

MTD Sales
544.59 L

Brand Share %
14.64 %

Information:

MTD : 01-11-2025 To 24-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.64 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	449.17	12.90 %
Home-The	95.42	39.95 %
Total	544.59	14.64 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	92.98	17.24 %
SOUTH-03	86.32	18.36 %
CHENNAI-02	81.38	17.67 %
TRICHY-01	56.97	12.76 %
CHENNAI-01	55.18	11.25 %
WEST-02	47.42	13.66 %
SOUTH ARCOT	46.63	14.76 %
WEST-01	42.88	14.34 %
NORTH ARCOT	29.90	9.32 %
KL-SOUTH	4.93	15.59 %
Total	544.59	14.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	73.00	14.55 %
Home-The	19.98	53.17 %
Total	92.98	17.24 %

Branch *	MTD Sales L	Brand Share %
VNR2	2.59	13.15 %
SDI1	1.78	12.41 %
ASM1	1.43	11.33 %
SKD1	1.18	13.84 %
UDN1	1.05	12.46 %
RND1	1.04	5.32 %
KGL1	0.89	12.88 %
VNR1	0.89	11.81 %
PKD1	0.84	5.06 %
MMT1	0.84	9.91 %
APK1	0.82	10.61 %
MAR1	0.59	3.86 %
TCN1	0.56	4.58 %
TYI1	0.54	6.43 %
VKM1	0.50	7.34 %
KYR1	0.45	7.71 %
ARM1	0.43	4.90 %
SGT1	0.43	9.14 %
STU2	0.34	2.72 %
KSM1	0.29	10.79 %
TKY1	0.23	3.94 %
ERL2	0.17	2.19 %
S2SD		0.00 %
PDI1	-0.14	-2.36 %
Total	92.98	17.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	72.03	16.44 %
Home-The	14.29	44.73 %
Total	86.32	18.36 %

Branch *	MTD Sales L	Brand Share %
MDU3	2.47	13.62 %
ATG1	1.64	12.90 %
CBM1	1.20	8.19 %
PNV2	1.15	6.17 %
MLR1	0.99	12.71 %
MPA1	0.96	11.91 %
DGL2	0.93	12.50 %
PNI1	0.90	11.25 %
NTM1	0.73	14.04 %
KPT1	0.62	11.13 %
CMR1	0.60	10.20 %
TPT1	0.47	4.39 %
KKD3	0.23	0.96 %
PVI1	0.23	1.78 %
KYK1	0.16	2.42 %
TDI1	0.14	2.53 %
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	-2.48 %
Total	86.32	18.36 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	72.80	16.70 %
Home-The	8.58	34.97 %
Total	81.38	17.67 %

Branch *	MTD Sales L	Brand Share %
CH03	7.88	13.88 %
CH34	1.72	8.37 %
CH17	1.62	7.74 %
CH06	0.77	7.02 %
CH33	0.58	4.02 %
CH46	0.33	7.76 %
CH43	0.14	0.76 %
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	81.38	17.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	49.14	11.57 %
Home-The	7.83	35.83 %
Total	56.97	12.76 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.88	10.96 %
TNJ2	2.82	10.57 %
MSI1	1.13	10.22 %
PDK1	0.98	12.95 %
AYR1	0.94	8.33 %
NCK1	0.86	12.93 %
MVM1	0.78	2.81 %
TRY3	0.77	6.93 %
TYR1	0.72	8.16 %
PBR1	0.39	6.69 %
KIK1	0.32	3.15 %
ORU1	0.15	2.55 %
NMM1	0.14	1.21 %
NGT1	0.08	0.45 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	56.97	12.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	47.73	10.33 %
Home-The	7.44	26.22 %
Total	55.18	11.25 %

Branch *	MTD Sales L	Brand Share %
CH14	3.45	12.90 %
CH45	2.36	10.96 %
CH08	2.22	7.32 %
MRM1	2.01	11.80 %
CGL1	1.32	8.28 %
GUD1	1.10	5.26 %
CH42	1.02	4.27 %
AVD1	0.95	4.82 %
CH22	0.94	6.87 %
CH35	0.85	6.70 %
CH11	0.84	4.98 %
SKL1	0.57	4.00 %
CH16	0.54	1.35 %
CH37	0.47	5.28 %
CH38	0.36	4.29 %
CH28	0.35	0.99 %
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	55.18	11.25 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	37.37	11.62 %
Home-The	10.05	39.19 %
Total	47.42	13.66 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.13	11.10 %
SLM2	0.93	6.93 %
NKL2	0.83	5.23 %
SGI1	0.46	6.89 %
PMP1	0.42	9.61 %
KVP1	0.36	5.27 %
TCG1	0.35	4.60 %
VPD1	0.34	2.89 %
PLC1	0.29	3.49 %
VKL1	0.25	5.44 %
APN1	0.21	2.72 %
TRM1	0.14	1.56 %
HRR1	0.13	2.88 %
EDP1	0.12	1.92 %
ATU1	0.08	0.95 %
BMD1		0.00 %
CMI1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	47.42	13.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	37.60	12.71 %
Home-The	9.03	45.16 %
Total	46.63	14.76 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.43	12.18 %
NVL2	1.59	10.53 %
KLM1	0.93	5.27 %
TRK1	0.55	2.88 %
STP1	0.35	5.34 %
VCM1	0.34	4.46 %
PRT1	0.29	2.14 %
ULP1	0.24	2.09 %
VPM1	0.21	3.71 %
TDM1	0.21	1.93 %
MKM1	0.14	2.35 %
KML1	0.13	1.17 %
WHUT		0.00 %
TVM1	-0.74	-10.29 %
Total	46.63	14.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	35.57	12.74 %
Home-The	7.31	37.03 %
Total	42.88	14.34 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.15	7.19 %
SUL1	0.86	7.47 %
GDR1	0.72	12.31 %
CBE1	0.64	6.12 %
TPR3	0.59	8.57 %
GBM1	0.51	5.46 %
DPM2	0.51	5.62 %
UMP1	0.38	6.90 %
SYM2	0.32	3.42 %
KGI1	0.22	3.03 %
CBE5	0.20	3.64 %
CBE6	0.15	1.45 %
MPM1	0.14	1.72 %
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	42.88	14.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.78	6.74 %
Home-The	10.11	37.41 %
Total	29.90	9.32 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.39	9.15 %
TRR1	2.02	14.09 %
VSI1	1.88	9.58 %
ARC2	1.12	5.41 %
VEL2	0.91	4.70 %
AKM1	0.91	4.15 %
KPM2	0.79	2.30 %
CGM1	0.57	8.01 %
UGI1	0.47	8.53 %
PLR1	0.42	5.81 %
SLG1	0.36	8.25 %
TRT1	0.34	4.14 %
CYR1	0.33	3.77 %
PTU1	0.30	7.84 %
ANI1	0.13	2.77 %
BGR1		0.00 %
CPT1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	29.90	9.32 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.14	14.02 %
Home-The	0.79	37.93 %
Total	4.93	15.59 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVSD		0.00 %
Total	4.93	15.59 %