

MTD Sales
581.30 L

Brand Share %
16.55 %

Information:

MTD : 01-09-2026 To 25-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.55 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	463.07	14.18 %
Home-The	118.23	48.04 %
Total	581.30	16.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	126.76	22.27 %
CHENNAI-02	94.32	19.94 %
SOUTH-03	78.38	19.33 %
TRICHY-01	64.35	14.22 %
CHENNAI-01	52.79	11.46 %
WEST-01	50.77	25.38 %
SOUTH ARCOT	37.45	14.24 %
WEST-02	37.34	15.43 %
NORTH ARCOT	28.75	10.19 %
WEST-03	10.36	6.33 %
Total	581.30	16.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	97.83	18.79 %
Home-The	28.93	59.68 %
Total	126.76	22.27 %

Branch *	MTD Sales L	Brand Share %
RND2	2.79	15.21 %
MAR1	2.54	9.38 %
RND1	1.69	13.85 %
TCN1	1.16	11.28 %
VLY1	1.07	8.35 %
MMT1	1.06	13.91 %
SNL1	0.92	7.28 %
KSM1	0.79	12.03 %
PDI1	0.68	9.93 %
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	3.93 %
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	126.76	22.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	81.21	18.26 %
Home-The	13.12	46.45 %
Total	94.32	19.94 %

Branch *	MTD Sales L	Brand Share %
CH03	5.53	11.16 %
CH34	2.72	11.74 %
CH51	2.31	10.74 %
CH33	2.00	16.37 %
CH18	1.93	10.75 %
CH17	1.90	11.15 %
CH06	1.22	9.26 %
CH44	1.14	7.97 %
CH24	1.08	6.18 %
CH46	0.68	13.76 %
PON1	0.52	3.82 %
CH36	0.52	8.84 %
CH27	0.40	5.40 %
UKI1	0.38	5.97 %
CH37	0.38	5.76 %
CH43	0.23	2.69 %
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	94.32	19.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	65.82	17.38 %
Home-The	12.57	47.12 %
Total	78.38	19.33 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	10.60 %
BNR1	1.32	14.47 %
USL1	0.70	9.13 %
TDI1	0.67	7.74 %
PNV2	0.67	14.65 %
MNM1	0.66	12.86 %
TPT1	0.54	6.83 %
NKI1	0.53	6.54 %
NTM1	0.52	6.91 %
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	3.23 %
KYK1	0.14	3.00 %
PKM1	0.14	3.19 %
SGP1	0.14	2.46 %
CBM1	0.08	0.79 %
ATG1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
Total	78.38	19.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	53.27	12.49 %
Home-The	11.09	42.42 %
Total	64.35	14.22 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.27	10.63 %
TVR2	3.03	11.93 %
JKM1	1.10	9.01 %
TTP1	0.94	7.07 %
KUM2	0.69	4.79 %
NCK1	0.66	12.19 %
TZSD	0.60	-837.45 %
KIK1	0.58	2.96 %
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	64.35	14.22 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	42.46	9.72 %
Home-The	10.34	43.42 %
Total	52.79	11.46 %

Branch *	MTD Sales L	Brand Share %
CH05	3.89	15.98 %
CH16	2.56	6.96 %
KNR1	1.66	15.46 %
CH22	1.41	7.67 %
GUD2	1.39	15.49 %
CH47	1.38	5.11 %
AVD1	1.23	6.45 %
CH28	1.20	4.61 %
GUD1	1.00	4.79 %
CH45	0.99	4.21 %
CH38	0.86	9.43 %
SKL1	0.86	7.29 %
CH39	0.73	13.38 %
CH26	0.52	14.78 %
CH25	0.26	1.47 %
TKM1	0.22	2.86 %
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	52.79	11.46 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	37.42	20.69 %
Home-The	13.35	69.70 %
Total	50.77	25.38 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.34	10.65 %
SNR1	1.31	11.33 %
MPM1	1.13	10.49 %
CBE5	0.55	11.55 %
UMP1	0.43	5.50 %
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	50.77	25.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.79	12.20 %
Home-The	7.66	40.66 %
Total	37.45	14.24 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.54	15.27 %
POY2	1.93	10.79 %
KLM1	1.48	9.03 %
TRK1	1.22	5.76 %
PRT1	0.66	6.38 %
TVM1	0.52	4.35 %
KML1	0.42	3.97 %
MKM1	0.13	2.02 %
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	14.24 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	28.38	12.71 %
Home-The	8.97	47.62 %
Total	37.34	15.43 %

Branch *	MTD Sales L	Brand Share %
HRR1	1.07	13.28 %
SGI1	0.74	13.70 %
KVP1	0.63	12.01 %
APN1	0.55	6.64 %
PNG1	0.44	5.80 %
OML1	0.38	3.63 %
DPR2	0.36	7.86 %
MTR1	0.34	4.74 %
VPD1	0.21	2.59 %
EDP1	0.08	2.05 %
TRM1	0.04	0.32 %
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	37.34	15.43 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.83	8.37 %
Home-The	6.91	32.47 %
Total	28.75	10.19 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.10	14.64 %
PLR1	1.82	13.87 %
VEL3	1.65	12.65 %
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 %
VEL1	0.40	4.86 %
CGM1	0.27	2.88 %
UGI1	0.26	7.28 %
WJP1	0.21	2.44 %
ANI1	0.20	2.85 %
WJD1	0.14	1.77 %
SBR1	0.13	0.79 %
VSI1		0.02 %
ARC2		0.00 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	28.75	10.19 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	5.30	36.10 %
LED TV	5.07	3.40 %
Total	10.36	6.33 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.93	12.45 %
ERD1	1.35	9.44 %
NKL2	1.19	6.56 %
TPR2	1.05	6.10 %
RSP1	0.70	5.82 %
TPR4	0.68	15.47 %
AVI1	0.54	6.41 %
KGM1	0.41	5.72 %
KMM1	0.33	8.19 %
SGG1	0.27	5.54 %
CMI1	0.21	6.88 %
GBM1	0.21	3.82 %
TPR3	0.14	2.99 %
SYM2	0.14	1.22 %
PDR1	0.13	2.15 %
TPR1	0.08	0.80 %
TCG1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	10.36	6.33 %