

MTD Sales
837.73 L

Brand Share %
18.01 %

Information:

MTD : 01-08-2025 To 27-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.01 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	706.09	16.10 %
Home-The	131.64	49.77 %
Total	837.73	18.01 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	172.08	23.01 %
CHENNAI-02	122.41	23.97 %
SOUTH-03	107.56	20.11 %
SOUTH ARCOT	86.94	22.56 %
WEST-02	83.06	16.66 %
TRICHY-01	82.86	13.92 %
CHENNAI-01	79.81	13.99 %
WEST-01	70.98	16.61 %
NORTH ARCOT	27.85	8.45 %
KL-SOUTH	4.18	8.25 %
Total	837.73	18.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	140.45	20.12 %
Home-The	31.63	63.51 %
Total	172.08	23.01 %

Branch *	MTD Sales L	Brand Share %
MAR1	3.74	13.95 %
ERL2	2.90	14.15 %
APK1	1.96	12.64 %
RND1	1.73	8.60 %
TCN1	1.63	10.00 %
TVL2	1.59	14.07 %
PKD1	1.57	8.31 %
VNR1	1.37	14.52 %
UDN1	1.24	15.94 %
SNL1	1.24	7.93 %
MMT1	1.18	11.30 %
TKY1	0.94	9.55 %
STU2	0.87	8.83 %
VLY1	0.72	4.17 %
SGT1	0.69	12.99 %
PDI1	0.49	5.36 %
ASM1	0.47	3.26 %
TYI1	0.35	3.23 %
APK2	0.31	14.87 %
KYR1	0.28	3.33 %
ARM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
SDI1	-0.16	-1.33 %
Total	172.08	23.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	112.29	23.09 %
Home-The	10.12	41.68 %
Total	122.41	23.97 %

Branch *	MTD Sales L	Brand Share %
CH44	3.49	16.84 %
CH43	1.68	11.10 %
CH24	1.64	14.92 %
CH34	1.24	5.66 %
CH23	0.75	7.64 %
PON1	0.68	4.49 %
CH46	0.58	11.72 %
CH17	0.54	4.75 %
CH33	0.49	2.79 %
CH27	0.23	3.35 %
CH01		0.00 %
CH31		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	122.41	23.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	90.93	18.01 %
Home-The	16.63	55.49 %
Total	107.56	20.11 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.34	13.46 %
KKD2	2.38	14.80 %
CBM1	1.87	10.38 %
TPT1	1.53	11.64 %
MPA1	1.49	14.05 %
ADP1	1.16	11.00 %
MLR1	1.15	8.16 %
BTU1	0.89	9.51 %
PVI1	0.85	6.67 %
CMR1	0.83	11.19 %
DKI1	0.68	3.78 %
KPT1	0.61	10.17 %
PNI1	0.58	6.41 %
USL1	0.54	3.48 %
SGP1	0.23	4.65 %
ODM1	0.14	3.08 %
NKI1	0.14	1.81 %
MDU5	0.13	2.53 %
MNM1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	107.56	20.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	74.45	20.44 %
Home-The	12.49	59.25 %
Total	86.94	22.56 %

Branch *	MTD Sales L	Brand Share %
POY1	6.02	16.74 %
KLM1	1.82	9.15 %
TRK1	1.08	3.51 %
ULP1	0.51	3.11 %
VPM1	0.39	7.21 %
VCM1	0.38	3.22 %
STP1	0.34	5.37 %
MKM1	0.33	3.63 %
KML1	0.33	3.57 %
PRT1	0.22	1.70 %
TDM1		0.00 %
Total	86.94	22.56 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	71.11	15.03 %
Home-The	11.95	47.04 %
Total	83.06	16.66 %

