14	1.21 %
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	54.91	12.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	45.57	10.11 %
Home-The	7.44	26.67 %
Total	53.01	11.08 %

Branch *	MTD Sales L	Brand Share %
CH05	4.23	14.07 %
CH14	3.45	13.09 %
CH08	2.22	7.56 %
MRM1	2.01	12.15 %
CGL1	1.32	8.28 %
GUD1	1.10	5.36 %
CH42	1.02	4.47 %
AVD1	0.95	4.94 %
CH22	0.94	6.98 %
CH35	0.85	6.84 %
CH11	0.84	5.13 %
SKL1	0.57	4.15 %
CH16	0.54	1.37 %
CH45	0.50	2.63 %
CH37	0.47	5.20 %
CH38	0.36	4.60 %
CH28	0.35	1.02 %
CH26	0.33	9.54 %
KNR1	0.31	4.67 %
TKM1	0.15	2.62 %
MC09	0.15	9.45 %
CH29		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.60	6.44 %
Total	53.01	11.08 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	36.54	11.71 %
Home-The	9.29	38.21 %
Total	45.83	13.62 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.13	11.39 %
SLM2	0.93	7.06 %
NKL2	0.83	5.23 %
SGI1	0.37	5.70 %
KVP1	0.36	5.61 %
TCG1	0.35	4.93 %
VPD1	0.34	3.19 %
PLC1	0.29	3.80 %
APN1	0.21	2.79 %
TRM1	0.14	1.59 %
HRR1	0.13	2.88 %
VKL1	0.12	3.93 %
ATU1	0.08	1.06 %
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	45.83	13.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.41	12.41 %
Home-The	8.41	44.88 %
Total	41.82	14.52 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.13	12.55 %
KLM1	0.56	3.36 %
TRK1	0.55	3.07 %
NVL2	0.54	4.07 %
STP1	0.35	5.87 %
VCM1	0.34	5.55 %
PRT1	0.29	2.37 %
VPM1	0.21	3.89 %
TDM1	0.21	1.93 %
MKM1	0.14	2.60 %
KML1	0.13	1.20 %
ULP1		0.00 %
WHUT		0.00 %
TVM1	-0.74	-10.92 %
Total	41.82	14.52 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	34.28	12.78 %
Home-The	6.97	36.38 %
Total	41.25	14.35 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.86	7.56 %
GDR1	0.72	12.46 %
TPR2	0.70	4.83 %
CBE1	0.64	6.43 %
TPR3	0.59	8.86 %
GBM1	0.51	5.46 %
DPM2	0.51	5.62 %
UMP1	0.38	7.51 %
SYM2	0.32	3.42 %
KGI1	0.22	3.03 %
CBE5	0.20	3.68 %
CBE6	0.15	1.45 %
MPM1	0.14	1.84 %
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	41.25	14.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.13	6.72 %
Home-The	9.87	37.54 %
Total	29.00	9.33 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.39	9.15 %
VSI1	1.76	9.22 %
ARC2	1.12	5.65 %
VEL2	0.91	4.80 %
AKM1	0.91	4.18 %
KPM1	0.80	9.22 %
KPM2	0.79	2.37 %
CGM1	0.57	8.01 %
UGI1	0.47	9.21 %
PLR1	0.42	5.91 %
SLG1	0.36	8.74 %
TRT1	0.34	4.21 %
CYR1	0.33	4.05 %
PTU1	0.30	8.12 %
ANI1	0.13	2.85 %
BGR1		0.00 %
CPT1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	29.00	9.33 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.14	14.62 %
Home-The	0.58	31.05 %
Total	4.72	15.63 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	4.72	15.63 %