

MTD Sales
767.65 L

Brand Share %
18.82 %

Information:

MTD : 01-07-2025 To 30-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.82 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	651.95	17.00 %
Home-The	115.70	47.40 %
Total	767.65	18.82 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	177.27	23.46 %
SOUTH-03	108.24	22.53 %
CHENNAI-02	107.58	22.85 %
TRICHY-01	92.29	18.26 %
CHENNAI-01	74.57	14.72 %
WEST-02	70.22	15.23 %
WEST-01	66.24	19.97 %
SOUTH ARCOT	43.57	16.41 %
NORTH ARCOT	24.79	9.12 %
KL-SOUTH	2.90	9.52 %
Total	767.65	18.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	150.65	21.20 %
Home-The	26.62	59.14 %
Total	177.27	23.46 %

Branch *	MTD Sales L	Brand Share %
VLY1	3.87	16.96 %
TYI1	3.54	15.67 %
KYR1	1.77	14.96 %
TKY1	1.62	14.71 %
TVL2	1.61	13.97 %
PKD1	1.42	10.53 %
MMT1	1.40	8.31 %
APK1	1.40	12.43 %
VKM1	1.04	15.83 %
STU2	1.02	8.65 %
RND1	1.01	4.66 %
SNL1	0.95	5.62 %
ERL1	0.83	9.02 %
PDI1	0.64	6.53 %
ASM1	0.55	4.97 %
SDI1	0.43	2.96 %
TCN1	0.34	2.80 %
ARM1	0.33	4.78 %
KSM1	0.26	5.41 %
UDN1	0.13	1.27 %
COL1		0.00 %
S2SD		0.00 %
Total	177.27	23.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	92.38	20.48 %
Home-The	15.85	54.19 %
Total	108.24	22.53 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.59	17.82 %
KKD2	1.52	15.70 %
MDU5	1.45	15.90 %
CBM1	1.24	4.98 %
BTU1	0.81	17.23 %
USL1	0.63	6.52 %
ADP1	0.57	7.94 %
KRR1	0.56	5.66 %
MLR1	0.50	7.44 %
DKI1	0.47	3.80 %
CMR1	0.41	9.66 %
PNV1	0.34	4.31 %
SGP1	0.34	8.36 %
TPT1	0.25	1.98 %
MDU4	0.21	2.25 %
NKI1	0.13	2.99 %
PVI1	0.13	1.51 %
PNI1	0.02	0.31 %
MDWH		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	108.24	22.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	94.25	21.28 %
Home-The	13.33	47.85 %
Total	107.58	22.85 %

Branch *	MTD Sales L	Brand Share %
CH34	2.51	10.98 %
CH24	0.87	7.71 %
CH43	0.66	4.55 %
UKI1	0.26	2.39 %
CH46	0.20	5.34 %
GPD1	0.19	1.71 %
PON1	0.16	1.86 %
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	107.58	22.85 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	81.09	16.81 %
Home-The	11.20	48.68 %
Total	92.29	18.26 %

Branch *	MTD Sales L	Brand Share %
TNJ2	5.28	17.14 %
KUM1	5.07	16.14 %
MVM1	4.07	13.06 %
JKM1	2.70	17.56 %
PDK1	1.17	11.87 %
PTK1	0.94	4.57 %
MSI1	0.85	8.83 %
KRN1	0.69	12.44 %
NGT1	0.66	4.02 %
ORU1	0.63	8.14 %
TTP1	0.60	6.24 %
NMM1	0.52	5.59 %
APM1	0.37	7.96 %
NCK1	0.19	3.09 %
TVR1	0.15	1.30 %
KIK1	0.08	0.66 %
TZSD		0.00 %
Total	92.29	18.26 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	66.11	13.80 %
Home-The	8.46	30.51 %
Total	74.57	14.72 %

Branch *	MTD Sales L	Brand Share %
CH16	3.59	9.84 %
SKL1	1.85	15.88 %
CH11	1.46	12.17 %
KNR1	1.26	17.94 %
CH45	1.03	5.40 %
CH42	0.80	4.45 %
CH28	0.69	3.00 %
CH35	0.67	4.87 %
GUD1	0.64	2.99 %
CZWH	0.63	9.74 %
CH39	0.55	6.52 %
TKM1	0.47	5.45 %
AVD1	0.38	1.70 %
CH40	0.34	10.39 %
CH37	0.14	2.74 %
MRM1	0.13	0.92 %
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	74.57	14.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	56.30	12.99 %
Home-The	13.92	49.80 %
Total	70.22	15.23 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.97	17.74 %
RSP1	1.95	9.38 %
NKL2	1.93	11.54 %
TRM1	1.91	12.35 %
MCR1	1.14	7.87 %
PDR1	1.14	11.37 %
SLM2	1.13	6.91 %
PMP1	0.96	10.16 %
PLC1	0.95	8.36 %
DPR2	0.92	16.82 %
VPD1	0.87	6.78 %
EDP1	0.82	8.80 %
EPI1	0.59	5.32 %
VKL1	0.55	7.01 %
HRR1	0.55	7.33 %
KMM1	0.48	6.41 %
APN1	0.36	4.59 %
CM11	0.28	5.58 %
ATU1	0.15	1.44 %
BMD1		0.00 %
KVP1		0.00 %
OML1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	70.22	15.23 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	53.99	17.68 %
Home-The	12.24	46.68 %
Total	66.24	19.97 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.51	13.84 %
SUL1	1.99	15.06 %
CBE6	1.57	17.48 %
SNR1	1.00	8.42 %
CBE1	0.97	11.80 %
MPM1	0.79	7.63 %
GDR1	0.67	8.74 %
KMD1	0.51	9.67 %
SYM2	0.43	5.96 %
TPR1	0.36	2.42 %
DPM2	0.26	3.26 %
ANR1	0.15	3.54 %
TPR4	0.14	1.46 %
TPR3	0.13	1.67 %
PDM1	0.09	1.39 %
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	66.24	19.97 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	36.05	14.46 %
Home-The	7.51	46.27 %
Total	43.57	16.41 %

Branch *	MTD Sales L	Brand Share %
POY1	3.81	16.01 %
SJI1	1.91	16.58 %
NVL2	1.43	9.00 %
TRK1	1.26	5.59 %
KLM1	0.85	5.79 %
ULP1	0.50	2.78 %
PRT1	0.42	4.42 %
TDM1	0.41	3.44 %
MKM1	0.36	6.72 %
VCM1	0.34	3.27 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	43.57	16.41 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.51	7.31 %
Home-The	6.28	33.67 %
Total	24.79	9.12 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.38	17.76 %
KPM2	2.21	8.67 %
CGM1	1.16	12.40 %
GDM1	1.16	9.41 %
VNB1	0.95	11.69 %
CPT1	0.66	10.70 %
KPM1	0.64	6.47 %
BGR1	0.55	6.35 %
ABR1	0.54	4.46 %
AKM1	0.52	3.63 %
CYR1	0.46	8.24 %
SLG1	0.34	6.44 %
UGI1	0.34	4.99 %
PLR1	0.27	6.13 %
PTU1	0.26	6.65 %
ANI1	0.21	3.70 %
TRT1	0.20	2.23 %
SBR1	0.15	1.16 %
WJD1	0.15	1.24 %
ARC2		0.00 %
NASD		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1	-0.02	-0.32 %
Total	24.79	9.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.62	9.29 %
Home-The	0.27	12.51 %
Total	2.90	9.52 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.93	8.83 %
PAS1	0.97	11.28 %
Total	2.90	9.52 %