Branch *	MTD Sales L	Brand Share %
MTR1	2.80	16.14 %
NKL2	2.38	10.72 %
SLM2	2.18	10.92 %
ATU1	2.05	10.76 %
EPI1	2.05	13.73 %
OML1	1.81	16.53 %
VPD1	1.06	6.03 %
TRM1	1.01	6.05 %
HRR1	0.68	8.28 %
KMM1	0.63	9.36 %
TCG1	0.46	6.04 %
BMD1	0.40	3.28 %
PMP1	0.25	3.92 %
SGI1	0.24	2.98 %
EDP1	0.23	2.50 %
DPR2	0.20	2.09 %
RSP1	0.15	1.08 %
CMI1	0.13	1.89 %
APN1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	83.06	16.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	69.34	12.18 %
Home-The	13.53	52.47 %
Total	82.86	13.92 %

Branch *	MTD Sales L	Brand Share %
KUM1	6.14	14.07 %
TVR2	4.70	13.33 %
PBR2	3.80	12.99 %
TNJ2	2.64	8.23 %
JKM1	2.49	14.48 %
MVM1	2.43	5.14 %
PTK1	1.67	6.40 %
AYR1	1.37	9.03 %
MSI1	0.69	8.09 %
TRY2	0.58	9.46 %
KRN1	0.57	6.49 %
ORU1	0.46	3.44 %
KIK1	0.45	1.82 %
TTP1	0.19	1.06 %
APM1	0.14	1.90 %
NGT1	0.08	0.54 %
NCK1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	82.86	13.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	66.52	12.42 %
Home-The	13.29	37.96 %
Total	79.81	13.99 %

Branch *	MTD Sales L	Brand Share %
CH16	2.29	5.07 %
GUD1	2.23	9.11 %
SKL1	2.14	13.88 %
CH22	2.00	11.45 %
CH08	1.58	7.15 %
CH11	1.39	8.59 %
CH42	1.36	5.23 %
MRM1	1.00	4.07 %
TKM1	0.98	7.81 %
AVD1	0.72	4.30 %
CH39	0.62	5.78 %
GUD2	0.60	3.33 %
CH28	0.59	2.05 %
CZWH	0.22	3.94 %
CH45	0.20	0.91 %
CH38	0.13	1.06 %
CH37	0.12	1.43 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	79.81	13.99 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.51	14.59 %
Home-The	12.48	47.05 %
Total	70.98	16.61 %

Branch *	MTD Sales L	Brand Share %
CBE6	2.00	9.92 %
CBE1	1.92	10.33 %
GDR1	1.37	16.07 %
TPR3	1.34	13.28 %
TPR2	1.18	5.59 %
DPM2	1.17	7.39 %
SNR1	1.00	7.63 %
CNR1	0.88	12.69 %
MPM1	0.86	6.77 %
GBM1	0.81	8.69 %
KGI1	0.81	8.99 %
CBE3	0.60	8.77 %
PDM1	0.50	5.44 %
KMD1	0.47	6.28 %
SUL1	0.35	3.33 %
TPR1	0.35	1.78 %
TPR4	0.17	2.66 %
SYM2	0.12	1.33 %
AVI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
WZSD		0.00 %
Total	70.98	16.61 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.62	6.42 %
Home-The	8.23	34.79 %
Total	27.85	8.45 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.94	14.73 %
TRL1	3.84	18.01 %
KPM1	1.82	13.46 %
AKM1	1.72	8.69 %
VNB1	1.23	12.09 %
GDM1	1.16	9.32 %
WJD1	1.02	11.01 %
VEL1	0.98	6.25 %
ABR1	0.70	5.20 %
SBR1	0.65	3.82 %
WJP1	0.62	5.22 %
SLG1	0.54	6.25 %
PLR1	0.53	7.22 %
VSI1	0.50	2.76 %
BGR1	0.45	7.57 %
TRT1	0.38	4.49 %
ANI1	0.37	4.54 %
VEL2	0.21	1.21 %
ARC2	0.14	1.18 %
CGM1	0.13	1.02 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	27.85	8.45 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.88	6.05 %
Home-The	1.30	43.60 %
Total	4.18	8.25 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.13	7.15 %
PAS1	1.16	10.66 %
KLR1	0.89	8.92 %
Total	4.18	8.25 %