

MTD Sales
206.38 L

Brand Share %
13.80 %

Information:

MTD : 01-09-2025 To 16-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.80 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	196.14	13.54 %
D-Freez	6.36	22.14 %
W-Disp	2.65	41.72 %
Air-Cool	1.23	10.67 %
Total	206.38	13.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	44.89	14.04 %
CHENNAI-01	41.13	14.10 %
TRICHY-01	27.06	13.22 %
CHENNAI-02	24.08	11.50 %
SOUTH-03	22.31	14.87 %
SOUTH ARCOT	14.79	14.00 %
WEST-01	12.73	22.11 %
WEST-02	9.70	15.58 %
NORTH ARCOT	5.51	7.11 %
KL-SOUTH	4.17	24.42 %
Total	206.38	13.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	41.73	13.54 %
D-Freez	1.88	23.97 %
Air-Cool	0.65	23.15 %
W-Disp	0.64	74.85 %
Total	44.89	14.04 %

Branch *	MTD Sales L	Brand Share %
PKD1	1.16	13.51 %
SVK1	1.05	13.12 %
TYI1	0.94	13.33 %
TVL1	0.88	4.06 %
ERL2	0.84	11.44 %
VLY1	0.59	5.97 %
UDN1	0.55	8.59 %
TKS1	0.45	9.85 %
TVL2	0.36	8.98 %
SNL1	0.35	7.84 %
SDI1	0.29	5.10 %
VKM1	0.29	9.54 %
S2SD	0.27	10.96 %
ARM1	0.15	3.57 %
VNR2	0.08	1.16 %
TCN1	0.07	0.99 %
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	44.89	14.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	40.29	14.10 %
D-Freez	0.38	10.12 %
W-Disp	0.24	32.11 %
Air-Cool	0.22	16.60 %
Total	41.13	14.10 %

Branch *	MTD Sales L	Brand Share %
CH14	2.10	9.87 %
CH48	1.41	11.00 %
GUD1	1.03	11.18 %
KNR1	0.91	13.64 %
AVD1	0.56	5.36 %
SKL1	0.38	4.65 %
CH29	0.29	11.53 %
CH39	0.29	3.93 %
CH22		0.00 %
CH35		0.00 %
CH38		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
CH28	-0.20	-2.10 %
Total	41.13	14.10 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	26.34	13.10 %
D-Freez	0.47	22.87 %
W-Disp	0.25	45.94 %
Total	27.06	13.22 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.54	8.66 %
TNJ1	1.29	13.12 %
KIK1	0.43	5.37 %
MVM1	0.35	4.32 %
AYR1	0.35	10.99 %
PBR2	0.27	3.22 %
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	27.06	13.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	23.08	11.27 %
D-Freez	0.48	20.57 %
W-Disp	0.31	31.57 %
Air-Cool	0.22	16.32 %
Total	24.08	11.50 %

Branch *	MTD Sales L	Brand Share %
CH21	1.01	6.36 %
CH03	0.97	6.12 %
MJR1	0.69	6.95 %
CH33	0.53	6.63 %
CH32	0.40	9.01 %
CH44	0.30	4.42 %
CH46	0.28	8.12 %
CH12	0.27	2.53 %
CH23	0.27	8.56 %
CH36	0.27	13.06 %
GPD1	0.27	7.43 %
CH31	0.07	2.04 %
CH01		0.00 %
CH09		0.00 %
CH18		0.00 %
CH27		0.00 %
CH41		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	24.08	11.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	21.14	14.49 %
D-Freez	0.77	26.87 %
W-Disp	0.33	81.75 %
Air-Cool	0.07	8.10 %
Total	22.31	14.87 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.09	11.58 %
ATG1	1.78	12.01 %
PVI1	0.72	9.07 %
TDI1	0.57	12.67 %
MNM1	0.40	4.22 %
KYK1	0.34	10.48 %
MPA1	0.30	8.56 %
KRR1	0.29	10.75 %
MLR1	0.29	13.19 %
ADP1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
MDU4		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	22.31	14.87 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	13.67	13.67 %
D-Freez	0.80	18.59 %
W-Disp	0.32	45.66 %
Total	14.79	14.00 %

Branch *	MTD Sales L	Brand Share %
POY2	0.83	7.60 %
SJI1	0.63	12.75 %
TDM1	0.61	12.49 %
VCM1	0.35	13.23 %
TRK1	0.32	7.71 %
MKM1	0.27	11.57 %
ULP1	0.08	1.23 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	14.79	14.00 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.63	21.52 %
D-Freez	0.86	49.41 %
W-Disp	0.24	32.19 %
Total	12.73	22.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.11	6.37 %
CBE6	0.27	9.73 %
TPR2	0.22	9.86 %
GBM1	0.09	4.52 %
TPR4	0.08	10.16 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE4		0.00 %
DPM2		0.00 %
KGI1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
UMP1		0.00 %
Total	12.73	22.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	9.34	15.95 %
D-Freez	0.36	23.86 %
Total	9.70	15.58 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.64	11.66 %
TRM1	0.36	7.60 %
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 %
SLM2		0.00 %
WZWH		0.00 %
Total	9.70	15.58 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	4.96	6.69 %
W-Disp	0.32	41.84 %
D-Freez	0.16	8.91 %
Air-Cool	0.07	8.82 %
Total	5.51	7.11 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.21	10.15 %
TRL1	0.92	9.18 %
VEL2	0.51	9.82 %
VSI1	0.31	10.75 %
KPM2	0.16	1.29 %
AKM1	0.08	2.55 %
TRT1	0.08	9.81 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
Total	5.51	7.11 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.96	24.20 %
D-Freez	0.21	35.54 %
Total	4.17	24.42 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.21	6.44 %
Total	4.17	24.42 %