

MTD Sales  
832.09 L

Brand Share %  
17.41 %

Information:

MTD : 01-04-2026 To 25-04-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **17.41 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	720.68	15.83 %
Home-The	111.41	49.39 %
Total	832.09	17.41 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	170.06	21.58 %
CHENNAI-02	119.98	20.62 %
TRICHY-01	115.34	17.81 %
SOUTH-03	110.82	18.33 %
WEST-01	84.42	21.64 %
SOUTH ARCOT	75.16	19.33 %
CHENNAI-01	65.78	10.84 %
WEST-02	61.75	13.36 %
NORTH ARCOT	28.78	9.29 %
Total	832.09	17.41 %

## SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	142.33	19.07 %
Home-The	27.73	66.65 %
Total	170.06	21.58 %

Branch *	MTD Sales L	Brand Share %
RND1	4.42	14.89 %
TCN1	3.40	15.20 %
PKD1	2.83	15.19 %
MAR1	2.19	9.32 %
ERL2	1.84	9.87 %
VNR1	1.52	12.57 %
TKY1	1.51	14.77 %
SDI1	1.34	10.54 %
ASM1	0.95	7.85 %
UDN1	0.92	7.31 %
VKM1	0.89	8.77 %
TYI1	0.82	9.47 %
APK1	0.75	5.26 %
APK2	0.64	8.18 %
SKD1	0.49	3.63 %
KYR1	0.49	5.36 %
ARM1	0.49	8.18 %
SGT1	0.45	7.79 %
KSM1	0.32	8.28 %
STU2	0.27	2.84 %
PDI1	0.27	3.35 %
COL1	0.14	3.53 %
S2SD		0.00 %
WHTV		0.00 %
Total	170.06	21.58 %

## CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	107.62	19.29 %
Home-The	12.35	51.74 %
<b>Total</b>	<b>119.98</b>	<b>20.62 %</b>

Branch *	MTD Sales L	Brand Share %
CH50	4.43	17.09 %
CH24	2.25	8.22 %
CH17	2.01	8.89 %
CH51	1.65	7.27 %
CH31	0.90	9.28 %
CH46	0.67	9.95 %
CH36	0.61	10.67 %
CH23	0.55	5.74 %
UKI1	0.47	4.32 %
PON1	0.42	5.12 %
GPD1	0.31	2.38 %
CH27	0.25	2.89 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
<b>Total</b>	<b>119.98</b>	<b>20.62 %</b>

## TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	104.11	16.65 %
Home-The	11.23	50.98 %
<b>Total</b>	<b>115.34</b>	<b>17.81 %</b>

Branch *	MTD Sales L	Brand Share %
TNJ2	5.10	16.41 %
KUM1	3.85	9.70 %
KRN1	1.51	11.48 %
NGT1	1.46	7.75 %
KIK1	1.44	8.08 %
MVM1	1.42	3.38 %
TRY2	1.30	16.63 %
TRY3	1.03	6.60 %
NMM1	1.03	7.33 %
PBR1	0.95	9.18 %
TTP1	0.79	5.69 %
TVR1	0.76	5.02 %
JKM1	0.52	3.54 %
ORU1	0.48	6.01 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
<b>Total</b>	<b>115.34</b>	<b>17.81 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
LED TV	94.41	16.48 %
Home-The	16.41	51.86 %
<b>Total</b>	<b>110.82</b>	<b>18.33 %</b>

Branch *	MTD Sales L	Brand Share %
KKD3	2.65	9.72 %
TEN2	2.27	11.52 %
MDU7	2.07	15.19 %
ATG1	2.03	10.40 %
MDU4	1.35	12.50 %
PNI1	1.18	14.94 %
ADP1	1.09	13.94 %
PVI1	1.07	9.32 %
TDI1	1.00	8.36 %
MDU3	0.91	6.41 %
CBM1	0.78	5.03 %
MPA1	0.75	4.19 %
MNM1	0.63	9.17 %
NKI1	0.51	5.24 %
KYK1	0.48	5.70 %
MLR1	0.47	3.65 %
MDU5	0.40	6.14 %
CMR1	0.39	2.72 %
ODM1	0.34	16.03 %
PNV2	0.26	2.84 %
TPT1	0.13	0.85 %
NTM1	0.13	1.59 %
BTU1	0.13	1.69 %
USL1	0.09	0.66 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
<b>Total</b>	<b>110.82</b>	<b>18.33 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
LED TV	72.49	19.74 %
Home-The	11.92	52.52 %
<b>Total</b>	<b>84.42</b>	<b>21.64 %</b>

