

MTD Sales
567.57 L

Brand Share %
14.86 %

Information:

MTD : 01-11-2025 To 25-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.86 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	466.97	13.07 %
Home-The	100.60	40.64 %
Total	567.57	14.86 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	99.41	17.80 %
SOUTH-03	88.84	18.47 %
CHENNAI-02	82.82	17.65 %
TRICHY-01	59.73	13.02 %
CHENNAI-01	58.86	11.74 %
SOUTH ARCOT	49.91	15.30 %
WEST-02	47.83	13.46 %
WEST-01	45.10	14.64 %
NORTH ARCOT	30.14	9.17 %
KL-SOUTH	4.93	15.21 %
Total	567.57	14.86 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	77.89	15.02 %
Home-The	21.52	53.90 %
Total	99.41	17.80 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.90	14.36 %
VNR2	2.71	13.50 %
SDI1	2.31	14.76 %
RND1	1.72	9.01 %
ASM1	1.43	10.54 %
SKD1	1.18	12.28 %
KGL1	0.89	12.20 %
PKD1	0.84	5.02 %
MMT1	0.84	9.78 %
APK1	0.82	10.40 %
VKM1	0.59	8.34 %
MAR1	0.59	3.77 %
TCN1	0.56	4.47 %
TYI1	0.54	6.36 %
KYR1	0.45	7.27 %
ARM1	0.43	4.85 %
SGT1	0.43	9.14 %
STU2	0.34	2.72 %
KSM1	0.29	10.79 %
TKY1	0.23	3.54 %
ERL2	0.17	2.19 %
PDI1	0.06	0.92 %
S2SD		0.00 %
Total	99.41	17.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	73.76	16.48 %
Home-The	15.08	45.24 %
Total	88.84	18.47 %

Branch *	MTD Sales L	Brand Share %
ATG1	1.64	12.47 %
CBM1	1.20	8.14 %
PNV2	1.15	6.04 %
MLR1	0.99	12.34 %
MPA1	0.96	11.54 %
DGL2	0.93	12.50 %
PNI1	0.90	11.25 %
NTM1	0.73	13.71 %
KPT1	0.62	10.85 %
CMR1	0.60	10.20 %
TPT1	0.47	4.39 %
PVI1	0.44	3.23 %
KKD3	0.32	1.28 %
KYK1	0.16	2.32 %
TDI1	0.14	2.47 %
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	-2.45 %
Total	88.84	18.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	73.94	16.65 %
Home-The	8.88	35.51 %
Total	82.82	17.65 %

Branch *	MTD Sales L	Brand Share %
CH03	8.22	14.34 %
CH34	1.72	8.19 %
CH17	1.62	7.74 %
CH06	0.77	6.78 %
CH33	0.58	3.86 %
CH46	0.33	7.09 %
CH43	0.14	0.75 %
UKI1	0.13	1.92 %
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	82.82	17.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	51.02	11.70 %
Home-The	8.71	38.33 %
Total	59.73	13.02 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.90	10.42 %
TVR2	2.88	10.65 %
MSI1	1.13	10.13 %
PDK1	1.10	13.34 %
AYR1	1.06	8.80 %
NCK1	0.86	12.49 %
MVM1	0.78	2.80 %
TRY3	0.77	6.59 %
TYR1	0.72	8.04 %
PBR1	0.39	6.17 %
KIK1	0.32	3.05 %
TVR1	0.20	1.55 %
NGT1	0.17	0.91 %
ORU1	0.15	2.44 %
NMM1	0.14	1.20 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	59.73	13.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	50.71	10.75 %
Home-The	8.15	27.33 %
Total	58.86	11.74 %

Branch *	MTD Sales L	Brand Share %
CH14	3.45	12.83 %
CH08	2.73	8.79 %
CH45	2.36	10.38 %
MRM1	2.01	11.13 %
CGL1	1.32	8.28 %
GUD1	1.10	5.21 %
CH42	1.02	4.16 %
AVD1	0.95	4.54 %
CH22	0.94	6.63 %
CH35	0.85	6.51 %
CH11	0.84	4.93 %
SKL1	0.57	3.97 %
CH16	0.54	1.33 %
CH37	0.47	5.28 %
CH38	0.36	4.22 %
CH28	0.35	0.98 %
CH26	0.33	9.54 %
KNR1	0.31	4.67 %
TKM1	0.15	2.49 %
MC09	0.15	9.45 %
CH39	0.13	1.32 %
CH29		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.60	6.24 %
Total	58.86	11.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	40.89	13.37 %
Home-The	9.03	43.90 %
Total	49.91	15.30 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.76	13.03 %
NVL2	1.59	10.26 %
KLM1	0.93	5.18 %
MKM1	0.78	11.55 %
TRK1	0.55	2.77 %
STP1	0.35	5.34 %
VCM1	0.34	4.28 %
PRT1	0.29	2.00 %
ULP1	0.24	2.05 %
VPM1	0.21	3.71 %
TDM1	0.21	1.88 %
KML1	0.13	1.17 %
WHUT		0.00 %
TVM1	-0.74	-10.29 %
Total	49.91	15.30 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	37.66	11.43 %
Home-The	10.17	39.32 %
Total	47.83	13.46 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.54	12.54 %
SLM3	2.26	14.83 %
SLM2	0.93	6.87 %
NKL2	0.83	5.18 %
SGI1	0.46	6.89 %
PMP1	0.42	9.61 %
KVP1	0.36	5.27 %
TCG1	0.35	4.40 %
VPD1	0.34	2.85 %
PLC1	0.29	3.49 %
VKL1	0.25	5.10 %
APN1	0.21	2.55 %
TRM1	0.14	1.52 %
HRR1	0.13	2.79 %
EDP1	0.12	1.88 %
ATU1	0.08	0.92 %
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	47.83	13.46 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	37.18	12.93 %
Home-The	7.93	38.68 %
Total	45.10	14.64 %

Branch *	MTD Sales L	Brand Share %
SUL1	1.22	10.23 %
TPR2	1.15	7.07 %
CBE1	0.84	7.95 %
CBE6	0.78	6.26 %
GDR1	0.72	12.31 %
TPR3	0.59	8.57 %
GBM1	0.51	5.46 %
DPM2	0.51	5.38 %
UMP1	0.38	6.90 %
SNR1	0.34	3.03 %
SYM2	0.32	3.19 %
KGI1	0.22	2.81 %
CBE5	0.20	3.38 %
MPM1	0.14	1.72 %
PDM1	0.12	1.95 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
KGM1		0.00 %
KMD1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	45.10	14.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.78	6.57 %
Home-The	10.36	37.40 %
Total	30.14	9.17 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.51	9.16 %
TRR1	2.15	14.83 %
VSI1	1.88	9.37 %
ARC2	1.12	5.41 %
VEL2	0.91	4.78 %
AKM1	0.91	4.12 %
KPM2	0.79	2.22 %
CGM1	0.57	8.01 %
UGI1	0.47	8.53 %
PLR1	0.42	5.34 %
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	30.14	9.17 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.14	13.67 %
Home-The	0.79	37.10 %
Total	4.93	15.21 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVSD		0.00 %
Total	4.93	15.21 %