

MTD Sales
697.10 L

Brand Share %
18.75 %

Information:

MTD : 01-07-2025 To 28-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.75 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	591.12	16.92 %
Home-The	105.98	47.08 %
Total	697.10	18.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	144.75	23.22 %
CHENNAI-02	101.53	23.41 %
SOUTH-03	99.85	22.13 %
TRICHY-01	82.48	17.69 %
CHENNAI-01	68.85	14.73 %
WEST-02	66.88	15.50 %
WEST-01	65.76	20.93 %
SOUTH ARCOT	42.76	17.08 %
NORTH ARCOT	21.48	8.52 %
KL-SOUTH	2.76	9.61 %
Total	697.10	18.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	122.03	20.84 %
Home-The	22.71	60.05 %
Total	144.75	23.22 %

Branch *	MTD Sales L	Brand Share %
TYI1	3.27	17.28 %
VL11	3.13	16.94 %
VNR1	2.42	18.07 %
TKY1	1.41	14.98 %
MMT1	1.40	10.36 %
STU2	1.02	9.34 %
RND1	1.01	6.17 %
TVL2	0.97	9.93 %
SNL1	0.95	5.86 %
ERL1	0.83	10.40 %
VKM1	0.81	13.55 %
KGL1	0.76	12.48 %
PDI1	0.50	5.96 %
APK1	0.50	5.39 %
TCN1	0.34	3.25 %
ARM1	0.33	5.82 %
KYR1	0.27	6.60 %
KSM1	0.26	7.25 %
SDI1	0.20	1.69 %
PKD1	0.19	1.88 %
UDN1	0.13	1.48 %
ASM1		0.00 %
COL1		0.00 %
S2SD		0.00 %
Total	144.75	23.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	89.16	21.87 %
Home-The	12.38	47.70 %
Total	101.53	23.41 %

Branch *	MTD Sales L	Brand Share %
CH34	2.51	11.57 %
CH24	0.87	8.64 %
CH43	0.66	4.96 %
UKI1	0.26	2.60 %
CH46	0.20	5.34 %
GPD1	0.19	1.84 %
PON1	0.16	2.02 %
CH32	0.15	12.92 %
CH17	0.13	1.08 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	101.53	23.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	85.56	20.17 %
Home-The	14.29	53.08 %
Total	99.85	22.13 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.39	17.34 %
MDU5	1.45	16.16 %
CBM1	1.09	4.67 %
BTU1	0.81	16.74 %
USL1	0.63	6.87 %
ADP1	0.57	8.61 %
MLR1	0.50	7.44 %
KRR1	0.48	5.29 %
DKI1	0.47	3.95 %
CMR1	0.41	10.31 %
KPT1	0.34	8.64 %
PNV1	0.34	4.44 %
TPT1	0.25	2.11 %
MDU4	0.21	2.37 %
KKD2	0.13	1.61 %
NKI1	0.13	3.18 %
PVI1	0.13	1.64 %
MDWH		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
PNI1	-0.12	-2.77 %
Total	99.85	22.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	71.67	16.13 %
Home-The	10.81	49.67 %
Total	82.48	17.69 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.85	13.28 %
KUM1	3.56	12.86 %
TNJ2	2.97	11.41 %
JKM1	2.70	18.19 %
PDK1	1.17	12.92 %
PTK1	0.94	4.77 %
MSI1	0.85	9.33 %
KRN1	0.69	14.09 %
ORU1	0.63	9.46 %
TTP1	0.60	6.35 %
NGT1	0.58	3.85 %
NMM1	0.52	5.84 %
APM1	0.37	8.09 %
AYR1	0.33	4.34 %
NCK1	0.19	3.24 %
TVR1	0.15	1.47 %
KIK1	0.08	0.77 %
TZSD		0.00 %
Total	82.48	17.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	60.53	13.74 %
Home-The	8.32	30.90 %
Total	68.85	14.73 %

Branch *	MTD Sales L	Brand Share %
CH16	3.59	10.05 %
SKL1	1.85	16.52 %
CH11	1.46	14.23 %
CH45	1.03	5.53 %
CH28	0.69	3.44 %
CH35	0.67	5.53 %
GUD1	0.64	3.39 %
CZWH	0.63	9.74 %
CH39	0.55	7.13 %
TKM1	0.47	6.46 %
AVD1	0.38	1.77 %
CH40	0.34	10.39 %
CH42	0.27	1.65 %
CH37	0.14	2.98 %
MRM1	0.13	0.99 %
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	68.85	14.73 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	53.70	13.26 %
Home-The	13.18	49.43 %
Total	66.88	15.50 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.64	18.11 %
NKL2	1.93	12.07 %
RSP1	1.72	8.68 %
TRM1	1.57	10.41 %
MCR1	1.14	8.15 %
PDR1	1.14	11.67 %
SLM2	1.13	7.23 %
PMP1	0.96	10.23 %
PLC1	0.95	8.45 %
DPR2	0.92	17.54 %
EDP1	0.82	9.02 %
VKL1	0.55	8.16 %
HRR1	0.55	7.84 %
VPD1	0.55	4.74 %
KMM1	0.48	7.01 %
APN1	0.36	4.74 %
CMI1	0.28	5.84 %
ATU1	0.15	1.69 %
BMD1		0.00 %
EPI1		0.00 %
KVP1		0.00 %
OML1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	66.88	15.50 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	54.32	18.75 %
Home-The	11.45	46.71 %
Total	65.76	20.93 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.51	14.92 %
SUL1	1.99	15.51 %
CBE6	1.57	17.48 %
SNR1	1.00	8.70 %
CBE1	0.97	11.80 %
MPM1	0.79	8.43 %
GDR1	0.67	10.59 %
KMD1	0.51	9.92 %
TPR1	0.36	2.59 %
DPM2	0.26	3.54 %
SYM2	0.22	3.39 %
TPR4	0.14	1.48 %
TPR3	0.13	1.84 %
PDM1	0.09	1.80 %
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	65.76	20.93 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	36.05	15.32 %
Home-The	6.71	45.09 %
Total	42.76	17.08 %

Branch *	MTD Sales L	Brand Share %
POY1	3.66	16.45 %
SJI1	1.69	15.83 %
NVL2	1.43	9.98 %
TRK1	1.12	5.25 %
KLM1	0.85	6.29 %
ULP1	0.50	2.93 %
PRT1	0.42	4.74 %
TDM1	0.41	3.73 %
MKM1	0.36	6.72 %
VCM1	0.34	3.50 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	42.76	17.08 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.48	6.61 %
Home-The	6.00	33.94 %
Total	21.48	8.52 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.21	8.76 %
VEL2	2.04	15.85 %
GDM1	1.16	9.80 %
VNB1	0.95	11.88 %
CGM1	0.66	8.53 %
BGR1	0.55	6.52 %
ABR1	0.54	4.83 %
CYR1	0.46	9.15 %
SLG1	0.34	7.46 %
UGI1	0.34	5.24 %
PLR1	0.27	6.83 %
AKM1	0.27	2.12 %
PTU1	0.26	8.17 %
ANI1	0.21	3.97 %
TRT1	0.20	2.24 %
SBR1	0.15	1.30 %
WJD1	0.15	1.24 %
ARC2		0.00 %
CPT1		0.00 %
KPM1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1	-0.02	-0.32 %
Total	21.48	8.52 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.62	9.84 %
Home-The	0.14	6.67 %
Total	2.76	9.61 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.79	8.80 %
PAS1	0.97	11.60 %
Total	2.76	9.61 %