

MTD Sales
677.85 L

Brand Share %
18.91 %

Information:

MTD : 01-07-2025 To 27-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.91 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	575.91	17.11 %
Home-The	101.95	46.80 %
Total	677.85	18.91 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	143.55	23.62 %
CHENNAI-02	100.47	23.93 %
SOUTH-03	97.76	22.34 %
TRICHY-01	78.29	17.58 %
CHENNAI-01	66.58	14.71 %
WEST-01	64.81	21.43 %
WEST-02	64.10	15.59 %
SOUTH ARCOT	38.34	16.11 %
NORTH ARCOT	21.19	8.72 %
KL-SOUTH	2.76	10.24 %
Total	677.85	18.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	121.45	21.27 %
Home-The	22.10	59.95 %
Total	143.55	23.62 %

Branch *	MTD Sales L	Brand Share %
TYI1	3.27	17.41 %
VLY1	3.13	17.04 %
VNR1	2.42	18.67 %
TKY1	1.41	14.98 %
MMT1	1.40	10.59 %
STU2	1.02	9.94 %
RND1	1.01	6.69 %
TVL2	0.97	9.93 %
SNL1	0.95	6.14 %
ERL1	0.83	10.93 %
KGL1	0.76	13.61 %
APK1	0.50	5.51 %
VKM1	0.47	8.60 %
PDI1	0.36	4.68 %
TCN1	0.34	3.25 %
ARM1	0.33	5.82 %
KYR1	0.27	6.60 %
KSM1	0.26	7.36 %
SDI1	0.20	1.72 %
PKD1	0.19	1.90 %
UDN1	0.13	1.55 %
ASM1		0.00 %
COL1		0.00 %
S2SD		0.00 %
Total	143.55	23.62 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	88.09	22.36 %
Home-The	12.38	48.12 %
Total	100.47	23.93 %

Branch *	MTD Sales L	Brand Share %
CH34	2.18	11.18 %
CH24	0.87	8.77 %
CH43	0.66	5.46 %
UKI1	0.26	2.81 %
CH46	0.20	5.73 %
GPD1	0.19	1.85 %
PON1	0.16	2.06 %
CH32	0.15	12.92 %
CH17	0.13	1.12 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	100.47	23.93 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	83.98	20.41 %
Home-The	13.78	52.84 %
Total	97.76	22.34 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.39	17.41 %
MDU5	1.30	15.15 %
CBM1	1.09	4.74 %
BTU1	0.81	17.23 %
USL1	0.63	7.15 %
ADP1	0.57	9.44 %
MLR1	0.50	7.56 %
KRR1	0.48	5.37 %
DKI1	0.47	4.01 %
CMR1	0.41	10.68 %
PNV1	0.34	4.44 %
MDU4	0.21	2.50 %
KKD2	0.13	1.74 %
NKI1	0.13	3.35 %
PVI1	0.13	1.64 %
KPT1		0.00 %
MDWH		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
WHMD		0.00 %
PNI1	-0.12	-3.01 %
Total	97.76	22.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	68.35	16.09 %
Home-The	9.94	48.19 %
Total	78.29	17.58 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.85	13.28 %
TNJ2	2.97	12.10 %
KUM1	2.73	10.47 %
JKM1	2.70	18.75 %
PDK1	1.17	14.15 %
PTK1	0.94	4.92 %
MSI1	0.85	9.75 %
KRN1	0.69	14.88 %
TTP1	0.60	6.42 %
NGT1	0.58	3.91 %
NMM1	0.52	5.96 %
APM1	0.37	8.57 %
ORU1	0.34	5.50 %
AYR1	0.33	4.68 %
NCK1	0.19	3.31 %
TVR1	0.15	1.47 %
KIK1	0.08	0.79 %
TZSD		0.00 %
Total	78.29	17.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	58.50	13.73 %
Home-The	8.08	30.75 %
Total	66.58	14.71 %

