

MTD Sales  
**458.52 L**

Brand Share %  
**10.30 %**

Information:  
**MTD :** 01-08-2025 To 31-08-2025  
\* Branch where in Brand Share % is less than Overall State's Brand Share **10.30 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 437.79      | 10.20 %       |
| D-Freez  | 12.56       | 22.81 %       |
| W-Disp   | 6.83        | 56.27 %       |
| Air-Cool | 1.34        | 1.46 %        |
| Total    | 458.52      | 10.30 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| TRICHY-01   | 83.45       | 13.42 %       |
| CHENNAI-01  | 73.41       | 7.70 %        |
| SOUTH-03    | 67.98       | 15.38 %       |
| SOUTH-01    | 63.30       | 8.11 %        |
| CHENNAI-02  | 50.70       | 8.38 %        |
| SOUTH ARCOT | 45.32       | 12.21 %       |
| WEST-02     | 28.22       | 12.55 %       |
| NORTH ARCOT | 22.08       | 7.95 %        |
| WEST-01     | 16.86       | 12.34 %       |
| KL-SOUTH    | 7.20        | 17.88 %       |
| Total       | 458.52      | 10.30 %       |

**TRICHY-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 81.31       | 13.23 %       |
| D-Freez  | 1.71        | 30.67 %       |
| W-Disp   | 0.39        | 73.37 %       |
| Air-Cool | 0.05        | 4.02 %        |
| Total    | 83.45       | 13.42 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 9.37        | 8.46 %        |
| TRY2     | 1.11        | 8.07 %        |
| KIK1     | 1.10        | 5.35 %        |
| AYR1     | 0.85        | 7.99 %        |
| NGT1     | 0.82        | 2.51 %        |
| MVM1     | 0.76        | 2.03 %        |
| MSI1     | 0.68        | 7.37 %        |
| TVR1     | 0.68        | 3.68 %        |
| APM1     | 0.64        | 7.00 %        |
| JKM1     | 0.62        | 4.52 %        |
| TTP1     | 0.34        | 2.15 %        |
| TZSD     | 0.05        | 2.25 %        |
| Total    | 83.45       | 13.42 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 69.72       | 8.03 %        |
| W-Disp   | 1.92        | 56.80 %       |
| D-Freez  | 1.35        | 20.01 %       |
| Air-Cool | 0.43        | 0.58 %        |
| Total    | 73.41       | 7.70 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 3.30        | 5.53 %        |
| CH11     | 2.88        | 4.28 %        |
| CH07     | 2.51        | 8.22 %        |
| CH48     | 2.36        | 5.67 %        |
| GUD1     | 2.34        | 8.60 %        |
| CH30     | 1.86        | 4.72 %        |
| CH28     | 1.60        | 5.89 %        |
| AVD1     | 1.53        | 5.55 %        |
| SKL1     | 1.46        | 9.27 %        |
| CGL1     | 1.35        | 4.77 %        |
| CH40     | 0.77        | 6.21 %        |
| TKM1     | 0.73        | 8.34 %        |
| CH22     | 0.66        | 2.67 %        |
| CZWH     | 0.57        | 0.72 %        |
| CH39     | 0.49        | 2.81 %        |
| KNR1     | 0.31        | 1.72 %        |
| MRM1     | 0.30        | 1.78 %        |
| GUD2     | 0.14        | 0.52 %        |
| CH35     | 0.09        | 0.58 %        |
| CH38     |             | 0.00 %        |
| MC02     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WCHN     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 73.41       | 7.70 %        |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 66.51       | 15.40 %       |
| D-Freez  | 1.04        | 16.94 %       |
| W-Disp   | 0.22        | 26.38 %       |
| Air-Cool | 0.21        | 6.66 %        |
| Total    | 67.98       | 15.38 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KKD2     | 1.72        | 7.16 %        |
| DKI1     | 0.84        | 6.44 %        |
| PNV1     | 0.55        | 7.53 %        |
| TDI1     | 0.54        | 8.67 %        |
| DGL2     | 0.42        | 5.72 %        |
| PNI1     | 0.30        | 8.56 %        |
| BTU1     | 0.28        | 8.48 %        |
| TEN2     | 0.13        | 2.06 %        |
| CBM1     | 0.08        | 1.38 %        |
| MLR1     | 0.07        | 0.42 %        |
| ADP1     |             | 0.00 %        |
| BNR1     |             | 0.00 %        |
| CMR1     |             | 0.00 %        |
| MPA1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| TEN1     |             | 0.00 %        |
| Total    | 67.98       | 15.38 %       |

# SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 59.73       | 7.83 %        |
| D-Freez  | 2.30        | 20.30 %       |
| W-Disp   | 0.99        | 88.38 %       |
| Air-Cool | 0.29        | 5.83 %        |
| Total    | 63.30       | 8.11 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 8.44        | 6.89 %        |
| TVL1     | 5.53        | 6.30 %        |
| TUT2     | 1.61        | 4.26 %        |
| SKD1     | 1.47        | 7.41 %        |
| SVK1     | 1.43        | 5.82 %        |
| APK2     | 1.37        | 6.73 %        |
| VNR2     | 1.20        | 4.33 %        |
| UDN1     | 0.94        | 6.25 %        |
| TCN1     | 0.67        | 3.05 %        |
| VLV1     | 0.62        | 2.02 %        |
| KYR1     | 0.55        | 7.59 %        |
| SDI1     | 0.55        | 8.32 %        |
| TKS1     | 0.55        | 3.15 %        |
| KGL1     | 0.55        | 8.87 %        |
| ERL2     | 0.53        | 2.51 %        |
| TVL2     | 0.29        | 2.31 %        |
| TKY1     | 0.29        | 2.86 %        |
| VKM1     | 0.29        | 2.56 %        |
| ARM1     | 0.27        | 6.12 %        |
| ASM1     | 0.27        | 1.93 %        |
| TYI1     | 0.27        | 2.40 %        |
| STU2     | 0.16        | 1.72 %        |
| PKD1     | 0.08        | 0.44 %        |
| TKS2     | 0.07        | 0.37 %        |
| COL1     | 0.07        | 3.26 %        |
| ERL1     |             | 0.00 %        |
| KSM1     |             | 0.00 %        |
| MMT1     |             | 0.00 %        |
| PDI1     |             | 0.00 %        |
| WHTV     |             | 0.00 %        |
| Total    | 63.30       | 8.11 %        |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 49.39       | 8.25 %        |
| W-Disp   | 0.88        | 53.29 %       |
| Air-Cool | 0.29        | 16.87 %       |
| D-Freez  | 0.13        | 4.93 %        |
| Total    | 50.70       | 8.38 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 5.27        | 8.81 %        |
| CH15     | 5.00        | 7.71 %        |
| CH12     | 3.73        | 9.34 %        |
| CH21     | 2.76        | 9.77 %        |
| CH18     | 1.61        | 4.59 %        |
| CH44     | 1.51        | 8.22 %        |
| CH17     | 1.15        | 6.54 %        |
| CH27     | 0.99        | 8.62 %        |
| CH46     | 0.84        | 6.56 %        |
| CH31     | 0.67        | 7.34 %        |
| CH09     | 0.62        | 2.90 %        |
| CH32     | 0.57        | 7.59 %        |
| GPD1     | 0.55        | 6.42 %        |
| MJR1     | 0.51        | 1.54 %        |
| CH36     | 0.43        | 2.58 %        |
| UKI1     | 0.36        | 2.49 %        |
| CH41     | 0.35        | 1.38 %        |
| CH33     | 0.07        | 0.29 %        |
| CH01     |             | 0.00 %        |
| CH23     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 50.70       | 8.38 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 43.71       | 12.11 %       |
| D-Freez  | 1.37        | 18.46 %       |
| W-Disp   | 0.25        | 24.39 %       |
| Total    | 45.32       | 12.21 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CDM1     | 2.12        | 10.22 %       |
| KKI2     | 0.80        | 5.72 %        |
| SJI1     | 0.67        | 8.53 %        |
| MKM1     | 0.64        | 8.54 %        |
| KLM1     | 0.55        | 3.24 %        |
| PRT1     | 0.55        | 6.20 %        |
| VPM1     | 0.30        | 5.39 %        |
| TRK1     | 0.27        | 1.80 %        |
| ULP1     | 0.27        | 2.31 %        |
| STP1     | 0.26        | 5.16 %        |
| TVM1     | 0.08        | 0.66 %        |
| KML1     |             | 0.00 %        |
| TVM2     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| WHUT     |             | 0.00 %        |
