

MTD Sales
761.45 L

Brand Share %
18.03 %

Information:

MTD : 01-08-2025 To 26-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.03 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	642.28	16.11 %
Home-The	119.16	50.23 %
Total	761.45	18.03 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	153.63	23.44 %
CHENNAI-02	111.45	24.47 %
SOUTH-03	96.52	19.59 %
SOUTH ARCOT	81.84	22.76 %
TRICHY-01	77.68	14.09 %
WEST-02	76.11	16.83 %
CHENNAI-01	68.67	13.67 %
WEST-01	66.73	16.74 %
NORTH ARCOT	24.64	8.05 %
KL-SOUTH	4.18	8.55 %
Total	761.45	18.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	124.86	20.40 %
Home-The	28.77	65.96 %
Total	153.63	23.44 %

Branch *	MTD Sales L	Brand Share %
MAR1	3.74	15.94 %
ERL2	2.90	15.78 %
APK1	1.75	12.99 %
RND1	1.64	9.36 %
TCN1	1.40	9.33 %
VNR1	1.37	16.70 %
SNL1	1.24	9.74 %
PKD1	1.08	6.34 %
STU2	0.87	9.90 %
SGT1	0.69	12.99 %
PDI1	0.49	6.02 %
ASM1	0.47	3.52 %
MMT1	0.35	5.03 %
TYI1	0.35	4.04 %
KYR1	0.28	3.96 %
TKY1	0.21	2.80 %
VLY1	0.13	0.94 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
SDI1	-0.16	-1.45 %
Total	153.63	23.44 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	102.79	23.69 %
Home-The	8.66	40.30 %
Total	111.45	24.47 %

Branch *	MTD Sales L	Brand Share %
CH44	3.49	17.61 %
CH43	1.68	11.30 %
CH24	1.64	16.13 %
CH34	1.24	6.30 %
CH23	0.75	8.39 %
PON1	0.68	5.37 %
CH17	0.54	5.03 %
CH33	0.49	3.57 %
CH27	0.23	3.44 %
CH01		0.00 %
CH31		0.00 %
CH36		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	111.45	24.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	80.83	17.41 %
Home-The	15.69	55.52 %
Total	96.52	19.59 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.34	13.90 %
KKD2	2.38	15.91 %
TPT1	1.53	12.71 %
MPA1	1.49	14.10 %
CBM1	1.38	7.95 %
ADP1	1.16	11.53 %
MLR1	1.15	8.30 %
BTU1	0.89	12.25 %
PVI1	0.85	6.91 %
CMR1	0.83	11.42 %
DKI1	0.68	3.94 %
KPT1	0.61	11.40 %
PNI1	0.58	6.51 %
USL1	0.54	3.72 %
SGP1	0.23	4.73 %
ODM1	0.14	3.19 %
NKI1	0.14	2.07 %
MDU5	0.13	2.76 %
MNM1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	96.52	19.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	69.85	20.57 %
Home-The	11.99	59.64 %
Total	81.84	22.76 %

Branch *	MTD Sales L	Brand Share %
KLM1	1.82	9.87 %
TRK1	1.08	3.58 %
ULP1	0.51	3.20 %
VPM1	0.39	7.50 %
VCM1	0.38	3.53 %
STP1	0.34	5.88 %
MKM1	0.33	3.85 %
KML1	0.33	3.77 %
PRT1	0.22	1.81 %
TDM1		0.00 %
Total	81.84	22.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	65.00	12.33 %
Home-The	12.68	52.75 %
Total	77.68	14.09 %

