

MTD Sales
53.04 L

Brand Share %
13.70 %

Information:

MTD : 01-09-2025 To 04-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.70 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	49.95	13.30 %
D-Freez	2.05	28.11 %
W-Disp	0.82	59.04 %
Air-Cool	0.22	8.24 %
Total	53.04	13.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	13.28	16.20 %
TRICHY-01	9.90	11.85 %
CHENNAI-01	9.00	14.09 %
SOUTH-03	7.96	16.17 %
CHENNAI-02	3.67	10.34 %
WEST-01	2.43	17.61 %
WEST-02	2.33	18.73 %
SOUTH ARCOT	1.82	7.89 %
KL-SOUTH	1.71	21.49 %
NORTH ARCOT	0.95	6.04 %
Total	53.04	13.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.04	15.40 %
D-Freez	0.92	33.82 %
W-Disp	0.16	100.00 %
Air-Cool	0.15	16.91 %
Total	13.28	16.20 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.30	11.46 %
TVL1	0.36	6.50 %
KVT1	0.30	7.67 %
VKM1	0.29	12.66 %
NGR1	0.27	5.54 %
VLY1	0.23	5.13 %
VNR2	0.08	3.71 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TCN1		0.00 %
TKS1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TVL2		0.00 %
UDN1		0.00 %
VNR1		0.00 %
Total	13.28	16.20 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	9.73	11.79 %
W-Disp	0.17	100.00 %
Total	9.90	11.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.58	10.32 %
TRY2	0.36	6.91 %
MVM1	0.08	1.98 %
APM1		0.00 %
AYR1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR2		0.00 %
PDK1		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TYR1		0.00 %
Total	9.90	11.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	8.92	14.19 %
W-Disp	0.08	31.07 %
Total	9.00	14.09 %

Branch *	MTD Sales L	Brand Share %
CH19	0.67	11.61 %
CH42	0.35	13.00 %
CH07	0.27	10.76 %
CH22		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH48		0.00 %
CZWH		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	9.00	14.09 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	7.70	15.94 %
D-Freez	0.17	43.61 %
W-Disp	0.09	54.19 %
Total	7.96	16.17 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.56	10.07 %
MNM1	0.40	5.10 %
KKD2	0.09	5.44 %
ADP1		0.00 %
ATG1		0.00 %
BNR1		0.00 %
CBM1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TMM1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	7.96	16.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	3.44	10.08 %
W-Disp	0.16	100.00 %
Air-Cool	0.07	22.53 %
Total	3.67	10.34 %

Branch *	MTD Sales L	Brand Share %
CH34	0.30	10.04 %
MJR1	0.08	11.90 %
CH21	0.07	1.67 %
CH03		0.00 %
CH09		0.00 %
CH12		0.00 %
CH18		0.00 %
CH20		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH41		0.00 %
CH44		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	3.67	10.34 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	2.08	15.92 %
D-Freez	0.27	100.00 %
W-Disp	0.09	32.91 %
Total	2.43	17.61 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.29	5.77 %
GBM1	0.09	12.09 %
AVI1		0.00 %
CBE4		0.00 %
CBE6		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR2		0.00 %
UMP1		0.00 %
Total	2.43	17.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	2.33	19.99 %
Total	2.33	18.73 %

Branch *	MTD Sales L	Brand Share %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
MTR1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PLC1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	2.33	18.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	1.27	5.77 %
D-Freez	0.47	71.13 %
W-Disp	0.08	100.00 %
Total	1.82	7.89 %

Branch *	MTD Sales L	Brand Share %
NVL2	0.23	11.58 %
ULP1	0.08	2.22 %
CDM1		0.00 %
CUD1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
POY2		0.00 %
PRT1		0.00 %
SJI1		0.00 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	1.82	7.89 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.49	19.76 %
D-Freez	0.21	54.70 %
Total	1.71	21.49 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	1.71	21.49 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	0.95	6.17 %
Total	0.95	6.04 %

Branch *	MTD Sales L	Brand Share %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
SBR1	-0.02	-0.85 %
Total	0.95	6.04 %