

MTD Sales
112.04 L

Brand Share %
12.70 %

Information:

MTD : 01-09-2025 To 07-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.70 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	106.35	12.37 %
D-Freez	3.74	26.50 %
W-Disp	1.29	40.06 %
Air-Cool	0.66	12.35 %
Total	112.04	12.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	25.89	14.44 %
CHENNAI-01	24.38	14.69 %
TRICHY-01	16.27	11.22 %
CHENNAI-02	12.19	10.30 %
SOUTH-03	11.65	12.88 %
SOUTH ARCOT	6.53	10.08 %
WEST-02	6.45	18.35 %
NORTH ARCOT	3.26	7.34 %
WEST-01	3.07	10.68 %
KL-SOUTH	2.36	23.53 %
Total	112.04	12.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	23.87	13.82 %
D-Freez	1.42	32.37 %
Air-Cool	0.36	20.32 %
W-Disp	0.23	76.23 %
Total	25.89	14.44 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.05	11.78 %
VLY1	0.59	9.63 %
TVL1	0.36	3.95 %
SNL1	0.35	12.23 %
VKM1	0.29	11.51 %
UDN1	0.26	7.42 %
ARM1	0.15	6.63 %
VNR2	0.08	1.43 %
APK1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
KYR1		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 %
VNR1		0.00 %
Total	25.89	14.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	24.01	14.72 %
D-Freez	0.22	9.43 %
W-Disp	0.08	18.17 %
Air-Cool	0.07	36.85 %
Total	24.38	14.69 %

Branch *	MTD Sales L	Brand Share %
CH14	1.31	9.36 %
CH19	1.04	9.14 %
AVD1	0.56	11.58 %
SKL1	0.38	5.88 %
MRM1	0.31	11.14 %
CH39	0.29	7.95 %
CH07	0.27	4.42 %
KNR1	0.27	11.42 %
CH22		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
CH28	-0.20	-4.11 %
Total	24.38	14.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	16.10	11.22 %
W-Disp	0.17	53.92 %
Total	16.27	11.22 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.88	7.97 %
MVM1	0.35	6.36 %
KIK1	0.29	5.17 %
ORU1	0.27	8.85 %
PBR2	0.27	3.63 %
APM1		0.00 %
AYR1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TYR1		0.00 %
Total	16.27	11.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	11.57	9.98 %
D-Freez	0.24	16.79 %
W-Disp	0.23	50.45 %
Air-Cool	0.15	26.04 %
Total	12.19	10.30 %

Branch *	MTD Sales L	Brand Share %
CH03	0.66	6.98 %
CH33	0.53	5.93 %
CH43	0.39	11.48 %
CH12	0.27	4.67 %
CH23	0.27	11.86 %
MJR1	0.08	1.39 %
CH21	0.07	0.76 %
UKI1	0.07	3.69 %
CH01		0.00 %
CH09		0.00 %
CH18		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH41		0.00 %
CH44		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	12.19	10.30 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	11.06	12.58 %
D-Freez	0.34	20.98 %
W-Disp	0.17	69.66 %
Air-Cool	0.07	11.47 %
Total	11.65	12.88 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.82	8.12 %
PVI1	0.72	9.38 %
MNM1	0.40	4.44 %
KYK1	0.34	11.65 %
TDI1	0.27	9.24 %
ADP1		0.00 %
ATG1		0.00 %
BNR1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	11.65	12.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	5.99	9.54 %
D-Freez	0.31	24.79 %
W-Disp	0.24	60.13 %
Total	6.53	10.08 %

Branch *	MTD Sales L	Brand Share %
POY2	0.53	7.01 %
PRT1	0.35	10.66 %
TDM1	0.30	9.98 %
CDM1	0.27	7.95 %
ULP1	0.08	1.60 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
SJI1		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	6.53	10.08 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	6.09	18.31 %
D-Freez	0.36	34.80 %
Total	6.45	18.35 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.29	12.46 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	6.45	18.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	3.18	7.29 %
W-Disp	0.08	22.21 %
Total	3.26	7.34 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.59	11.15 %
VEL2	0.36	8.54 %
AKM1	0.08	3.94 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	3.26	7.34 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	2.34	8.61 %
D-Freez	0.64	100.00 %
W-Disp	0.09	27.10 %
Total	3.07	10.68 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.29	2.34 %
GBM1	0.09	6.65 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE4		0.00 %
KGI1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR2		0.00 %
UMP1		0.00 %
Total	3.07	10.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.14	22.26 %
D-Freez	0.21	54.70 %
Total	2.36	23.53 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.21	10.64 %
Total	2.36	23.53 %