

MTD Sales  
451.89 L

Brand Share %  
13.30 %

Information:

MTD : 01-10-2025 To 25-10-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **13.30 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 444.14      | 13.31 %       |
| D-Freez  | 4.43        | 10.09 %       |
| W-Disp   | 2.68        | 25.31 %       |
| Air-Cool | 0.64        | 8.52 %        |
| Total    | 451.89      | 13.30 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| TRICHY-01   | 87.62       | 19.41 %       |
| SOUTH-01    | 79.17       | 11.56 %       |
| SOUTH-03    | 62.27       | 14.17 %       |
| CHENNAI-01  | 58.20       | 10.82 %       |
| CHENNAI-02  | 41.72       | 9.90 %        |
| SOUTH ARCOT | 39.76       | 16.71 %       |
| WEST-02     | 36.29       | 16.94 %       |
| NORTH ARCOT | 22.53       | 10.24 %       |
| WEST-01     | 19.94       | 12.37 %       |
| KL-SOUTH    | 4.40        | 14.81 %       |
| Total       | 451.89      | 13.30 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 87.24       | 19.58 %       |
| D-Freez  | 0.22        | 4.25 %        |
| W-Disp   | 0.16        | 31.61 %       |
| Total    | 87.62       | 19.41 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PBR2     | 3.27        | 12.92 %       |
| KUM1     | 3.27        | 11.16 %       |
| MVM1     | 1.81        | 9.37 %        |
| KIK1     | 0.59        | 7.83 %        |
| JKM1     | 0.36        | 5.37 %        |
| APM1     | 0.35        | 8.51 %        |
| NGT1     | 0.33        | 2.31 %        |
| NCK1     | 0.29        | 10.54 %       |
| TYR1     | 0.28        | 2.87 %        |
| TVR1     | 0.28        | 2.91 %        |
| TZSD     |             | 0.00 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 87.62       | 19.41 %       |

**SOUTH-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 77.95       | 11.58 %       |
| D-Freez  | 0.47        | 5.30 %        |
| Air-Cool | 0.42        | 28.67 %       |
| W-Disp   | 0.33        | 25.19 %       |
| Total    | 79.17       | 11.56 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 13.18       | 11.99 %       |
| TKY1     | 1.50        | 10.36 %       |
| VNR2     | 1.15        | 4.99 %        |
| TKS2     | 0.93        | 4.60 %        |
| STU2     | 0.83        | 13.14 %       |
| MAR1     | 0.70        | 5.18 %        |
| SNL1     | 0.70        | 8.32 %        |
| PKD1     | 0.60        | 2.44 %        |
| ASM1     | 0.59        | 6.24 %        |
| MMT1     | 0.57        | 4.75 %        |
| KGL1     | 0.44        | 5.04 %        |
| SKD1     | 0.37        | 4.40 %        |
| ERL2     | 0.34        | 3.13 %        |
| VNR1     | 0.32        | 3.62 %        |
| KYR1     | 0.29        | 4.94 %        |
| TYI1     | 0.26        | 2.60 %        |
| VLY1     | 0.13        | 0.79 %        |
| APK1     |             | 0.00 %        |
| COL1     |             | 0.00 %        |
| KSM1     |             | 0.00 %        |
| SDI1     |             | 0.00 %        |
| SGT1     |             | 0.00 %        |
| TCN1     |             | 0.00 %        |
| TKS1     |             | 0.00 %        |
| WHTV     |             | 0.00 %        |
| Total    | 79.17       | 11.56 %       |

# SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 61.81       | 14.31 %       |
| D-Freez  | 0.39        | 6.45 %        |
| W-Disp   | 0.07        | 8.00 %        |
| Total    | 62.27       | 14.17 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| DGL1     | 3.54        | 12.29 %       |
| MDU6     | 2.04        | 6.69 %        |
| KKD3     | 1.52        | 7.22 %        |
| TPT1     | 0.75        | 12.45 %       |
| MLR1     | 0.67        | 8.65 %        |
| KRR1     | 0.65        | 3.82 %        |
| TDI1     | 0.53        | 10.92 %       |
| TEN1     | 0.46        | 5.93 %        |
| ADP1     | 0.42        | 11.94 %       |
| KPT1     | 0.30        | 7.15 %        |
| MPA1     | 0.29        | 2.43 %        |
| NKI1     | 0.27        | 13.20 %       |
| SGP1     | 0.27        | 11.52 %       |
| BTU1     | 0.26        | 12.64 %       |
| TEN2     | 0.12        | 1.80 %        |
| BNR1     |             | 0.00 %        |
| CBM1     |             | 0.00 %        |
| CMR1     |             | 0.00 %        |
| DKI1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| PKM1     |             | 0.00 %        |
| PNI1     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| USL1     |             | 0.00 %        |
| WHMD     |             | 0.00 %        |
| Total    | 62.27       | 14.17 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 56.63       | 10.69 %       |
| W-Disp   | 0.88        | 29.40 %       |
| D-Freez  | 0.54        | 11.76 %       |
| Air-Cool | 0.15        | 29.12 %       |
| Total    | 58.20       | 10.82 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH19     | 6.38        | 12.02 %       |
| CH42     | 2.63        | 7.68 %        |
| CH08     | 1.85        | 4.96 %        |
| CH28     | 1.74        | 9.41 %        |
| CZWH     | 1.46        | 6.47 %        |
| CH07     | 1.46        | 6.53 %        |
| GUD1     | 1.39        | 8.75 %        |
| CH39     | 1.20        | 10.40 %       |
| CH45     | 1.06        | 7.85 %        |
| MRM1     | 1.00        | 6.80 %        |
| CH48     | 0.71        | 3.44 %        |
| CH37     | 0.57        | 6.33 %        |
| CH38     | 0.57        | 5.23 %        |
| CH22     | 0.43        | 2.57 %        |
| CH26     | 0.34        | 10.68 %       |
| GUD2     | 0.30        | 3.50 %        |
| SKL1     | 0.29        | 2.53 %        |
| CGL1     | 0.28        | 2.75 %        |
| KNR1     | 0.28        | 3.16 %        |
| CH35     | 0.07        | 0.64 %        |
| CH29     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| WCHN     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 58.20       | 10.82 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 41.38       | 9.92 %        |
| W-Disp   | 0.34        | 18.03 %       |
| Total    | 41.72       | 9.90 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 6.00        | 11.95 %       |
| CH03     | 4.57        | 11.90 %       |
| CH12     | 2.59        | 9.15 %        |
| CH20     | 2.36        | 11.16 %       |
| MJR1     | 2.15        | 10.57 %       |
| CH34     | 1.83        | 9.89 %        |
| CH21     | 1.61        | 7.20 %        |
| CH43     | 1.58        | 9.43 %        |
| CH44     | 1.36        | 9.03 %        |
| GPD1     | 0.90        | 10.14 %       |
| CH33     | 0.86        | 5.12 %        |
| CH23     | 0.61        | 12.48 %       |
| CH41     | 0.58        | 3.97 %        |
| UKI1     | 0.37        | 3.62 %        |
| CH31     | 0.36        | 6.15 %        |
| CH36     | 0.30        | 4.25 %        |
| CH27     | 0.29        | 7.78 %        |
| CH18     | 0.29        | 1.86 %        |
| CH09     |             | 0.00 %        |
| CH32     |             | 0.00 %        |
| MC05     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| PON1     |             | 0.00 %        |
| Total    | 41.72       | 9.90 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 39.33       | 16.90 %       |
| D-Freez  | 0.26        | 5.81 %        |
| W-Disp   | 0.17        | 37.99 %       |
| Total    | 39.76       | 16.71 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SJI2     | 1.27        | 8.39 %        |
