

MTD Sales  
781.34 L

Brand Share %  
17.12 %

Information:

MTD : 01-04-2026 To 24-04-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **17.12 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	676.71	15.56 %
Home-The	104.63	48.73 %
Total	781.34	17.12 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	162.62	21.45 %
CHENNAI-02	112.73	20.21 %
TRICHY-01	109.88	17.83 %
SOUTH-03	102.92	17.90 %
WEST-01	78.86	21.11 %
SOUTH ARCOT	67.85	18.76 %
CHENNAI-01	61.61	10.48 %
WEST-02	57.95	13.19 %
NORTH ARCOT	26.92	9.12 %
Total	781.34	17.12 %

## SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	135.82	18.92 %
Home-The	26.81	66.76 %
Total	162.62	21.45 %

Branch *	MTD Sales L	Brand Share %
RND1	3.92	14.05 %
TCN1	3.40	15.36 %
PKD1	2.83	15.59 %
ERL2	1.84	10.39 %
MAR1	1.66	7.35 %
VNR1	1.52	13.12 %
TKY1	1.51	14.77 %
SNL1	1.51	14.13 %
SDI1	1.34	10.64 %
ASM1	0.95	8.63 %
UDN1	0.92	7.61 %
VKM1	0.89	9.11 %
APK1	0.75	5.53 %
TYI1	0.74	9.39 %
APK2	0.64	8.44 %
SKD1	0.49	3.68 %
KYR1	0.49	5.50 %
ARM1	0.49	8.39 %
SGT1	0.37	8.44 %
KSM1	0.32	8.28 %
STU2	0.27	3.06 %
COL1	0.14	3.64 %
PDI1	0.13	1.69 %
S2SD		0.00 %
WHTV		0.00 %
Total	162.62	21.45 %

## CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	101.41	18.95 %
Home-The	11.32	50.33 %
<b>Total</b>	<b>112.73</b>	<b>20.21 %</b>

Branch *	MTD Sales L	Brand Share %
CH50	4.04	16.16 %
CH24	2.25	8.77 %
CH17	2.01	9.34 %
CH51	1.65	7.74 %
CH31	0.76	8.63 %
CH46	0.67	10.10 %
CH36	0.61	10.67 %
CH23	0.55	5.88 %
UKI1	0.47	4.45 %
PON1	0.42	5.19 %
GPD1	0.31	2.41 %
CH27	0.25	2.89 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
<b>Total</b>	<b>112.73</b>	<b>20.21 %</b>

## TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	99.04	16.64 %
Home-The	10.84	51.02 %
<b>Total</b>	<b>109.88</b>	<b>17.83 %</b>

Branch *	MTD Sales L	Brand Share %
TNJ1	6.67	16.20 %
KUM1	3.85	10.18 %
KRN1	1.51	11.94 %
NGT1	1.46	8.44 %
KIK1	1.30	7.61 %
TRY3	1.03	7.21 %
NMM1	1.03	7.64 %
PBR1	0.95	9.38 %
TTP1	0.79	5.99 %
MVM1	0.77	1.93 %
TVR1	0.76	5.10 %
JKM1	0.52	3.94 %
ORU1	0.48	6.22 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
<b>Total</b>	<b>109.88</b>	<b>17.83 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
LED TV	87.24	16.01 %
Home-The	15.68	52.13 %
<b>Total</b>	<b>102.92</b>	<b>17.90 %</b>

Branch *	MTD Sales L	Brand Share %
TEN2	2.08	10.82 %
MDU7	2.07	15.19 %
ATG1	2.03	11.24 %
KKD3	1.71	6.93 %
MDU4	1.35	13.20 %
PNI1	1.18	15.58 %
PVI1	1.07	9.41 %
TDI1	1.00	9.01 %
CBM1	0.78	5.22 %
MPA1	0.75	4.26 %
MNM1	0.63	9.17 %
MDU3	0.53	3.95 %
NKI1	0.51	5.54 %
KYK1	0.48	6.06 %
MLR1	0.47	3.78 %
ADP1	0.46	7.43 %
MDU5	0.40	6.14 %
CMR1	0.39	2.90 %
ODM1	0.34	16.03 %
PNV2	0.14	1.63 %
TPT1	0.13	0.85 %
NTM1	0.13	1.87 %
BTU1	0.13	1.75 %
USL1	0.09	0.71 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>102.92</b>	<b>17.90 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
LED TV	68.02	19.31 %
Home-The	10.84	50.75 %
<b>Total</b>	<b>78.86</b>	<b>21.11 %</b>

