

MTD Sales
715.64 L

Brand Share %
15.65 %

Information:

MTD : 01-05-2026 To 28-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.65 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	616.17	14.15 %
Home-The	99.46	45.41 %
Total	715.64	15.65 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	137.41	18.01 %
SOUTH-03	114.61	17.97 %
CHENNAI-02	94.96	18.39 %
TRICHY-01	87.69	15.25 %
SOUTH ARCOT	70.07	18.06 %
CHENNAI-01	69.42	10.79 %
WEST-01	58.79	17.58 %
WEST-02	56.99	13.38 %
NORTH ARCOT	25.70	8.91 %
Total	715.64	15.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	116.50	16.06 %
Home-The	20.91	55.61 %
Total	137.41	18.01 %

Branch *	MTD Sales L	Brand Share %
MAR1	4.76	13.31 %
RND1	3.60	12.32 %
VLY1	2.58	13.90 %
TUT2	2.55	9.25 %
TCN1	1.79	8.56 %
TYI1	1.55	15.42 %
KGL1	1.26	10.14 %
VNR1	1.10	13.24 %
ERL2	1.08	7.25 %
PDI1	0.85	8.64 %
TKY1	0.78	9.31 %
MMT1	0.73	8.62 %
VKM1	0.73	6.06 %
APK2	0.65	5.16 %
SGT1	0.62	12.17 %
SDI1	0.59	3.93 %
KYR1	0.26	5.24 %
PKD1	0.25	1.85 %
ARM1	0.22	3.06 %
STU2	0.18	1.95 %
APK1	0.14	1.15 %
S2SD		0.00 %
WHTV		0.00 %
Total	137.41	18.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	95.76	15.88 %
Home-The	18.85	54.18 %
Total	114.61	17.97 %

Branch *	MTD Sales L	Brand Share %
KKD3	2.67	10.80 %
MDU3	2.42	14.49 %
ADP1	1.71	14.84 %
CBM1	0.85	7.61 %
PNV2	0.66	6.50 %
DKI1	0.42	2.25 %
DGL2	0.34	3.30 %
MDU4	0.33	2.56 %
MLR1	0.26	2.23 %
NKI1	0.25	2.99 %
PKM1	0.24	3.96 %
MPA1	0.22	1.36 %
KPT1	0.21	2.99 %
ATG1	0.21	1.34 %
MDU5	0.20	2.81 %
PVI1	0.15	1.11 %
ODM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	114.61	17.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	85.40	17.47 %
Home-The	9.56	34.63 %
Total	94.96	18.39 %

Branch *	MTD Sales L	Brand Share %
CH03	11.58	15.09 %
CH21	4.37	13.43 %
CH18	3.30	15.01 %
CH06	1.50	8.09 %
CH27	1.02	14.29 %
GPD1	0.81	9.75 %
CH43	0.71	5.71 %
PON1	0.39	3.71 %
CH23	0.35	3.65 %
UKI1	0.27	4.08 %
CH24	0.16	0.97 %
CH34	0.08	0.44 %
CH01		0.00 %
CH17		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	94.96	18.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	79.48	14.29 %
Home-The	8.21	43.17 %
Total	87.69	15.25 %

Branch *	MTD Sales L	Brand Share %
JKM1	2.79	13.00 %
MVM1	2.50	6.81 %
KUM1	1.36	4.24 %
KIK1	1.29	8.30 %
NMM1	1.18	11.25 %
KRN1	0.81	9.19 %
TTP1	0.77	6.28 %
TRY3	0.50	3.57 %
PDK1	0.42	5.07 %
TVR1	0.42	2.87 %
APM1	0.41	8.65 %
NGT1	0.13	0.54 %
AYR1	0.12	0.73 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	87.69	15.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	62.23	16.78 %
Home-The	7.85	45.65 %
Total	70.07	18.06 %

Branch *	MTD Sales L	Brand Share %
PRT1	2.06	9.80 %
TRK1	1.58	6.12 %
TVM2	1.30	11.73 %
KLM1	1.07	6.18 %
VPM1	0.75	10.44 %
VCM2	0.75	5.08 %
ULP1	0.51	3.06 %
TDM1	0.40	1.99 %
STP1	0.27	3.45 %
VCM1	0.25	7.88 %
TVM1	0.21	3.35 %
KML1		0.00 %
MKM1		0.00 %
Total	70.07	18.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	58.19	9.45 %
Home-The	11.23	40.37 %
Total	69.42	10.79 %

Branch *	MTD Sales L	Brand Share %
CH16	1.66	3.82 %
CH28	1.65	5.73 %
CH08	1.52	5.81 %
CH47	1.45	4.65 %
KNR1	1.19	14.02 %
CH49	1.13	5.05 %
CH25	1.12	5.12 %
CH45	0.89	3.43 %
CH35	0.83	4.99 %
CH22	0.61	4.21 %
AVD1	0.49	3.89 %
CH26	0.15	3.61 %
MRM1	0.12	0.78 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
CGL1	-0.23	-2.30 %
Total	69.42	10.79 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	50.00	15.80 %
Home-The	8.78	49.12 %
Total	58.79	17.58 %

Branch *	MTD Sales L	Brand Share %
UMP1	1.15	10.87 %
SUL1	0.97	11.02 %
CBE6	0.81	7.59 %
TPR3	0.74	9.82 %
CNR1	0.69	8.90 %
KMD1	0.69	11.03 %
CBE5	0.53	9.63 %
KGI1	0.53	6.18 %
GDR1	0.41	4.41 %
ANR1	0.23	5.42 %
SNR1	0.21	1.90 %
MPM1	0.14	1.53 %
AVI1	0.12	1.09 %
TPR1	0.08	0.45 %
SYM2	0.08	1.16 %
CBE3		0.00 %
DPM2		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	58.79	17.58 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	47.99	11.87 %
Home-The	9.00	41.64 %
Total	56.99	13.38 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.36	13.28 %
ERD1	3.27	14.38 %
RSP1	1.79	15.18 %
NKL2	1.58	9.66 %
DPR1	1.20	12.20 %
SLM3	0.99	8.31 %
VKL1	0.95	14.81 %
CMI1	0.87	12.97 %
ATU1	0.67	3.27 %
KVP1	0.65	8.27 %
OML1	0.54	5.39 %
SGI1	0.54	5.26 %
APN1	0.52	5.39 %
BMD1	0.48	6.75 %
SLM2	0.43	2.69 %
VPD1	0.41	2.82 %
TRM1	0.40	3.84 %
MTR1	0.16	1.86 %
PLC1	0.14	1.62 %
EDP1	0.08	1.78 %
EPI1		0.00 %
HRR1		0.00 %
KAM1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	56.99	13.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.64	7.56 %
Home-The	5.06	32.67 %
Total	25.70	8.91 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.90	8.78 %
AKM1	2.07	11.57 %
SBR1	1.43	8.34 %
KPM1	1.20	14.59 %
PLR1	1.10	14.53 %
VEL2	1.04	5.95 %
GDM1	1.03	12.98 %
TRT1	0.87	6.60 %
VNB1	0.52	5.63 %
CPT1	0.42	5.60 %
ABR1	0.40	2.94 %
VEL1	0.40	3.17 %
ARC2	0.37	6.03 %
ANI1	0.25	2.95 %
SLG1	0.24	4.27 %
CGM1	0.20	2.37 %
BGR1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	25.70	8.91 %