

MTD Sales
877.23 L

Brand Share %
17.56 %

Information:

MTD : 01-04-2026 To 26-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.56 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	763.00	16.01 %
Home-The	114.23	49.24 %
Total	877.23	17.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	176.51	21.54 %
CHENNAI-02	127.72	20.84 %
TRICHY-01	124.45	18.44 %
SOUTH-03	116.95	18.54 %
WEST-01	86.18	21.29 %
SOUTH ARCOT	79.40	19.61 %
CHENNAI-01	68.28	10.73 %
WEST-02	67.01	13.69 %
NORTH ARCOT	30.74	9.49 %
Total	877.23	17.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	148.15	19.07 %
Home-The	28.36	66.60 %
Total	176.51	21.54 %

Branch *	MTD Sales L	Brand Share %
RND1	4.42	14.53 %
VLY1	3.80	17.18 %
TCN1	3.40	14.45 %
PKD1	2.83	14.83 %
MAR1	2.60	10.35 %
ERL2	1.84	9.56 %
VNR1	1.52	12.57 %
TKY1	1.51	14.36 %
SDI1	1.34	10.13 %
APK1	1.14	7.64 %
ASM1	0.95	7.13 %
UDN1	0.92	7.16 %
VKM1	0.89	8.31 %
TYI1	0.82	8.68 %
APK2	0.64	7.52 %
SKD1	0.49	3.48 %
KYR1	0.49	5.24 %
ARM1	0.49	7.91 %
SGT1	0.45	7.79 %
STU2	0.35	3.30 %
KSM1	0.32	7.70 %
PDI1	0.27	3.30 %
COL1	0.14	3.53 %
S2SD		0.00 %
WHTV		0.00 %
Total	176.51	21.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	115.22	19.59 %
Home-The	12.49	50.41 %
Total	127.72	20.84 %

Branch *	MTD Sales L	Brand Share %
CH24	2.25	7.59 %
CH17	2.01	7.68 %
CH51	1.65	6.80 %
CH31	0.90	9.28 %
CH46	0.67	9.61 %
CH36	0.61	8.98 %
CH23	0.55	5.57 %
UKI1	0.47	4.32 %
PON1	0.42	4.91 %
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 %
Total	127.72	20.84 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	112.91	17.30 %
Home-The	11.54	51.46 %
Total	124.45	18.44 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.85	9.48 %
KIK1	1.97	10.43 %
KRN1	1.51	10.94 %
NGT1	1.46	7.75 %
MVM1	1.42	3.26 %
TRY2	1.30	16.39 %
TRY3	1.03	6.56 %
NMM1	1.03	7.14 %
PBR1	0.95	8.87 %
TTP1	0.79	5.69 %
TVR1	0.76	4.98 %
JKM1	0.52	3.30 %
ORU1	0.48	5.82 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
Total	124.45	18.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	100.25	16.75 %
Home-The	16.70	51.60 %
Total	116.95	18.54 %

Branch *	MTD Sales L	Brand Share %
KKD3	2.65	9.49 %
MDU7	2.46	15.44 %
TEN2	2.27	11.49 %
ATG1	2.03	10.12 %
MDU4	1.35	12.38 %
PNI1	1.18	13.35 %
ADP1	1.09	13.68 %
PVI1	1.07	9.03 %
TDI1	1.00	7.98 %
MDU3	0.91	6.41 %
CBM1	0.78	4.75 %
MPA1	0.75	4.04 %
CMR1	0.69	4.58 %
MNM1	0.63	8.66 %
BTU1	0.60	7.64 %
NKI1	0.51	5.16 %
KYK1	0.48	5.13 %
MLR1	0.47	3.47 %
MDU5	0.40	5.77 %
ODM1	0.34	16.03 %
PNV2	0.26	2.78 %
TPT1	0.13	0.84 %
NTM1	0.13	1.59 %
USL1	0.09	0.66 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	116.95	18.54 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	73.99	19.38 %
Home-The	12.19	53.11 %
Total	86.18	21.29 %

Branch *	MTD Sales L	Brand Share %
CNR1	1.92	17.33 %
MPM1	1.52	9.98 %
AVI1	1.44	12.53 %
GDR1	1.26	12.26 %
KMD1	1.24	14.34 %
CBE5	0.85	13.12 %
SUL1	0.84	11.15 %
PDM1	0.84	8.48 %
TPR1	0.62	3.83 %
CBE3	0.40	7.61 %
CBE6	0.38	3.53 %
TPR3	0.27	4.93 %
GBM1	0.22	2.93 %
TPR4	0.13	2.98 %
PPI1	0.13	1.69 %
ANR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	86.18	21.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	70.62	18.20 %
Home-The	8.78	52.16 %
Total	79.40	19.61 %

Branch *	MTD Sales L	Brand Share %
CDM1	4.44	16.62 %
TDM1	1.51	7.64 %
TRK1	1.40	5.67 %
PRT1	1.02	4.32 %
VPM1	0.90	13.27 %
KLM1	0.87	4.68 %
ULP1	0.28	1.91 %
STP1	0.26	4.01 %
VCM1	0.22	2.87 %
MKM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
KML1	-0.33	-2.63 %
Total	79.40	19.61 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	60.26	9.90 %
Home-The	8.02	29.41 %
Total	68.28	10.73 %

Branch *	MTD Sales L	Brand Share %
CH47	2.68	7.14 %
CH08	2.59	7.62 %
CH16	1.93	5.29 %
CH49	1.90	5.72 %
GUD2	1.79	12.44 %
CGL1	1.61	9.17 %
CH22	1.50	8.11 %
CH38	1.21	10.33 %
CH35	1.18	7.23 %
GUD1	0.90	3.98 %
CH28	0.89	3.46 %
CH25	0.81	2.35 %
MRM1	0.53	2.61 %
CH39	0.42	4.96 %
CH42	0.35	1.44 %
KNR1	0.21	2.61 %
CH45	0.20	0.67 %
TKM1	0.13	1.16 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
WCHN	-1.08	8.05 %
Total	68.28	10.73 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	56.11	12.08 %
Home-The	10.89	44.04 %
Total	67.01	13.69 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.07	10.91 %
KVP1	2.07	14.39 %
PLC1	1.58	12.57 %
TCG1	1.41	14.62 %
OML1	0.78	4.28 %
KAM1	0.75	8.50 %
HRR1	0.65	11.27 %
SGI1	0.58	6.39 %
VPD1	0.53	4.55 %
MCR1	0.47	3.23 %
APN1	0.43	4.31 %
MTR1	0.41	5.16 %
NKL2	0.39	1.74 %
ATU1	0.32	1.62 %
WHKP	0.14	4.46 %
VKL1	0.13	2.63 %
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 %
WHPD		0.00 %
WZWH		0.00 %
Total	67.01	13.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.48	8.33 %
Home-The	5.26	29.12 %
Total	30.74	9.49 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.51	12.08 %
VSI1	1.54	8.80 %
VEL2	1.39	7.64 %
KPM1	1.22	14.71 %
CYR1	1.04	11.28 %
BGR1	0.97	11.81 %
PLR1	0.83	7.10 %
VEL1	0.68	5.69 %
WJP1	0.47	4.13 %
VNB1	0.41	3.62 %
CPT1	0.38	3.34 %
ABR1	0.25	1.56 %
SBR1	0.23	1.35 %
CGM1	0.20	1.36 %
SLG1	0.20	2.29 %
AKM1	0.13	0.75 %
ARC2	0.13	1.46 %
TRT1	0.08	0.67 %
ANI1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WHVL	-0.26	16.01 %
Total	30.74	9.49 %