

MTD Sales
882.39 L

Brand Share %
17.98 %

Information:

MTD : 01-08-2025 To 29-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.98 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	742.94	16.05 %
Home-The	139.45	49.72 %
Total	882.39	17.98 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	181.49	22.98 %
CHENNAI-02	125.60	23.44 %
SOUTH-03	117.60	20.81 %
SOUTH ARCOT	90.70	22.32 %
TRICHY-01	87.03	13.86 %
WEST-02	86.25	16.39 %
CHENNAI-01	85.43	14.24 %
WEST-01	74.90	16.57 %
NORTH ARCOT	28.72	8.26 %
KL-SOUTH	4.66	8.16 %
Total	882.39	17.98 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	148.19	20.09 %
Home-The	33.30	63.69 %
Total	181.49	22.98 %

Branch *	MTD Sales L	Brand Share %
MAR1	3.74	13.27 %
ERL2	3.21	14.10 %
RND1	2.38	10.82 %
APK1	1.96	11.79 %
PKD1	1.91	9.32 %
TCN1	1.63	9.36 %
TVL2	1.59	14.07 %
VNR1	1.37	14.29 %
UDN1	1.24	15.44 %
SNL1	1.24	7.44 %
MMT1	1.18	10.87 %
VLY1	1.01	5.64 %
TKY1	0.94	8.44 %
STU2	0.87	8.73 %
SGT1	0.69	12.99 %
APK2	0.66	11.94 %
PDI1	0.49	5.02 %
ASM1	0.47	3.05 %
TYI1	0.35	3.08 %
COL1	0.34	7.18 %
KYR1	0.28	3.16 %
ARM1		0.00 %
ERL1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
SDI1	-0.16	-1.26 %
Total	181.49	22.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	114.71	22.47 %
Home-The	10.89	42.89 %
Total	125.60	23.44 %

Branch *	MTD Sales L	Brand Share %
CH44	3.49	16.19 %
CH24	1.77	14.96 %
CH43	1.68	9.41 %
CH34	1.38	6.02 %
CH23	0.75	6.91 %
PON1	0.68	4.60 %
CH46	0.58	11.41 %
CH17	0.54	4.51 %
CH33	0.49	2.67 %
CH27	0.23	2.72 %
CH36	0.22	3.36 %
CH01		0.00 %
CH31		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	125.60	23.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	100.06	18.75 %
Home-The	17.55	55.65 %
Total	117.60	20.81 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.67	14.07 %
KKD2	2.38	14.31 %
CBM1	2.26	12.28 %
TPT1	2.02	14.68 %
MPA1	1.49	13.42 %
CMR1	1.22	15.61 %
ADP1	1.16	10.87 %
MLR1	1.15	7.98 %
USL1	1.06	6.20 %
BTU1	0.89	9.51 %
PVI1	0.85	6.23 %
DKI1	0.68	3.58 %
KPT1	0.61	9.12 %
PNI1	0.58	5.98 %
SGP1	0.23	4.06 %
ODM1	0.14	2.86 %
NKI1	0.14	1.72 %
MDU5	0.13	2.23 %
MNM1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	117.60	20.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	77.46	20.17 %
Home-The	13.25	59.21 %
Total	90.70	22.32 %

Branch *	MTD Sales L	Brand Share %
POY1	6.10	15.95 %
KLM1	1.82	8.43 %
TRK1	1.08	3.28 %
ULP1	0.51	3.02 %
VPM1	0.39	6.53 %
VCM1	0.38	3.22 %
STP1	0.34	5.37 %
MKM1	0.33	3.49 %
KML1	0.33	3.42 %
PRT1	0.22	1.66 %
TDM1		0.00 %
Total	90.70	22.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	73.37	12.20 %
Home-The	13.66	51.58 %
Total	87.03	13.86 %