Branch *	MTD Sales L	Brand Share %
CH14	6.16	18.54 %
CH19	4.44	18.50 %
CH16	3.59	10.61 %
SKL1	1.85	16.52 %
CH11	1.46	14.80 %
CH45	1.03	5.66 %
CH28	0.69	3.48 %
CH35	0.67	5.70 %
GUD1	0.64	3.45 %
CZWH	0.63	10.88 %
CH39	0.55	7.58 %
TKM1	0.47	6.59 %
AVD1	0.38	1.77 %
CH40	0.34	10.39 %
CH42	0.27	1.65 %
CH37	0.14	2.98 %
MRM1	0.13	1.01 %
CGL1		0.00 %
CH26		0.00 %
CH38		0.00 %
GUD2		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	66.58	14.71 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	53.65	19.25 %
Home-The	11.16	47.21 %
Total	64.81	21.43 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.51	15.04 %
SUL1	1.99	16.72 %
CBE6	1.57	17.64 %
SNR1	1.00	9.09 %
CBE1	0.97	12.00 %
MPM1	0.79	8.83 %
GDR1	0.67	10.93 %
KMD1	0.51	9.92 %
TPR1	0.36	2.70 %
DPM2	0.26	3.64 %
SYM2	0.22	3.85 %
TPR4	0.14	1.50 %
TPR3	0.13	2.15 %
PDM1	0.09	1.90 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	64.81	21.43 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	51.36	13.33 %
Home-The	12.74	49.42 %
Total	64.10	15.59 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.64	18.83 %
NKL2	1.93	12.07 %
RSP1	1.72	11.06 %
TRM1	1.57	10.84 %
MCR1	1.14	8.33 %
PDR1	1.14	11.67 %
SLM2	1.13	7.79 %
PMP1	0.96	10.68 %
PLC1	0.95	8.77 %
EDP1	0.82	9.62 %
DPR2	0.78	15.15 %
VKL1	0.55	8.98 %
HRR1	0.55	7.84 %
VPD1	0.55	4.96 %
APN1	0.36	4.74 %
CMI1	0.28	6.37 %
ATU1	0.15	1.93 %
KMM1	0.13	2.12 %
BMD1		0.00 %
EPI1		0.00 %
KVP1		0.00 %
OML1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
Total	64.10	15.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.41	14.47 %
Home-The	5.93	42.40 %
Total	38.34	16.11 %

Branch *	MTD Sales L	Brand Share %
POY1	3.66	16.71 %
SJI1	1.69	16.00 %
NVL2	1.34	9.84 %
TRK1	1.12	5.51 %
KLM1	0.85	6.53 %
ULP1	0.50	3.30 %
PRT1	0.42	4.96 %
TDM1	0.41	3.77 %
MKM1	0.36	6.72 %
VCM1	0.34	3.74 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	38.34	16.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.48	6.85 %
Home-The	5.71	33.70 %
Total	21.19	8.72 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.21	9.19 %
VEL2	2.04	16.86 %
GDM1	1.16	10.02 %
VNB1	0.95	12.30 %
CGM1	0.66	8.65 %
BGR1	0.55	7.21 %
ABR1	0.54	5.07 %
CYR1	0.46	9.58 %
SLG1	0.34	7.46 %
UGI1	0.34	5.40 %
PLR1	0.27	7.06 %
PTU1	0.26	8.17 %
ANI1	0.21	4.11 %
TRT1	0.20	2.32 %
WJD1	0.15	1.24 %
AKM1	0.13	1.08 %
ARC2		0.00 %
CPT1		0.00 %
KPM1		0.00 %
SBR1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1	-0.02	-0.33 %
Total	21.19	8.72 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.62	10.49 %
Home-The	0.14	7.06 %
Total	2.76	10.24 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.79	9.32 %
PAS1	0.97	12.54 %
Total	2.76	10.24 %