

MTD Sales
637.60 L

Brand Share %
14.55 %

Information:

MTD : 01-11-2025 To 28-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.55 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	522.43	12.73 %
Home-The	115.17	41.42 %
Total	637.60	14.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	111.69	17.79 %
CHENNAI-02	98.41	17.23 %
SOUTH-03	93.17	17.40 %
TRICHY-01	72.28	13.55 %
CHENNAI-01	65.50	11.44 %
WEST-02	55.83	13.30 %
SOUTH ARCOT	54.35	14.47 %
WEST-01	48.94	14.35 %
NORTH ARCOT	32.51	8.78 %
KL-SOUTH	4.93	14.47 %
Total	637.60	14.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	87.10	14.95 %
Home-The	24.58	54.45 %
Total	111.69	17.79 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.42	14.37 %
VNR2	2.71	12.71 %
RND1	1.85	8.94 %
ASM1	1.43	9.78 %
MMT1	1.30	13.42 %
VNR1	1.24	12.61 %
SKD1	1.18	10.79 %
PKD1	1.10	6.07 %
KGL1	0.89	11.49 %
VKM1	0.59	8.01 %
MAR1	0.59	3.07 %
TCN1	0.56	4.20 %
TYI1	0.54	5.28 %
PDI1	0.45	5.92 %
KYR1	0.45	6.47 %
ARM1	0.43	4.50 %
SGT1	0.43	8.32 %
STU2	0.34	2.49 %
KSM1	0.29	8.60 %
TKY1	0.23	3.48 %
ERL2	0.17	1.82 %
S2SD		0.00 %
Total	111.69	17.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	87.49	16.14 %
Home-The	10.92	37.20 %
Total	98.41	17.23 %

Branch *	MTD Sales L	Brand Share %
CH03	10.37	14.37 %
CH34	2.76	10.19 %
CH17	1.87	7.00 %
CH06	1.07	6.95 %
CH33	0.58	3.30 %
CH43	0.34	1.64 %
CH46	0.33	5.99 %
GPD1	0.30	3.19 %
UKI1	0.13	1.66 %
CH23	0.01	0.15 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
PON1		0.00 %
Total	98.41	17.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	76.25	15.30 %
Home-The	16.92	45.90 %
Total	93.17	17.40 %

Branch *	MTD Sales L	Brand Share %
MDU3	2.83	14.42 %
ATG1	1.64	10.10 %
CBM1	1.20	7.72 %
PNI1	1.16	12.81 %
PNV2	1.15	5.69 %
MLR1	0.99	11.14 %
MPA1	0.96	10.86 %
KPT1	0.74	11.81 %
NTM1	0.73	9.74 %
PVI1	0.63	3.73 %
CMR1	0.60	9.56 %
MNM1	0.49	8.22 %
TPT1	0.47	4.16 %
KKD3	0.32	1.16 %
KYK1	0.16	2.18 %
TDI1	0.14	1.98 %
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	-1.15 %
Total	93.17	17.40 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	61.75	12.17 %
Home-The	10.53	40.90 %
Total	72.28	13.55 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.12	13.11 %
TVR2	2.88	9.89 %
MVM1	2.14	6.30 %
TVR1	2.02	12.65 %
MSI1	1.13	9.49 %
AYR1	1.06	8.42 %
NCK1	0.86	11.20 %
TRY3	0.77	6.28 %
TYR1	0.72	6.20 %
NGT1	0.42	1.80 %
PBR1	0.39	5.87 %
KIK1	0.32	2.62 %
APM1	0.20	3.71 %
ORU1	0.15	2.10 %
NMM1	0.14	1.10 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	72.28	13.55 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	56.20	10.43 %
Home-The	9.30	27.75 %
Total	65.50	11.44 %

Branch *	MTD Sales L	Brand Share %
CH14	3.57	11.35 %
CH08	2.73	8.06 %
CH45	2.36	9.05 %
SKL1	2.21	12.72 %
MRM1	2.21	9.88 %
CGL1	1.32	6.63 %
CH16	1.24	2.71 %
GUD1	1.10	4.67 %
CH42	1.02	4.01 %
AVD1	0.95	4.28 %
CH22	0.94	6.18 %
CH35	0.85	6.02 %
CH11	0.84	4.24 %
CH37	0.47	4.93 %
TKM1	0.45	5.33 %
CH38	0.36	4.10 %
CH28	0.35	0.90 %
CH26	0.33	8.08 %
KNR1	0.31	3.98 %
MC09	0.15	9.45 %
CH39	0.13	1.24 %
CH29		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.60	5.95 %
Total	65.50	11.44 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	43.90	11.25 %
Home-The	11.93	40.36 %
Total	55.83	13.30 %

Branch *	MTD Sales L	Brand Share %
ERD1	3.04	12.33 %
MTR1	1.68	14.12 %
NKL2	0.95	5.39 %
SLM2	0.93	5.94 %
SGI1	0.72	8.30 %
VPD1	0.66	4.75 %
PLC1	0.55	5.18 %
APN1	0.55	6.00 %
KVP1	0.48	5.64 %
VKL1	0.48	7.78 %
EDP1	0.43	5.47 %
PMP1	0.42	6.77 %
TCG1	0.35	3.45 %
TRM1	0.14	1.24 %
HRR1	0.13	2.13 %
ATU1	0.08	0.70 %
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	55.83	13.30 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	44.61	12.65 %
Home-The	9.74	42.63 %
Total	54.35	14.47 %

Branch *	MTD Sales L	Brand Share %
VPM2	3.14	12.90 %
NVL2	2.22	12.32 %
KLM1	0.93	4.45 %
MKM1	0.78	10.31 %
TRK1	0.55	2.33 %
STP1	0.35	4.28 %
VCM1	0.34	3.41 %
TDM1	0.32	2.28 %
PRT1	0.29	1.78 %
ULP1	0.24	1.82 %
VPM1	0.21	3.49 %
KML1	0.13	0.99 %
WHUT		0.00 %
TVM1	-0.41	-5.01 %
Total	54.35	14.47 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	39.54	12.43 %
Home-The	9.40	41.02 %
Total	48.94	14.35 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.70	9.69 %
SUL1	1.22	9.76 %
CBE1	0.84	6.93 %
CBE6	0.78	5.36 %
GDR1	0.72	11.51 %
TPR3	0.59	7.20 %
DPM2	0.59	6.11 %
GBM1	0.51	5.16 %
MPM1	0.50	4.88 %
UMP1	0.38	5.90 %
SNR1	0.34	2.60 %
SYM2	0.32	2.74 %
KGI1	0.22	2.53 %
CBE5	0.20	3.27 %
PDM1	0.12	1.85 %
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	48.94	14.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.44	6.30 %
Home-The	11.07	37.02 %
Total	32.51	8.78 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.51	8.12 %
VSI1	2.17	10.20 %
KPM1	1.45	14.29 %
AKM1	1.16	5.12 %
ARC2	1.12	5.08 %
VEL2	0.91	3.98 %
KPM2	0.79	2.04 %
CGM1	0.57	5.40 %
UGI1	0.47	7.46 %
PLR1	0.42	5.00 %
SLG1	0.36	7.50 %
CYR1	0.33	3.43 %
PTU1	0.30	6.52 %
ANI1	0.13	2.59 %
TRT1	0.11	1.24 %
BGR1		0.00 %
CPT1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	32.51	8.78 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.14	13.01 %
Home-The	0.79	35.27 %
Total	4.93	14.47 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVSD		0.00 %
Total	4.93	14.47 %