Branch *	MTD Sales L	Brand Share %
MPM1	1.39	10.59 %
GDR1	1.26	13.92 %
KMD1	1.24	15.37 %
CBE5	0.85	13.36 %
SUL1	0.84	12.02 %
PDM1	0.84	8.84 %
AVI1	0.80	7.67 %
TPR1	0.62	4.19 %
CBE3	0.40	8.39 %
CBE6	0.38	3.93 %
TPR3	0.27	5.12 %
GBM1	0.22	3.03 %
PPI1	0.13	1.82 %
ANR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>78.86</b>	<b>21.11 %</b>

**SOUTH ARCOT**

Property	MTD Sales L	Brand Share %
LED TV	60.52	17.45 %
Home-The	7.33	48.87 %
<b>Total</b>	<b>67.85</b>	<b>18.76 %</b>

Branch *	MTD Sales L	Brand Share %
TRK1	1.40	6.21 %
TDM1	0.90	5.31 %
VPM1	0.90	13.27 %
KLM1	0.68	4.38 %
PRT1	0.38	2.20 %
ULP1	0.28	2.04 %
STP1	0.26	4.41 %
VCM1	0.22	3.06 %
MKM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
KML1	-0.33	-2.71 %
<b>Total</b>	<b>67.85</b>	<b>18.76 %</b>

**CHENNAI-01**

Property	MTD Sales L	Brand Share %
LED TV	54.05	9.61 %
Home-The	7.56	29.79 %
<b>Total</b>	<b>61.61</b>	<b>10.48 %</b>

Branch *	MTD Sales L	Brand Share %
CH47	2.68	7.36 %
CH08	1.95	6.46 %
CH16	1.93	5.60 %
CH49	1.90	6.34 %
GUD2	1.79	13.56 %
CGL1	1.61	9.67 %
GUD1	0.90	4.59 %
CH28	0.89	3.76 %
CH25	0.81	2.36 %
CH38	0.81	9.61 %
CH35	0.78	5.26 %
MRM1	0.53	2.76 %
CH22	0.50	3.46 %
CH39	0.42	5.29 %
CH42	0.35	1.54 %
KNR1	0.21	2.61 %
TKM1	0.13	1.20 %
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	4.96 %
<b>Total</b>	<b>61.61</b>	<b>10.48 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
LED TV	48.41	11.62 %
Home-The	9.54	42.22 %
<b>Total</b>	<b>57.95</b>	<b>13.19 %</b>

Branch *	MTD Sales L	Brand Share %
SLM2	2.07	11.50 %
KVP1	1.72	14.09 %
TCG1	1.01	12.66 %
PLC1	0.89	8.45 %
OML1	0.78	4.93 %
HRR1	0.65	11.54 %
SGI1	0.58	6.67 %
MCR1	0.47	3.44 %
APN1	0.43	4.49 %
MTR1	0.41	5.65 %
NKL2	0.39	1.89 %
KAM1	0.35	4.84 %
ATU1	0.32	1.76 %
WHKP	0.14	4.46 %
VKL1	0.13	2.79 %
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 %
<b>Total</b>	<b>57.95</b>	<b>13.19 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	22.20	7.96 %
Home-The	4.73	28.77 %
<b>Total</b>	<b>26.92</b>	<b>9.12 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	4.51	13.30 %
VSI1	1.54	9.79 %
VEL2	1.39	8.08 %
KPM1	1.22	15.68 %
CYR1	1.04	11.98 %
BGR1	0.97	12.33 %
PLR1	0.83	7.78 %
VEL1	0.68	6.45 %
WJP1	0.47	4.55 %
VNB1	0.41	3.99 %
CPT1	0.38	4.14 %
ABR1	0.25	1.62 %
SBR1	0.23	1.41 %
CGM1	0.20	1.40 %
SLG1	0.20	2.59 %
AKM1	0.13	0.83 %
ARC2	0.13	1.77 %
TRT1	0.08	0.74 %
ANI1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WHVL	-0.26	16.01 %
<b>Total</b>	<b>26.92</b>	<b>9.12 %</b>