

MTD Sales
571.12 L

Brand Share %
16.51 %

Information:

MTD : 01-09-2026 To 24-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.51 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	455.76	14.17 %
Home-The	115.36	47.76 %
Total	571.12	16.51 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	125.92	22.31 %
CHENNAI-02	92.84	19.82 %
SOUTH-03	76.12	19.04 %
TRICHY-01	63.08	14.09 %
CHENNAI-01	52.66	11.55 %
WEST-01	50.35	25.56 %
SOUTH ARCOT	37.45	14.42 %
WEST-02	36.55	15.26 %
NORTH ARCOT	25.77	9.66 %
WEST-03	10.36	6.49 %
Total	571.12	16.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	97.41	18.86 %
Home-The	28.51	59.46 %
Total	125.92	22.31 %

Branch *	MTD Sales L	Brand Share %
RND2	2.79	15.37 %
MAR1	2.54	9.38 %
RND1	1.27	10.94 %
TCN1	1.16	11.53 %
VLY1	1.07	8.44 %
MMT1	1.06	13.91 %
SNL1	0.92	7.39 %
KSM1	0.79	12.03 %
PDI1	0.68	10.15 %
SDI1	0.62	4.14 %
TYI1	0.52	5.85 %
SKD1	0.45	4.56 %
ASM1	0.34	4.55 %
COL1	0.31	6.13 %
STU2	0.27	8.07 %
UDN1	0.27	3.96 %
KGL1	0.25	3.85 %
TKY1	0.15	3.36 %
PKD1	0.14	1.13 %
KYR1	0.13	3.24 %
VKM1	0.11	1.38 %
ARM1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	125.92	22.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	80.28	18.21 %
Home-The	12.56	45.80 %
Total	92.84	19.82 %

Branch *	MTD Sales L	Brand Share %
CH03	5.00	10.19 %
CH51	2.31	10.74 %
CH34	2.19	9.86 %
CH33	2.00	16.04 %
CH18	1.93	10.75 %
CH17	1.90	11.31 %
CH06	1.22	9.38 %
CH44	1.14	7.97 %
CH24	1.08	6.18 %
CH46	0.68	13.76 %
PON1	0.52	3.93 %
CH36	0.52	8.84 %
CH27	0.40	5.40 %
UKI1	0.38	5.97 %
CH37	0.38	5.76 %
CH43	0.23	2.88 %
CH35	0.22	1.59 %
GPD1	0.14	2.93 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-1.31	13.25 %
Total	92.84	19.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	64.02	17.12 %
Home-The	12.10	46.45 %
Total	76.12	19.04 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	10.67 %
BNR1	1.32	14.47 %
TDI1	0.67	7.74 %
MNM1	0.66	12.86 %
TPT1	0.54	7.01 %
PNV2	0.54	12.04 %
NKI1	0.53	6.54 %
NTM1	0.52	7.02 %
USL1	0.51	6.98 %
CMR1	0.43	7.59 %
DKI1	0.26	2.54 %
KPT1	0.21	4.98 %
ADP1	0.21	3.35 %
MDU3	0.20	2.03 %
MDU5	0.15	2.21 %
KKD3	0.14	1.35 %
BTU1	0.14	3.27 %
PKM1	0.14	3.19 %
SGP1	0.14	2.53 %
CBM1	0.08	0.80 %
ATG1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
Total	76.12	19.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	52.21	12.37 %
Home-The	10.87	42.09 %
Total	63.08	14.09 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.27	10.63 %
TVR2	3.03	12.16 %
JKM1	1.10	9.01 %
TTP1	0.94	7.07 %
KUM2	0.69	4.89 %
NCK1	0.66	12.19 %
KIK1	0.58	3.05 %
TVR1	0.54	4.75 %
PDK1	0.52	7.70 %
KRN1	0.52	6.82 %
APM1	0.39	7.92 %
TRY2	0.29	16.21 %
TRY3	0.13	1.25 %
AYR1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY4		0.00 %
WTRZ		0.00 %
Total	63.08	14.09 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	42.46	9.82 %
Home-The	10.20	43.97 %
Total	52.66	11.55 %