Branch *	MTD Sales L	Brand Share %
AVI1	1.44	13.04 %
MPM1	1.39	9.99 %
GDR1	1.26	13.76 %
KMD1	1.24	14.34 %
CBE5	0.85	13.12 %
SUL1	0.84	11.60 %
PDM1	0.84	8.48 %
TPR1	0.62	4.07 %
CBE3	0.40	7.99 %
CBE6	0.38	3.72 %
TPR3	0.27	5.07 %
GBM1	0.22	3.03 %
PPI1	0.13	1.69 %
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>84.42</b>	<b>21.64 %</b>

**SOUTH ARCOT**

Property	MTD Sales L	Brand Share %
LED TV	66.38	17.84 %
Home-The	8.78	52.66 %
<b>Total</b>	<b>75.16</b>	<b>19.33 %</b>

Branch *	MTD Sales L	Brand Share %
TDM1	1.51	7.69 %
TRK1	1.40	5.95 %
PRT1	1.02	4.65 %
VPM1	0.90	13.27 %
KLM1	0.87	5.04 %
ULP1	0.28	1.94 %
STP1	0.26	4.01 %
VCM1	0.22	3.02 %
MKM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
KML1	-0.33	-2.65 %
<b>Total</b>	<b>75.16</b>	<b>19.33 %</b>

**CHENNAI-01**

Property	MTD Sales L	Brand Share %
LED TV	58.05	10.00 %
Home-The	7.73	29.52 %
<b>Total</b>	<b>65.78</b>	<b>10.84 %</b>

Branch *	MTD Sales L	Brand Share %
CH47	2.68	7.26 %
CH08	2.59	8.21 %
CH16	1.93	5.46 %
CH49	1.90	6.00 %
GUD2	1.79	13.43 %
CGL1	1.61	9.53 %
CH35	1.18	7.67 %
GUD1	0.90	4.17 %
CH28	0.89	3.57 %
CH25	0.81	2.35 %
CH38	0.81	9.34 %
MRM1	0.53	2.72 %
CH22	0.50	3.23 %
CH39	0.42	4.96 %
CH42	0.35	1.51 %
KNR1	0.21	2.61 %
TKM1	0.13	1.20 %
AVD1		0.00 %
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 %
WCHN	-0.50	4.53 %
<b>Total</b>	<b>65.78</b>	<b>10.84 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
LED TV	51.55	11.76 %
Home-The	10.20	43.09 %
<b>Total</b>	<b>61.75</b>	<b>13.36 %</b>

Branch *	MTD Sales L	Brand Share %
SLM2	2.07	11.50 %
KVP1	1.86	14.23 %
PLC1	1.58	12.96 %
TCG1	1.01	11.16 %
OML1	0.78	4.84 %
KAM1	0.75	9.30 %
HRR1	0.65	11.27 %
SGI1	0.58	6.67 %
MCR1	0.47	3.32 %
APN1	0.43	4.49 %
MTR1	0.41	5.48 %
NKL2	0.39	1.76 %
ATU1	0.32	1.69 %
WHKP	0.14	4.46 %
VKL1	0.13	2.71 %
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>61.75</b>	<b>13.36 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	23.72	8.10 %
Home-The	5.06	29.47 %
<b>Total</b>	<b>28.78</b>	<b>9.29 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	4.51	13.01 %
VSI1	1.54	9.03 %
VEL2	1.39	7.86 %
KPM1	1.22	15.19 %
CYR1	1.04	11.41 %
BGR1	0.97	11.88 %
PLR1	0.83	7.35 %
VEL1	0.68	6.26 %
WJP1	0.47	4.26 %
VNB1	0.41	3.62 %
CPT1	0.38	3.65 %
ABR1	0.25	1.62 %
SBR1	0.23	1.36 %
CGM1	0.20	1.39 %
SLG1	0.20	2.39 %
AKM1	0.13	0.79 %
ARC2	0.13	1.56 %
TRT1	0.08	0.72 %
ANI1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WHVL	-0.26	16.01 %
<b>Total</b>	<b>28.78</b>	<b>9.29 %</b>