| Total    | 45.32       | 12.21 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 26.91       | 12.30 %       |
| D-Freez  | 0.84        | 26.34 %       |
| W-Disp   | 0.48        | 54.55 %       |
| Total    | 28.22       | 12.55 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM3     | 0.65        | 4.41 %        |
| MTR1     | 0.62        | 3.99 %        |
| NKL2     | 0.27        | 4.03 %        |
| OML1     | 0.27        | 2.37 %        |
| SLM2     | 0.27        | 2.16 %        |
| TRM1     | 0.27        | 9.29 %        |
| VKL1     | 0.27        | 7.92 %        |
| VPD1     | 0.27        | 7.37 %        |
| HSR1     | 0.09        | 3.12 %        |
| APN1     |             | 0.00 %        |
| ATU1     |             | 0.00 %        |
| BMD1     |             | 0.00 %        |
| CMI1     |             | 0.00 %        |
| DPR1     |             | 0.00 %        |
| DPR2     |             | 0.00 %        |
| EDP1     |             | 0.00 %        |
| EPI1     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| HSR2     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| MCR1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| PLC1     |             | 0.00 %        |
| RSP1     |             | 0.00 %        |
| SGI1     |             | 0.00 %        |
| Total    | 28.22       | 12.55 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 19.87       | 7.40 %        |
| D-Freez  | 1.12        | 17.74 %       |
| W-Disp   | 1.02        | 88.69 %       |
| Air-Cool | 0.07        | 4.51 %        |
| Total    | 22.08       | 7.95 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 2.63        | 9.64 %        |
| TRL1     | 1.93        | 6.90 %        |
| KPM1     | 1.61        | 9.24 %        |
| ANI1     | 0.59        | 10.12 %       |
| GDM1     | 0.35        | 5.72 %        |
| PLR1     | 0.35        | 7.50 %        |
| CYR1     | 0.30        | 5.24 %        |
| SLG1     | 0.28        | 3.51 %        |
| AKM1     | 0.27        | 1.85 %        |
| VSI1     | 0.27        | 1.81 %        |
| WJP1     | 0.27        | 5.87 %        |
| UGI1     | 0.16        | 3.34 %        |
| VNB1     | 0.07        | 2.54 %        |
| TRR1     | 0.07        | 0.69 %        |
| ABR1     |             | 0.00 %        |
| ARC2     |             | 0.00 %        |
| BGR1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 22.08       | 7.95 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 14.57       | 11.20 %       |
| D-Freez  | 1.83        | 44.52 %       |
| W-Disp   | 0.46        | 34.07 %       |
| Total    | 16.86       | 12.34 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KMR1     | 0.64        | 9.41 %        |
| AVI1     | 0.37        | 9.79 %        |
| CBE4     | 0.32        | 3.99 %        |
| TPR3     | 0.29        | 8.13 %        |
| CBE6     | 0.27        | 4.68 %        |
| ANR1     |             | 0.00 %        |
| CBE3     |             | 0.00 %        |
| CBE5     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| KMD1     |             | 0.00 %        |
| MPM1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| UAM1     |             | 0.00 %        |
| UMP1     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 16.86       | 12.34 %       |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 6.08        | 15.84 %       |
| D-Freez  | 0.89        | 54.98 %       |
| W-Disp   | 0.23        | 100.00 %      |
| Total    | 7.20        | 17.88 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KLR1     | 1.05        | 8.37 %        |
| PAS1     | 0.42        | 7.66 %        |
| Total    | 7.20        | 17.88 %       |