| CDM1     | 1.22        | 7.26 %        |
| PRT1     | 0.91        | 12.73 %       |
| MKM1     | 0.70        | 9.95 %        |
| KLM1     | 0.62        | 6.11 %        |
| TDM1     | 0.27        | 2.76 %        |
| KKI2     |             | 0.00 %        |
| KML1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| TVM1     |             | 0.00 %        |
| TVM2     |             | 0.00 %        |
| ULP1     |             | 0.00 %        |
| Total    | 39.76       | 16.71 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 35.05       | 16.89 %       |
| D-Freez  | 1.08        | 19.53 %       |
| W-Disp   | 0.17        | 31.92 %       |
| Total    | 36.29       | 16.94 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM2     | 0.90        | 8.18 %        |
| TCG1     | 0.64        | 9.83 %        |
| DPR1     | 0.37        | 10.61 %       |
| SGG1     | 0.36        | 12.55 %       |
| MTR1     | 0.36        | 3.28 %        |
| EPI1     | 0.30        | 5.69 %        |
| KMM1     | 0.29        | 6.96 %        |
| CMI1     | 0.28        | 8.36 %        |
| APN1     | 0.27        | 11.80 %       |
| HSR2     | 0.14        | 3.03 %        |
| BMD1     |             | 0.00 %        |
| DPR2     |             | 0.00 %        |
| EDP1     |             | 0.00 %        |
| HRR1     |             | 0.00 %        |
| HSR1     |             | 0.00 %        |
| KRI1     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| MCR1     |             | 0.00 %        |
| PLC1     |             | 0.00 %        |
| PMP1     |             | 0.00 %        |
| Total    | 36.29       | 16.94 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 21.69       | 10.07 %       |
| D-Freez  | 0.51        | 18.88 %       |
| W-Disp   | 0.25        | 19.31 %       |
| Air-Cool | 0.07        | 16.76 %       |
| Total    | 22.53       | 10.24 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 4.66        | 10.14 %       |
| AKM1     | 2.06        | 12.63 %       |
| TRL1     | 1.38        | 7.68 %        |
| SBR1     | 1.05        | 6.97 %        |
| KPM1     | 0.87        | 6.97 %        |
| WJD1     | 0.70        | 12.19 %       |
| ABR1     | 0.28        | 5.32 %        |
| VEL2     | 0.28        | 2.01 %        |
| TRR1     | 0.08        | 1.03 %        |
| ANI1     |             | 0.00 %        |
| ARC2     |             | 0.00 %        |
| BGR1     |             | 0.00 %        |
| CGM1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| GDM1     |             | 0.00 %        |
| PLR1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| VNB1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| WJP1     |             | 0.00 %        |
| Total    | 22.53       | 10.24 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 19.13       | 12.35 %       |
| D-Freez  | 0.57        | 17.31 %       |
| W-Disp   | 0.24        | 32.67 %       |
| Total    | 19.94       | 12.37 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 5.99        | 12.21 %       |
| DPM2     | 0.64        | 13.12 %       |
| SNR1     | 0.45        | 7.22 %        |
| TPR3     | 0.29        | 3.22 %        |
| AVI1     | 0.29        | 7.96 %        |
| TPR4     | 0.27        | 9.04 %        |
| PPI1     | 0.13        | 4.78 %        |
| ANR1     |             | 0.00 %        |
| CBE3     |             | 0.00 %        |
| CBE4     |             | 0.00 %        |
| CBE5     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| KMD1     |             | 0.00 %        |
| KMR1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| PLI1     |             | 0.00 %        |
| SUL1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| Total    | 19.94       | 12.37 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 3.93        | 14.02 %       |
| D-Freez  | 0.39        | 24.02 %       |
| W-Disp   | 0.08        | 100.00 %      |
| Total    | 4.40        | 14.81 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 2.47        | 11.77 %       |
| PAS1     | 0.32        | 7.40 %        |
| Total    | 4.40        | 14.81 %       |