

MTD Sales
654.46 L

Brand Share %
14.28 %

Information:

MTD : 01-11-2025 To 29-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.28 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	533.74	12.44 %
Home-The	120.72	41.42 %
Total	654.46	14.28 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	112.88	17.44 %
CHENNAI-02	100.60	16.82 %
SOUTH-03	94.74	17.06 %
TRICHY-01	74.16	13.32 %
CHENNAI-01	67.09	11.01 %
WEST-02	58.66	13.06 %
SOUTH ARCOT	55.34	14.24 %
WEST-01	52.54	14.62 %
NORTH ARCOT	33.19	8.68 %
KL-SOUTH	5.26	14.74 %
Total	654.46	14.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	86.63	14.46 %
Home-The	26.26	54.59 %
Total	112.88	17.44 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.42	13.68 %
VNR2	3.11	13.99 %
RND1	1.85	8.72 %
ASM1	1.43	9.62 %
VNR1	1.24	12.10 %
SKD1	1.18	10.74 %
PKD1	1.10	6.05 %
KGL1	0.89	10.71 %
VKM1	0.72	9.34 %
TCN1	0.69	4.87 %
MAR1	0.59	3.01 %
TYI1	0.54	5.33 %
SGT1	0.52	9.01 %
PDI1	0.45	5.84 %
KYR1	0.45	6.24 %
ARM1	0.43	4.27 %
KSM1	0.29	8.60 %
TKY1	0.23	3.30 %
ERL2	0.17	1.66 %
S2SD		0.00 %
STU2	-2.98	-27.70 %
Total	112.88	17.44 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	89.22	15.72 %
Home-The	11.38	37.53 %
Total	100.60	16.82 %

Branch *	MTD Sales L	Brand Share %
CH03	10.37	13.53 %
CH34	2.76	10.07 %
CH17	1.87	6.92 %
CH06	1.07	6.87 %
CH33	0.58	3.25 %
CH43	0.34	1.59 %
CH46	0.33	5.51 %
GPD1	0.30	3.11 %
UKI1	0.13	1.43 %
CH23	0.01	0.14 %
CH01		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
PON1		0.00 %
Total	100.60	16.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	77.46	14.98 %
Home-The	17.28	45.20 %
Total	94.74	17.06 %

Branch *	MTD Sales L	Brand Share %
MDU3	2.94	14.23 %
ATG1	1.64	9.37 %
PNV2	1.46	7.09 %
CBM1	1.20	7.41 %
PNI1	1.16	12.10 %
MLR1	0.99	10.76 %
MPA1	0.96	9.65 %
KPT1	0.74	11.29 %
NTM1	0.73	9.24 %
PVI1	0.63	3.68 %
CMR1	0.60	9.50 %
MNM1	0.49	7.96 %
TPT1	0.47	4.07 %
KKD3	0.32	1.15 %
MDU4	0.23	1.78 %
DKI1	0.23	1.48 %
KYK1	0.16	2.18 %
TDI1	0.14	1.87 %
BTU1	0.12	1.77 %
MDU5		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	94.74	17.06 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	63.51	11.97 %
Home-The	10.65	40.64 %
Total	74.16	13.32 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.47	13.49 %
TVR2	3.21	10.87 %
MVM1	2.14	6.09 %
TVR1	2.02	12.39 %
MSI1	1.13	8.48 %
AYR1	1.06	8.05 %
NCK1	0.86	10.70 %
TRY3	0.77	6.28 %
TYR1	0.72	5.98 %
NGT1	0.42	1.73 %
PBR1	0.39	5.58 %
KIK1	0.32	2.49 %
APM1	0.20	3.71 %
ORU1	0.15	2.10 %
NMM1	0.14	1.09 %
KRN1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	74.16	13.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	57.34	9.98 %
Home-The	9.74	28.05 %
Total	67.09	11.01 %

Branch *	MTD Sales L	Brand Share %
CH14	4.19	12.43 %
CH08	2.73	7.70 %
CH45	2.36	8.75 %
SKL1	2.21	12.63 %
MRM1	2.21	9.64 %
GUD1	1.32	5.17 %
CGL1	1.32	6.39 %
CH16	1.24	2.56 %
CH42	1.02	3.73 %
AVD1	0.95	4.22 %
CH22	0.94	5.48 %
CH35	0.85	5.67 %
CH11	0.84	3.98 %
CH37	0.77	7.52 %
TKM1	0.45	5.27 %
CH38	0.36	3.91 %
CH28	0.35	0.90 %
CH26	0.33	7.97 %
KNR1	0.31	3.87 %
MC09	0.15	9.45 %
CH39	0.13	1.17 %
CH29		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.60	5.95 %
Total	67.09	11.01 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	46.60	11.14 %
Home-The	12.06	38.97 %
Total	58.66	13.06 %

Branch *	MTD Sales L	Brand Share %
ERD1	3.34	12.32 %
MTR1	1.68	14.12 %
NKL2	0.95	5.16 %
PLC1	0.93	7.45 %
SLM2	0.93	5.33 %
SGI1	0.72	8.03 %
VPD1	0.66	4.58 %
APN1	0.55	5.79 %
KVP1	0.48	4.82 %
VKL1	0.48	7.44 %
EDP1	0.43	5.25 %
PMP1	0.42	6.65 %
TCG1	0.35	3.33 %
TRM1	0.14	1.07 %
HRR1	0.13	2.05 %
ATU1	0.08	0.62 %
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	58.66	13.06 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	45.60	12.48 %
Home-The	9.74	41.57 %
Total	55.34	14.24 %

Branch *	MTD Sales L	Brand Share %
VPM2	3.14	12.31 %
NVL2	2.22	11.87 %
KLM1	0.93	4.40 %
MKM1	0.78	10.31 %
TRK1	0.55	2.27 %
STP1	0.35	4.22 %
VCM1	0.34	3.41 %
TDM1	0.32	2.15 %
PRT1	0.29	1.60 %
ULP1	0.24	1.67 %
VPM1	0.21	3.37 %
KML1	0.13	0.93 %
WHUT		0.00 %
TVM1	-0.41	-4.76 %
Total	55.34	14.24 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	41.00	12.31 %
Home-The	11.54	43.97 %
Total	52.54	14.62 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.70	9.05 %
SUL1	1.22	9.26 %
CBE1	0.84	6.64 %
CBE6	0.78	5.18 %
GDR1	0.72	10.66 %
TPR3	0.59	6.77 %
GBM1	0.51	4.97 %
DPM2	0.51	4.97 %
MPM1	0.50	4.16 %
UMP1	0.38	5.90 %
SNR1	0.34	2.44 %
SYM2	0.32	2.65 %
CBE5	0.28	4.45 %
KGI1	0.22	2.42 %
PDM1	0.12	1.75 %
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	52.54	14.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.92	6.24 %
Home-The	11.28	36.43 %
Total	33.19	8.68 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.51	7.83 %
VSI1	2.17	10.09 %
KPM1	1.45	14.12 %
AKM1	1.16	5.00 %
ARC2	1.12	5.08 %
VEL2	0.91	3.91 %
KPM2	0.79	2.01 %
CGM1	0.57	5.01 %
UGI1	0.47	6.95 %
PLR1	0.42	4.91 %
SLG1	0.36	6.26 %
CYR1	0.33	3.37 %
PTU1	0.30	6.29 %
CPT1	0.20	2.27 %
ANI1	0.13	2.54 %
TRT1	0.11	1.10 %
BGR1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	33.19	8.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.47	13.37 %
Home-The	0.79	35.27 %
Total	5.26	14.74 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVSD		0.00 %
Total	5.26	14.74 %