

MTD Sales
741.34 L

Brand Share %
18.87 %

Information:

MTD : 01-07-2025 To 29-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.87 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	629.89	17.05 %
Home-The	111.46	47.35 %
Total	741.34	18.87 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	169.28	23.50 %
CHENNAI-02	104.49	23.10 %
SOUTH-03	103.82	22.31 %
TRICHY-01	88.05	18.06 %
CHENNAI-01	71.73	14.88 %
WEST-02	68.63	15.36 %
WEST-01	66.41	20.47 %
SOUTH ARCOT	43.28	16.79 %
NORTH ARCOT	22.76	8.67 %
KL-SOUTH	2.90	9.61 %
Total	741.34	18.87 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	144.24	21.27 %
Home-The	25.04	59.20 %
Total	169.28	23.50 %

Branch *	MTD Sales L	Brand Share %
VLY1	3.87	17.67 %
TYI1	3.54	16.43 %
TVL2	1.61	15.45 %
TKY1	1.41	13.53 %
MMT1	1.40	8.53 %
APK1	1.40	12.83 %
PKD1	1.09	8.26 %
VKM1	1.04	15.93 %
STU2	1.02	8.96 %
RND1	1.01	4.87 %
SNL1	0.95	5.66 %
ERL1	0.83	9.42 %
PDI1	0.64	7.00 %
TCN1	0.34	2.91 %
ARM1	0.33	4.78 %
KYR1	0.27	6.38 %
KSM1	0.26	5.49 %
SDI1	0.20	1.42 %
UDN1	0.13	1.32 %
ASM1		0.00 %
COL1		0.00 %
S2SD		0.00 %
Total	169.28	23.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	91.52	21.53 %
Home-The	12.97	47.73 %
Total	104.49	23.10 %

Branch *	MTD Sales L	Brand Share %
CH34	2.51	11.27 %
CH24	0.87	8.29 %
CH43	0.66	4.91 %
UKI1	0.26	2.53 %
CH46	0.20	5.34 %
GPD1	0.19	1.81 %
PON1	0.16	1.96 %
CH32	0.15	12.92 %
CH17	0.13	1.02 %
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	104.49	23.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	88.95	20.33 %
Home-The	14.87	53.60 %
Total	103.82	22.31 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.39	17.34 %
MDU5	1.45	16.16 %
CBM1	1.24	5.10 %
BTU1	0.81	17.23 %
USL1	0.63	6.61 %
ADP1	0.57	8.34 %
MLR1	0.50	7.44 %
KRR1	0.48	4.96 %
DKI1	0.47	3.84 %
CMR1	0.41	9.99 %
KPT1	0.34	8.37 %
PNV1	0.34	4.35 %
SGP1	0.34	8.60 %
TPT1	0.25	2.08 %
MDU4	0.21	2.34 %
KKD2	0.13	1.59 %
NKI1	0.13	3.14 %
PVI1	0.13	1.52 %
MDWH		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
PNI1	-0.12	-2.34 %
Total	103.82	22.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	77.15	16.58 %
Home-The	10.90	48.95 %
Total	88.05	18.06 %

Branch *	MTD Sales L	Brand Share %
TNJ2	3.99	14.16 %
KUM1	3.89	13.43 %
MVM1	3.85	12.84 %
JKM1	2.70	17.91 %
PDK1	1.17	12.63 %
PTK1	0.94	4.71 %
MSI1	0.85	9.14 %
KRN1	0.69	12.44 %
ORU1	0.63	8.14 %
TTP1	0.60	6.35 %
NGT1	0.58	3.73 %
NMM1	0.52	5.84 %
APM1	0.37	7.96 %
NCK1	0.19	3.09 %
TVR1	0.15	1.41 %
KIK1	0.08	0.70 %
TZSD		0.00 %
Total	88.05	18.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	63.41	13.94 %
Home-The	8.32	30.67 %
Total	71.73	14.88 %

Branch *	MTD Sales L	Brand Share %
CH16	3.59	9.98 %
SKL1	1.85	16.37 %
CH11	1.46	13.25 %
KNR1	1.26	18.23 %
CH45	1.03	5.49 %
CH42	0.80	4.45 %
CH28	0.69	3.25 %
CH35	0.67	5.28 %
GUD1	0.64	3.13 %
CZWH	0.63	9.74 %
CH39	0.55	6.81 %
TKM1	0.47	5.45 %
AVD1	0.38	1.77 %
CH40	0.34	10.39 %
CH37	0.14	2.79 %
MRM1	0.13	0.95 %
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	71.73	14.88 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	55.00	13.12 %
Home-The	13.63	49.76 %
Total	68.63	15.36 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.64	17.68 %
RSP1	1.95	9.56 %
NKL2	1.93	11.73 %
TRM1	1.57	10.59 %
MCR1	1.14	8.00 %
PDR1	1.14	11.37 %
SLM2	1.13	7.11 %
PMP1	0.96	10.16 %
PLC1	0.95	8.45 %
DPR2	0.92	16.82 %
VPD1	0.87	7.02 %
EDP1	0.82	8.80 %
EPI1	0.59	5.58 %
VKL1	0.55	7.50 %
HRR1	0.55	7.84 %
KMM1	0.48	6.56 %
APN1	0.36	4.59 %
CM11	0.28	5.84 %
ATU1	0.15	1.49 %
BMD1		0.00 %
KVP1		0.00 %
OML1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	68.63	15.36 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	54.32	18.16 %
Home-The	12.09	47.66 %
Total	66.41	20.47 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.51	14.72 %
SUL1	1.99	15.22 %
CBE6	1.57	17.48 %
SNR1	1.00	8.70 %
CBE1	0.97	11.80 %
MPM1	0.79	7.66 %
GDR1	0.67	10.08 %
KMD1	0.51	9.67 %
SYM2	0.43	6.11 %
TPR1	0.36	2.42 %
DPM2	0.26	3.54 %
TPR4	0.14	1.46 %
TPR3	0.13	1.74 %
PDM1	0.09	1.51 %
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	66.41	20.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	36.05	14.89 %
Home-The	7.22	46.20 %
Total	43.28	16.79 %

Branch *	MTD Sales L	Brand Share %
POY1	3.81	16.33 %
SJI1	1.91	16.58 %
NVL2	1.43	9.90 %
TRK1	1.12	5.17 %
KLM1	0.85	6.10 %
ULP1	0.50	2.83 %
PRT1	0.42	4.74 %
TDM1	0.41	3.69 %
MKM1	0.36	6.72 %
VCM1	0.34	3.27 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	43.28	16.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.62	6.80 %
Home-The	6.14	33.73 %
Total	22.76	8.67 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.38	18.05 %
KPM2	2.21	8.76 %
GDM1	1.16	9.41 %
VNB1	0.95	11.88 %
CGM1	0.66	7.81 %
BGR1	0.55	6.52 %
ABR1	0.54	4.60 %
AKM1	0.52	3.89 %
CYR1	0.46	8.24 %
SLG1	0.34	7.46 %
UGI1	0.34	5.24 %
PLR1	0.27	6.83 %
PTU1	0.26	7.36 %
ANI1	0.21	3.72 %
TRT1	0.20	2.23 %
SBR1	0.15	1.21 %
WJD1	0.15	1.24 %
KPM1	0.14	1.51 %
ARC2		0.00 %
CPT1		0.00 %
NASD		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1	-0.02	-0.32 %
Total	22.76	8.67 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.62	9.39 %
Home-The	0.27	12.51 %
Total	2.90	9.61 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.93	8.87 %
PAS1	0.97	11.51 %
Total	2.90	9.61 %