

MTD Sales
227.10 L

Brand Share %
13.98 %

Information:

MTD : 01-09-2025 To 21-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.98 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	213.66	13.62 %
D-Freez	8.57	25.00 %
W-Disp	3.22	40.75 %
Air-Cool	1.66	12.52 %
Total	227.10	13.98 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	49.88	14.02 %
CHENNAI-01	43.69	14.34 %
TRICHY-01	30.03	13.00 %
CHENNAI-02	28.91	12.87 %
SOUTH-03	23.96	14.24 %
SOUTH ARCOT	14.52	13.62 %
WEST-01	13.60	20.99 %
WEST-02	10.72	15.84 %
NORTH ARCOT	6.80	8.36 %
KL-SOUTH	4.99	25.77 %
Total	227.10	13.98 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	45.33	13.26 %
D-Freez	3.06	30.72 %
Air-Cool	0.85	24.70 %
W-Disp	0.64	84.98 %
Total	49.88	14.02 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.16	3.25 %
PKD1	1.16	12.28 %
ERL2	0.84	10.43 %
UDN1	0.77	9.65 %
VNR2	0.65	8.45 %
VLY1	0.59	5.46 %
MMT1	0.53	13.14 %
TKS1	0.45	9.85 %
SDI1	0.43	5.31 %
TVL2	0.36	8.98 %
SNL1	0.35	7.84 %
TCN1	0.33	4.21 %
VKM1	0.29	9.54 %
S2SD	0.27	9.41 %
STU2	0.23	10.17 %
ARM1	0.15	3.57 %
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	49.88	14.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	42.25	14.19 %
W-Disp	0.57	49.25 %
D-Freez	0.51	11.90 %
Air-Cool	0.36	22.98 %
Total	43.69	14.34 %

Branch *	MTD Sales L	Brand Share %
CH14	2.38	10.91 %
CH48	1.41	9.91 %
GUD1	1.33	13.67 %
KNR1	0.91	11.51 %
CH39	0.57	7.00 %
AVD1	0.56	5.36 %
SKL1	0.46	5.25 %
CH29	0.29	11.53 %
GUD2	0.08	0.95 %
CH22		0.00 %
CH35		0.00 %
CH38		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
CH28	-0.20	-2.04 %
Total	43.69	14.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	29.31	12.92 %
D-Freez	0.47	19.96 %
W-Disp	0.25	32.43 %
Total	30.03	13.00 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.07	9.63 %
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	30.03	13.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	27.82	12.68 %
D-Freez	0.48	20.57 %
W-Disp	0.31	22.37 %
Air-Cool	0.29	19.47 %
Total	28.91	12.87 %

Branch *	MTD Sales L	Brand Share %
CH03	1.65	9.17 %
CH21	1.08	6.63 %
MJR1	0.69	6.95 %
CH12	0.56	5.01 %
CH33	0.53	6.63 %
CH32	0.40	9.01 %
CH31	0.39	9.21 %
CH09	0.36	4.07 %
CH44	0.30	4.42 %
CH23	0.27	7.87 %
CH36	0.27	13.06 %
GPD1	0.27	7.43 %
CH01		0.00 %
CH18		0.00 %
CH27		0.00 %
CH41		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	28.91	12.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	22.58	13.91 %
D-Freez	0.89	20.24 %
W-Disp	0.41	84.70 %
Air-Cool	0.07	7.32 %
Total	23.96	14.24 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.38	11.06 %
ATG1	1.78	11.77 %
DGL1	1.10	13.80 %
DKI1	0.85	8.56 %
PVI1	0.72	9.07 %
TDI1	0.57	12.67 %
MNM1	0.40	4.22 %
KYK1	0.34	13.67 %
TEN1	0.34	12.84 %
MPA1	0.30	7.98 %
KRR1	0.29	8.61 %
MLR1	0.29	10.68 %
ADP1	0.08	3.78 %
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	23.96	14.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	13.40	13.28 %
D-Freez	0.80	18.59 %
W-Disp	0.32	45.82 %
Total	14.52	13.62 %

Branch *	MTD Sales L	Brand Share %
POY2	0.83	7.42 %
SJI1	0.63	11.97 %
TDM1	0.61	12.49 %
VCM1	0.35	13.23 %
TRK1	0.32	7.86 %
MKM1	0.27	10.40 %
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	14.52	13.62 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.20	20.07 %
D-Freez	1.16	62.54 %
W-Disp	0.24	26.80 %
Total	13.60	20.99 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.11	5.83 %
CBE6	0.27	8.13 %
TPR2	0.22	8.61 %
CBE1	0.13	7.60 %
GBM1	0.09	3.84 %
TPR4	0.08	7.67 %
ANR1		0.00 %
AVI1		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	13.60	20.99 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	10.37	16.31 %
D-Freez	0.36	21.06 %
Total	10.72	15.84 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.92	12.41 %
TRM1	0.36	8.04 %
MTR1		0.00 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CM11		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 %
NKL2		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SLM2		0.00 %
WZWH		0.00 %
Total	10.72	15.84 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	5.85	7.56 %
D-Freez	0.47	22.30 %
W-Disp	0.40	43.78 %
Air-Cool	0.07	7.93 %
Total	6.80	8.36 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.46	11.73 %
TRL1	1.25	12.06 %
VEL2	0.51	9.82 %
VSI1	0.31	10.75 %
WJD1	0.28	11.32 %
KPM2	0.16	1.26 %
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	6.80	8.36 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	4.54	25.00 %
D-Freez	0.37	37.86 %
W-Disp	0.08	100.00 %
Total	4.99	25.77 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.37	9.52 %
Total	4.99	25.77 %