Branch *	MTD Sales L	Brand Share %
KUM1	6.14	13.43 %
TVR2	4.70	12.71 %
PBR2	3.80	12.03 %
MVM1	3.37	6.68 %
JKM1	2.83	14.86 %
TNJ2	2.64	8.17 %
PTK1	1.67	6.14 %
AYR1	1.37	8.27 %
MSI1	0.69	8.09 %
TRY2	0.58	8.52 %
KRN1	0.57	6.09 %
ORU1	0.46	3.23 %
KIK1	0.45	1.74 %
TTP1	0.19	1.05 %
APM1	0.14	1.78 %
NGT1	0.08	0.51 %
NCK1		0.00 %
NMM1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	87.03	13.86 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	74.13	14.84 %
Home-The	12.11	45.27 %
Total	86.25	16.39 %

Branch *	MTD Sales L	Brand Share %
MTR1	2.80	15.76 %
NKL2	2.38	10.45 %
SLM2	2.18	10.68 %
ATU1	2.05	10.36 %
EPI1	2.05	13.54 %
OML1	1.81	15.65 %
VPD1	1.06	5.92 %
TRM1	1.01	5.88 %
HRR1	0.68	7.47 %
KMM1	0.63	9.36 %
TCG1	0.46	5.93 %
BMD1	0.40	3.04 %
PMP1	0.25	3.54 %
SGI1	0.24	2.63 %
EDP1	0.23	2.32 %
DPR2	0.20	2.03 %
RSP1	0.15	1.02 %
CMI1	0.13	1.80 %
APN1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	86.25	16.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	71.24	12.67 %
Home-The	14.19	38.04 %
Total	85.43	14.24 %

Branch *	MTD Sales L	Brand Share %
CH05	5.17	17.43 %
CH08	2.68	10.65 %
CH16	2.29	4.81 %
GUD1	2.23	8.89 %
SKL1	2.14	13.56 %
CH22	2.00	10.67 %
CH11	1.39	8.45 %
CH42	1.36	5.05 %
TKM1	1.22	9.34 %
MRM1	1.00	3.95 %
AVD1	0.72	3.91 %
CH39	0.62	5.75 %
CH38	0.62	4.54 %
GUD2	0.60	3.33 %
CH28	0.59	1.96 %
CZWH	0.22	3.94 %
CH45	0.20	0.90 %
CH37	0.12	1.46 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	85.43	14.24 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	60.58	14.34 %
Home-The	14.32	48.48 %
Total	74.90	16.57 %

Branch *	MTD Sales L	Brand Share %
PLI1	4.21	17.55 %
CBE6	2.13	10.30 %
CBE1	1.92	10.26 %
GDR1	1.37	15.81 %
TPR3	1.34	12.38 %
TPR2	1.18	5.43 %
CNR1	1.17	14.12 %
DPM2	1.17	7.19 %
AVI1	1.03	6.92 %
SNR1	1.00	7.26 %
MPM1	0.86	6.52 %
GBM1	0.81	8.22 %
KGI1	0.81	8.34 %
SUL1	0.64	5.34 %
CBE3	0.60	8.62 %
PDM1	0.50	5.44 %
KMD1	0.47	5.59 %
TPR1	0.35	1.72 %
TPR4	0.17	2.46 %
SYM2	0.12	1.20 %
CBE5		0.00 %
KGM1		0.00 %
PPI1		0.00 %
WZSD		0.00 %
Total	74.90	16.57 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.84	6.15 %
Home-The	8.88	35.00 %
Total	28.72	8.26 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.15	14.25 %
KPM1	1.82	13.34 %
AKM1	1.72	7.96 %
VNB1	1.23	11.68 %
GDM1	1.16	8.43 %
WJD1	1.02	10.78 %
VEL1	0.98	5.73 %
ABR1	0.70	5.09 %
SBR1	0.65	3.50 %
WJP1	0.62	5.03 %
SLG1	0.54	6.10 %
PLR1	0.53	6.62 %
VEL2	0.51	2.71 %
VSI1	0.50	2.71 %
BGR1	0.45	6.90 %
TRT1	0.38	4.32 %
ANI1	0.37	4.05 %
ARC2	0.14	1.12 %
CGM1	0.13	0.97 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	28.72	8.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.37	6.26 %
Home-The	1.30	38.04 %
Total	4.66	8.16 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.61	7.87 %
PAS1	1.16	8.86 %
KLR1	0.89	8.18 %
Total	4.66	8.16 %