

MTD Sales
596.64 L

Brand Share %
14.67 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.67 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	488.27	12.84 %
Home-The	108.36	41.19 %
Total	596.64	14.67 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	109.14	18.11 %
SOUTH-03	91.46	17.78 %
CHENNAI-02	83.92	17.33 %
TRICHY-01	62.44	12.56 %
CHENNAI-01	61.70	11.75 %
WEST-02	53.19	13.54 %
SOUTH ARCOT	50.52	15.00 %
WEST-01	48.20	14.69 %
NORTH ARCOT	31.14	8.87 %
KL-SOUTH	4.93	14.64 %
Total	596.64	14.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	85.54	15.30 %
Home-The	23.60	54.05 %
Total	109.14	18.11 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.90	13.68 %
VNR2	2.71	13.20 %
SDI1	2.31	14.16 %
RND1	1.85	9.01 %
ASM1	1.43	9.78 %
VNR1	1.24	13.70 %
SKD1	1.18	11.49 %
PKD1	1.10	6.07 %
MMT1	1.07	11.88 %
KGL1	0.89	11.49 %
VKM1	0.59	8.01 %
MAR1	0.59	3.13 %
TCN1	0.56	4.27 %
TYI1	0.54	5.92 %
PDI1	0.45	6.02 %
KYR1	0.45	7.21 %
ARM1	0.43	4.50 %
SGT1	0.43	8.52 %
STU2	0.34	2.63 %
KSM1	0.29	8.60 %
TKY1	0.23	3.48 %
ERL2	0.17	2.12 %
S2SD		0.00 %
Total	109.14	18.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	75.44	15.75 %
Home-The	16.02	45.32 %
Total	91.46	17.78 %

Branch *	MTD Sales L	Brand Share %
ATG1	1.64	11.03 %
CBM1	1.20	7.79 %
PNI1	1.16	13.18 %
PNV2	1.15	5.72 %
MLR1	0.99	11.93 %
MPA1	0.96	10.91 %
KPT1	0.74	12.28 %
NTM1	0.73	10.50 %
CMR1	0.60	9.95 %
MNM1	0.49	8.72 %
TPT1	0.47	4.20 %
PVI1	0.44	3.00 %
KKD3	0.32	1.18 %
KYK1	0.16	2.32 %
TDI1	0.14	2.00 %
BTU1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
USL1		0.00 %
WHMD		0.00 %
MDU4	-0.13	-1.17 %
Total	91.46	17.78 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	74.53	16.26 %
Home-The	9.39	36.14 %
Total	83.92	17.33 %

Branch *	MTD Sales L	Brand Share %
CH03	8.22	13.61 %
CH34	1.72	7.89 %
CH17	1.62	7.67 %
CH06	0.77	6.58 %
CH33	0.58	3.69 %
CH43	0.34	1.73 %
CH46	0.33	6.74 %
UKI1	0.13	1.77 %
CH23	0.01	0.20 %
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	83.92	17.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	53.09	11.22 %
Home-The	9.35	38.78 %
Total	62.44	12.56 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.90	9.83 %
TVR2	2.88	10.38 %
MVM1	1.93	6.07 %
MSI1	1.13	10.04 %
AYR1	1.06	8.42 %
NCK1	0.86	11.95 %
TRY3	0.77	6.47 %
TYR1	0.72	6.63 %
PBR1	0.39	5.87 %
KIK1	0.32	2.89 %
NGT1	0.30	1.39 %
TVR1	0.20	1.45 %
ORU1	0.15	2.40 %
NMM1	0.14	1.17 %
APM1		0.00 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	62.44	12.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	53.12	10.75 %
Home-The	8.59	27.59 %
Total	61.70	11.75 %

Branch *	MTD Sales L	Brand Share %
CH14	3.45	12.34 %
CH08	2.73	8.42 %
CH45	2.36	9.57 %
MRM1	2.01	10.96 %
CGL1	1.32	7.21 %
GUD1	1.10	5.18 %
CH42	1.02	4.16 %
AVD1	0.95	4.46 %
CH22	0.94	6.37 %
CH35	0.85	6.23 %
CH11	0.84	4.34 %
SKL1	0.57	3.75 %
CH16	0.54	1.30 %
CH37	0.47	5.28 %
CH38	0.36	4.16 %
CH28	0.35	0.94 %
CH26	0.33	9.54 %
KNR1	0.31	4.35 %
TKM1	0.15	2.30 %
MC09	0.15	9.45 %
CH39	0.13	1.31 %
CH29		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.60	5.95 %
Total	61.70	11.75 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	41.63	11.43 %
Home-The	11.55	40.82 %
Total	53.19	13.54 %

Branch *	MTD Sales L	Brand Share %
ERD1	3.04	13.26 %
MTR1	1.68	14.20 %
NKL2	0.95	5.54 %
SLM2	0.93	6.42 %
VPD1	0.66	5.09 %
PLC1	0.55	5.55 %
APN1	0.55	6.33 %
VKL1	0.48	7.96 %
SGI1	0.46	6.56 %
EDP1	0.43	5.64 %
PMP1	0.42	8.72 %
KVP1	0.36	4.38 %
TCG1	0.35	3.72 %
TRM1	0.14	1.28 %
HRR1	0.13	2.48 %
ATU1	0.08	0.73 %
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	53.19	13.54 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	41.49	13.13 %
Home-The	9.03	43.21 %
Total	50.52	15.00 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.76	12.38 %
NVL2	1.59	10.26 %
KLM1	0.93	4.60 %
MKM1	0.78	10.92 %
TRK1	0.55	2.66 %
STP1	0.35	5.09 %
VCM1	0.34	4.15 %
PRT1	0.29	1.98 %
ULP1	0.24	1.99 %
VPM1	0.21	3.71 %
TDM1	0.21	1.86 %
KML1	0.13	1.05 %
WHUT		0.00 %
TVM1	-0.74	-9.89 %
Total	50.52	15.00 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	39.21	12.81 %
Home-The	8.99	40.70 %
Total	48.20	14.69 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.70	9.72 %
SUL1	1.22	9.91 %
CBE1	0.84	7.35 %
CBE6	0.78	5.51 %
GDR1	0.72	11.51 %
TPR3	0.59	7.77 %
DPM2	0.59	6.11 %
GBM1	0.51	5.29 %
MPM1	0.50	5.21 %
UMP1	0.38	6.44 %
SNR1	0.34	2.78 %
SYM2	0.32	2.77 %
KGI1	0.22	2.72 %
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	48.20	14.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.09	6.24 %
Home-The	11.06	37.67 %
Total	31.14	8.87 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.51	8.58 %
TRR1	2.45	12.57 %
VSI1	2.17	10.20 %
ARC2	1.12	5.12 %
VEL2	0.91	4.24 %
AKM1	0.91	4.07 %
KPM2	0.79	2.15 %
CGM1	0.57	7.46 %
UGI1	0.47	8.34 %
PLR1	0.42	5.00 %
SLG1	0.36	7.67 %
TRT1	0.34	3.98 %
CYR1	0.33	3.63 %
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	31.14	8.87 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.14	13.17 %
Home-The	0.79	35.27 %
Total	4.93	14.64 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVSD		0.00 %
Total	4.93	14.64 %