Branch *	MTD Sales L	Brand Share %
CH05	3.89	15.98 %
CH16	2.56	7.25 %
KNR1	1.66	15.46 %
CH22	1.41	7.97 %
GUD2	1.39	15.49 %
CH47	1.38	5.15 %
AVD1	1.23	6.45 %
CH28	1.20	4.78 %
GUD1	1.00	4.90 %
CH45	0.99	4.21 %
CH38	0.86	9.43 %
SKL1	0.86	7.45 %
CH39	0.73	13.38 %
CH26	0.52	15.01 %
TKM1	0.22	2.90 %
CH25	0.13	0.72 %
CH08	0.11	1.12 %
CH49	0.06	0.25 %
CGL1		0.00 %
CH29		0.00 %
CH42		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	52.66	11.55 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	37.17	20.87 %
Home-The	13.18	69.61 %
Total	50.35	25.56 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.31	11.33 %
PLI1	1.25	10.31 %
MPM1	1.13	10.89 %
CBE5	0.55	12.04 %
UMP1	0.35	4.51 %
KGI1	0.23	6.82 %
WZSD	0.11	5.13 %
DPM2	0.08	1.27 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
Total	50.35	25.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.79	12.37 %
Home-The	7.66	40.85 %
Total	37.45	14.42 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.54	15.27 %
POY2	1.93	10.79 %
KLM1	1.48	9.17 %
TRK1	1.22	5.76 %
PRT1	0.66	6.38 %
TVM1	0.52	4.47 %
KML1	0.42	4.08 %
MKM1	0.13	2.10 %
ULP1	0.13	1.22 %
STP1		0.00 %
TVM2		0.00 %
VCM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
VCM1	-0.47	-24.65 %
Total	37.45	14.42 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	27.96	12.64 %
Home-The	8.60	46.99 %
Total	36.55	15.26 %

Branch *	MTD Sales L	Brand Share %
HRR1	1.07	13.28 %
SGI1	0.74	13.70 %
KVP1	0.63	12.01 %
APN1	0.55	6.92 %
OML1	0.38	3.66 %
PNG1	0.36	4.80 %
DPR2	0.36	7.96 %
MTR1	0.34	4.74 %
VPD1	0.21	2.64 %
EDP1	0.08	2.05 %
TRM1	0.04	0.33 %
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	36.55	15.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.40	7.88 %
Home-The	6.37	30.94 %
Total	25.77	9.66 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.10	14.69 %
VEL3	1.65	12.92 %
GDM1	1.02	11.28 %
VEL2	0.94	6.69 %
VNB1	0.62	7.24 %
ABR1	0.54	3.74 %
KPM1	0.53	7.17 %
TRT1	0.41	7.36 %
AKM1	0.40	2.90 %
PLR1	0.40	5.43 %
VEL1	0.40	5.11 %
UGI1	0.26	7.28 %
WJP1	0.21	2.44 %
CPT1	0.21	3.96 %
ANI1	0.20	3.00 %
WJD1	0.14	1.82 %
SBR1	0.13	0.79 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
VSI1	-0.13	-1.35 %
Total	25.77	9.66 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	5.30	36.62 %
LED TV	5.07	3.49 %
Total	10.36	6.49 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.93	12.78 %
ERD1	1.35	9.90 %
NKL2	1.19	6.74 %
TPR2	1.05	6.18 %
RSP1	0.70	5.82 %
TPR4	0.68	15.47 %
AVI1	0.54	6.41 %
KGM1	0.41	5.84 %
KMM1	0.33	8.19 %
SGG1	0.27	6.00 %
CMI1	0.21	6.88 %
GBM1	0.21	3.82 %
TPR3	0.14	3.49 %
SYM2	0.14	1.26 %
PDR1	0.13	2.15 %
TPR1	0.08	0.83 %
TCG1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	10.36	6.49 %