Branch *	MTD Sales L	Brand Share %
KUM1	5.38	13.19 %
TVR2	4.08	12.68 %
PBR2	3.80	14.39 %
JKM1	2.49	15.35 %
MVM1	2.43	5.42 %
PTK1	1.67	6.50 %
TNJ2	1.53	5.31 %
AYR1	1.37	10.07 %
TRY2	0.58	10.01 %
KRN1	0.57	6.88 %
ORU1	0.46	3.77 %
KIK1	0.45	2.06 %
TTP1	0.19	1.16 %
APM1	0.14	2.06 %
NGT1	0.08	0.61 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	77.68	14.09 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	65.19	15.17 %
Home-The	10.93	48.26 %
Total	76.11	16.83 %

Branch *	MTD Sales L	Brand Share %
MTR1	2.80	16.71 %
NKL2	2.38	11.03 %
SLM2	2.18	11.55 %
ATU1	2.05	11.45 %
OML1	1.60	15.48 %
EPI1	1.50	12.07 %
VPD1	1.06	7.18 %
TRM1	0.88	5.91 %
HRR1	0.68	9.74 %
KMM1	0.63	9.90 %
TCG1	0.46	6.33 %
BMD1	0.40	4.59 %
PMP1	0.25	4.63 %
SGI1	0.24	3.15 %
EDP1	0.23	2.89 %
DPR2	0.20	2.19 %
RSP1	0.15	1.16 %
CMI1	0.13	2.11 %
APN1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	76.11	16.83 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	57.86	12.22 %
Home-The	10.81	37.29 %
Total	68.67	13.67 %

Branch *	MTD Sales L	Brand Share %
CH05	4.51	17.09 %
CH16	2.29	5.49 %
GUD1	2.23	10.50 %
SKL1	2.14	15.34 %
CH22	2.00	13.34 %
CH08	1.58	7.59 %
TKM1	0.98	8.06 %
AVD1	0.72	4.80 %
CH39	0.62	6.37 %
GUD2	0.60	3.63 %
MRM1	0.58	2.65 %
CH28	0.23	0.90 %
CZWH	0.22	4.12 %
CH45	0.20	0.98 %
CH38	0.13	1.47 %
CH37	0.12	2.02 %
CH42	0.08	0.46 %
CH11		0.00 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	68.67	13.67 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	55.47	14.81 %
Home-The	11.26	46.89 %
Total	66.73	16.74 %

Branch *	MTD Sales L	Brand Share %
PLI1	2.67	16.45 %
CBE6	2.00	10.22 %
CBE1	1.92	11.13 %
GDR1	1.37	17.61 %
TPR3	1.34	15.42 %
TPR2	1.18	5.69 %
SNR1	1.00	8.84 %
CNR1	0.88	13.42 %
MPM1	0.86	6.99 %
GBM1	0.81	8.69 %
KGI1	0.81	10.55 %
DPM2	0.68	4.60 %
CBE3	0.60	8.83 %
PDM1	0.50	6.52 %
KMD1	0.47	6.28 %
TPR1	0.21	1.19 %
TPR4	0.17	3.02 %
SUL1	0.13	1.20 %
SYM2	0.12	1.35 %
AVI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
WZSD		0.00 %
Total	66.73	16.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.55	6.16 %
Home-The	7.08	33.43 %
Total	24.64	8.05 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.09	13.38 %
KPM1	1.82	13.94 %
AKM1	1.72	8.91 %
WJD1	1.02	11.24 %
VEL1	0.98	7.12 %
VNB1	0.83	9.07 %
ABR1	0.70	5.20 %
SBR1	0.65	4.01 %
WJP1	0.62	5.67 %
PLR1	0.53	7.33 %
VSI1	0.50	3.03 %
BGR1	0.45	8.95 %
SLG1	0.40	4.96 %
GDM1	0.40	3.75 %
TRT1	0.38	4.67 %
ANI1	0.37	5.03 %
CGM1	0.13	1.15 %
ARC2		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
Total	24.64	8.05 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.88	6.27 %
Home-The	1.30	44.87 %
Total	4.18	8.55 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.13	7.29 %
PAS1	1.16	11.52 %
KLR1	0.89	9.28 %
Total	4.18	8.55 %