

MTD Sales
579.44 L

Brand Share %
14.92 %

Information:

MTD : 01-11-2025 To 26-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.92 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	476.15	13.11 %
Home-The	103.29	40.88 %
Total	579.44	14.92 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	103.29	18.09 %
SOUTH-03	90.07	18.43 %
CHENNAI-02	82.82	17.47 %
CHENNAI-01	61.11	11.92 %
TRICHY-01	60.21	12.95 %
SOUTH ARCOT	50.52	15.27 %
WEST-02	49.32	13.64 %
WEST-01	46.92	14.94 %
NORTH ARCOT	30.26	9.08 %
KL-SOUTH	4.93	14.72 %
Total	579.44	14.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	81.17	15.31 %
Home-The	22.11	54.22 %
Total	103.29	18.09 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.90	13.94 %
VNR2	2.71	13.41 %
SDI1	2.31	14.52 %
RND1	1.85	9.61 %
ASM1	1.43	10.26 %
VNR1	1.24	14.82 %
SKD1	1.18	12.28 %
MMT1	1.07	11.94 %
KGL1	0.89	12.20 %
PKD1	0.84	5.02 %
APK1	0.82	10.04 %
VKM1	0.59	8.34 %
MAR1	0.59	3.68 %
TCN1	0.56	4.47 %
TYI1	0.54	6.36 %
PDI1	0.45	6.32 %
KYR1	0.45	7.21 %
ARM1	0.43	4.62 %
SGT1	0.43	8.73 %
STU2	0.34	2.72 %
KSM1	0.29	10.79 %
TKY1	0.23	3.54 %
ERL2	0.17	2.16 %
S2SD		0.00 %
Total	103.29	18.09 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	74.41	16.38 %
Home-The	15.66	45.54 %
Total	90.07	18.43 %

Branch *	MTD Sales L	Brand Share %
ATG1	1.64	12.28 %
CBM1	1.20	8.14 %
PNI1	1.16	14.04 %
PNV2	1.15	6.00 %
MLR1	0.99	12.20 %
MPA1	0.96	11.54 %
DGL2	0.93	12.35 %
NTM1	0.73	13.71 %
KPT1	0.62	10.85 %
CMR1	0.60	10.20 %
TPT1	0.47	4.34 %
PVI1	0.44	3.23 %
KKD3	0.32	1.22 %
KYK1	0.16	2.32 %
TDI1	0.14	2.43 %
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	-0.13	-1.23 %
Total	90.07	18.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	73.94	16.46 %
Home-The	8.88	35.44 %
Total	82.82	17.47 %

Branch *	MTD Sales L	Brand Share %
CH03	8.22	14.12 %
CH34	1.72	8.07 %
CH17	1.62	7.74 %
CH06	0.77	6.78 %
CH33	0.58	3.69 %
CH46	0.33	7.09 %
CH43	0.14	0.75 %
UKI1	0.13	1.88 %
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	17.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	52.64	10.92 %
Home-The	8.46	27.85 %
Total	61.11	11.92 %

Branch *	MTD Sales L	Brand Share %
CH14	3.45	12.15 %
CH08	2.73	8.72 %
CH45	2.36	10.04 %
MRM1	2.01	10.96 %
CGL1	1.32	8.20 %
GUD1	1.10	5.18 %
CH42	1.02	4.16 %
AVD1	0.95	4.51 %
CH22	0.94	6.52 %
CH35	0.85	6.51 %
CH11	0.84	4.77 %
SKL1	0.57	3.86 %
CH16	0.54	1.32 %
CH37	0.47	5.28 %
CH38	0.36	4.16 %
CH28	0.35	0.96 %
CH26	0.33	9.54 %
KNR1	0.31	4.39 %
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	61.11	11.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	51.37	11.62 %
Home-The	8.84	38.15 %
Total	60.21	12.95 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.90	10.22 %
TVR2	2.88	10.65 %
MSI1	1.13	10.04 %
PDK1	1.10	13.01 %
AYR1	1.06	8.63 %
MVM1	0.91	3.26 %
NCK1	0.86	12.26 %
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	0.90 %
ORU1	0.15	2.44 %
NMM1	0.14	1.18 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	60.21	12.95 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	41.49	13.38 %
Home-The	9.03	43.80 %
Total	50.52	15.27 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.76	12.96 %
NVL2	1.59	10.26 %
KLM1	0.93	4.86 %
MKM1	0.78	11.13 %
TRK1	0.55	2.77 %
STP1	0.35	5.09 %
VCM1	0.34	4.28 %
PRT1	0.29	2.00 %
ULP1	0.24	2.03 %
VPM1	0.21	3.71 %
TDM1	0.21	1.88 %
KML1	0.13	1.17 %
WHUT		0.00 %
TVM1	-0.74	-10.29 %
Total	50.52	15.27 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.61	11.54 %
Home-The	10.70	39.86 %
Total	49.32	13.64 %

Branch *	MTD Sales L	Brand Share %
ERD1	3.04	14.42 %
SLM3	2.26	14.83 %
SLM2	0.93	6.87 %
NKL2	0.83	5.06 %
SGI1	0.46	6.89 %
EDP1	0.43	6.20 %
APN1	0.42	4.92 %
PMP1	0.42	9.61 %
KVP1	0.36	5.27 %
TCG1	0.35	4.40 %
VPD1	0.34	2.80 %
PLC1	0.29	3.16 %
VKL1	0.25	4.97 %
TRM1	0.14	1.52 %
HRR1	0.13	2.79 %
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	49.32	13.64 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	38.58	13.17 %
Home-The	8.33	39.58 %
Total	46.92	14.94 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.70	9.97 %
SUL1	1.22	9.91 %
CBE1	0.84	7.95 %
CBE6	0.78	6.26 %
GDR1	0.72	12.31 %
TPR3	0.59	7.85 %
DPM2	0.59	6.17 %
GBM1	0.51	5.46 %
MPM1	0.50	5.48 %
UMP1	0.38	6.53 %
SNR1	0.34	3.03 %
SYM2	0.32	2.81 %
KGI1	0.22	2.81 %
CBE5	0.20	3.38 %
PDM1	0.12	1.91 %
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	46.92	14.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.78	6.48 %
Home-The	10.48	37.25 %
Total	30.26	9.08 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.51	8.90 %
TRR1	2.15	14.83 %
VSI1	1.88	9.31 %
KPM1	1.45	14.84 %
ARC2	1.12	5.35 %
VEL2	0.91	4.53 %
AKM1	0.91	4.07 %
KPM2	0.79	2.19 %
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	3.71 %
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	30.26	9.08 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.14	13.25 %
Home-The	0.79	35.27 %
Total	4.93	14.72 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVSD		0.00 %
Total	4.93	14.72 %