

MTD Sales
185.13 L

Brand Share %
13.82 %

Information:

MTD : 01-09-2025 To 13-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.82 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	176.28	13.56 %
D-Freez	5.35	22.64 %
W-Disp	2.34	42.27 %
Air-Cool	1.16	11.45 %
Total	185.13	13.82 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	42.13	14.72 %
CHENNAI-01	37.52	14.47 %
TRICHY-01	23.30	12.39 %
CHENNAI-02	22.29	11.79 %
SOUTH-03	19.15	13.99 %
SOUTH ARCOT	11.95	12.64 %
WEST-01	11.91	24.94 %
WEST-02	8.70	16.14 %
NORTH ARCOT	4.79	6.96 %
KL-SOUTH	3.39	23.06 %
Total	185.13	13.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	39.20	14.21 %
D-Freez	1.72	24.69 %
Air-Cool	0.65	23.65 %
W-Disp	0.56	79.48 %
Total	42.13	14.72 %

Branch *	MTD Sales L	Brand Share %
SVK1	1.05	13.59 %
TVL1	0.88	5.30 %
ERL2	0.84	12.47 %
TY11	0.61	9.55 %
VLY1	0.59	6.78 %
TKS1	0.45	11.28 %
TVL2	0.36	9.65 %
SNL1	0.35	8.77 %
SDI1	0.29	5.10 %
VKM1	0.29	9.54 %
S2SD	0.27	12.08 %
UDN1	0.26	4.30 %
ARM1	0.15	3.57 %
VNR2	0.08	1.22 %
TCN1	0.07	1.09 %
TKS2	0.07	1.34 %
APK1		0.00 %
ASM1		0.00 %
COL1		0.00 %
PDI1		0.00 %
STU2		0.00 %
TKY1		0.00 %
VNR1		0.00 %
Total	42.13	14.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	36.84	14.48 %
D-Freez	0.38	11.60 %
W-Disp	0.16	23.83 %
Air-Cool	0.15	16.21 %
Total	37.52	14.47 %

Branch *	MTD Sales L	Brand Share %
CH14	2.03	10.88 %
CH48	1.41	11.71 %
GUD1	1.03	12.85 %
CH07	0.86	8.79 %
AVD1	0.56	6.27 %
SKL1	0.38	4.96 %
CH39	0.29	5.19 %
CH22		0.00 %
CH35		0.00 %
CH38		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
CH28	-0.20	-2.39 %
Total	37.52	14.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	22.91	12.39 %
W-Disp	0.25	45.94 %
D-Freez	0.14	8.45 %
Total	23.30	12.39 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.54	9.16 %
TRY2	0.94	12.16 %
KIK1	0.43	5.37 %
MVM1	0.35	4.51 %
AYR1	0.35	13.69 %
PBR2	0.27	3.21 %
APM1		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 %
TZSD		0.00 %
Total	23.30	12.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	21.28	11.48 %
D-Freez	0.48	25.90 %
W-Disp	0.31	44.79 %
Air-Cool	0.22	18.37 %
Total	22.29	11.79 %

Branch *	MTD Sales L	Brand Share %
CH03	0.97	7.57 %
MJR1	0.69	6.95 %
CH21	0.66	4.40 %
CH33	0.53	4.96 %
CH32	0.40	9.54 %
CH44	0.30	5.11 %
CH46	0.28	9.02 %
CH12	0.27	2.86 %
CH23	0.27	8.56 %
GPD1	0.27	8.87 %
CH31	0.07	2.33 %
CH01		0.00 %
CH09		0.00 %
CH18		0.00 %
CH27		0.00 %
CH41		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	22.29	11.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	18.28	13.71 %
D-Freez	0.47	21.43 %
W-Disp	0.33	81.75 %
Air-Cool	0.07	8.10 %
Total	19.15	13.99 %

Branch *	MTD Sales L	Brand Share %
ATG1	1.78	13.13 %
MDU1	1.18	7.91 %
PVI1	0.72	9.38 %
MNM1	0.40	4.44 %
KYK1	0.34	10.48 %
KRR1	0.29	10.75 %
TDI1	0.27	6.76 %
ADP1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		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 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	19.15	13.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	10.83	12.10 %
D-Freez	0.80	21.14 %
W-Disp	0.32	45.66 %
Total	11.95	12.64 %

Branch *	MTD Sales L	Brand Share %
POY2	0.83	8.21 %
VCM1	0.35	13.23 %
TRK1	0.32	8.14 %
TDM1	0.30	8.30 %
CDM1	0.27	4.11 %
ULP1	0.08	1.34 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	11.95	12.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.03	24.45 %
D-Freez	0.64	47.88 %
W-Disp	0.24	39.66 %
Total	11.91	24.94 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.85	5.67 %
CBE6	0.27	9.73 %
GBM1	0.09	5.28 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE4		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
UMP1		0.00 %
Total	11.91	24.94 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	8.34	16.47 %
D-Freez	0.36	29.39 %
Total	8.70	16.14 %

Branch *	MTD Sales L	Brand Share %
TRM1	0.36	7.60 %
SLM1	0.29	6.51 %
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 %
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 %
WZWH		0.00 %
Total	8.70	16.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	4.39	6.59 %
W-Disp	0.17	27.10 %
D-Freez	0.16	19.42 %
Air-Cool	0.07	9.63 %
Total	4.79	6.96 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.93	8.16 %
TRL1	0.92	11.25 %
VEL2	0.51	10.90 %
VSI1	0.31	12.12 %
KPM2	0.16	1.51 %
AKM1	0.08	2.86 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
Total	4.79	6.96 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.17	22.59 %
D-Freez	0.21	35.54 %
Total	3.39	23.06 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.21	6.61 %
Total	3.39	23.06 %