

MTD Sales
216.07 L

Brand Share %
13.77 %

Information:

MTD : 01-09-2025 To 18-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.77 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	203.55	13.41 %
D-Freez	7.96	24.80 %
W-Disp	2.98	42.26 %
Air-Cool	1.59	12.85 %
Total	216.07	13.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	46.78	14.00 %
CHENNAI-01	42.43	14.19 %
TRICHY-01	28.89	12.89 %
CHENNAI-02	26.12	11.95 %
SOUTH-03	22.68	14.59 %
SOUTH ARCOT	14.79	13.73 %
WEST-01	13.47	21.45 %
WEST-02	10.08	14.63 %
NORTH ARCOT	6.50	8.06 %
KL-SOUTH	4.33	24.41 %
Total	216.07	13.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	42.58	13.27 %
D-Freez	2.71	29.50 %
Air-Cool	0.85	27.52 %
W-Disp	0.64	74.85 %
Total	46.78	14.00 %

Branch *	MTD Sales L	Brand Share %
PKD1	1.16	12.75 %
SVK1	1.05	12.68 %
TVL1	0.88	3.96 %
ERL2	0.84	10.41 %
UDN1	0.77	9.99 %
VLY1	0.59	5.47 %
MMT1	0.53	13.38 %
TKS1	0.45	9.85 %
SDI1	0.43	5.31 %
TVL2	0.36	8.98 %
SNL1	0.35	7.84 %
TCN1	0.33	4.36 %
VKM1	0.29	9.54 %
S2SD	0.27	9.41 %
STU2	0.23	10.17 %
ARM1	0.15	3.57 %
VNR2	0.08	1.16 %
TKS2	0.07	1.34 %
APK1		0.00 %
ASM1		0.00 %
COL1		0.00 %
PDI1		0.00 %
TKY1		0.00 %
VNR1		0.00 %
KGL1	-0.01	-0.51 %
Total	46.78	14.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	41.23	14.10 %
D-Freez	0.51	12.57 %
W-Disp	0.40	40.80 %
Air-Cool	0.29	19.10 %
Total	42.43	14.19 %

Branch *	MTD Sales L	Brand Share %
CH14	2.38	10.91 %
CH48	1.41	10.12 %
GUD1	1.33	13.67 %
KNR1	0.91	13.04 %
AVD1	0.56	5.36 %
SKL1	0.46	5.29 %
CH29	0.29	11.53 %
CH39	0.29	3.76 %
GUD2	0.08	0.91 %
CH22		0.00 %
CH35		0.00 %
CH38		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
CH28	-0.20	-2.02 %
Total	42.43	14.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	28.17	12.80 %
D-Freez	0.47	18.22 %
W-Disp	0.25	45.94 %
Total	28.89	12.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.77	9.43 %
MVM1	0.64	7.35 %
KIK1	0.43	4.67 %
AYR1	0.35	10.99 %
PBR2	0.27	2.98 %
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	28.89	12.89 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	25.04	11.72 %
D-Freez	0.48	20.57 %
W-Disp	0.31	27.58 %
Air-Cool	0.29	20.03 %
Total	26.12	11.95 %

Branch *	MTD Sales L	Brand Share %
CH03	1.33	7.70 %
CH21	1.08	6.63 %
MJR1	0.69	6.95 %
CH12	0.56	5.22 %
CH33	0.53	6.63 %
CH32	0.40	9.01 %
CH31	0.39	9.21 %
CH44	0.30	4.42 %
CH46	0.28	7.45 %
CH23	0.27	7.87 %
CH36	0.27	13.06 %
GPD1	0.27	7.43 %
CH01		0.00 %
CH09		0.00 %
CH18		0.00 %
CH27		0.00 %
CH41		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	26.12	11.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	21.43	14.20 %
D-Freez	0.77	24.33 %
W-Disp	0.41	84.70 %
Air-Cool	0.07	8.10 %
Total	22.68	14.59 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.09	11.37 %
ATG1	1.78	11.77 %
PVI1	0.72	9.07 %
TDI1	0.57	12.67 %
MNM1	0.40	4.22 %
KYK1	0.34	11.05 %
MPA1	0.30	7.98 %
KRR1	0.29	8.61 %
MLR1	0.29	11.82 %
ADP1	0.08	6.67 %
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	22.68	14.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	13.67	13.39 %
D-Freez	0.80	18.59 %
W-Disp	0.32	45.82 %
Total	14.79	13.73 %

Branch *	MTD Sales L	Brand Share %
POY2	0.83	7.42 %
SJI1	0.63	12.75 %
TDM1	0.61	12.49 %
VCM1	0.35	13.23 %
TRK1	0.32	7.86 %
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	13.73 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.20	20.63 %
D-Freez	1.03	59.62 %
W-Disp	0.24	29.36 %
Total	13.47	21.45 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.11	6.06 %
CBE6	0.27	8.13 %
TPR2	0.22	9.58 %
GBM1	0.09	3.84 %
TPR4	0.08	7.67 %
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 %
UMP1		0.00 %
Total	13.47	21.45 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	9.72	14.97 %
D-Freez	0.36	21.06 %
Total	10.08	14.63 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.64	8.89 %
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 %
SGG1		0.00 %
SLM2		0.00 %
WZWH		0.00 %
Total	10.08	14.63 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	5.56	7.23 %
D-Freez	0.47	22.30 %
W-Disp	0.40	43.78 %
Air-Cool	0.07	8.82 %
Total	6.50	8.06 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.46	11.73 %
TRL1	0.95	9.47 %
VEL2	0.51	9.82 %
VSI1	0.31	10.75 %
WJD1	0.28	11.32 %
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 %
Total	6.50	8.06 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.96	23.81 %
D-Freez	0.37	37.86 %
Total	4.33	24.41 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.37	10.57 %
Total	4.33	24.41 %