

MTD Sales
399.44 L

Brand Share %
10.34 %

Information:

MTD : 01-08-2025 To 27-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.34 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	382.03	10.29 %
D-Freez	10.56	21.54 %
W-Disp	5.65	54.14 %
Air-Cool	1.21	1.34 %
Total	399.44	10.34 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	77.28	13.84 %
SOUTH-03	62.10	16.68 %
CHENNAI-01	61.64	7.42 %
SOUTH-01	52.24	7.80 %
CHENNAI-02	44.93	8.34 %
SOUTH ARCOT	38.51	12.33 %
WEST-02	24.01	11.96 %
NORTH ARCOT	17.40	7.68 %
WEST-01	15.45	12.39 %
KL-SOUTH	5.88	20.72 %
Total	399.44	10.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	75.14	13.63 %
D-Freez	1.71	32.66 %
W-Disp	0.39	73.37 %
Air-Cool	0.05	4.23 %
Total	77.28	13.84 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.81	8.88 %
TRY2	1.11	9.42 %
KIK1	1.10	5.48 %
NGT1	0.82	2.64 %
MVM1	0.76	2.26 %
MSI1	0.68	8.08 %
APM1	0.64	7.80 %
JKM1	0.62	4.71 %
TTP1	0.34	2.43 %
TVR1	0.31	1.97 %
AYR1	0.30	4.14 %
Total	77.28	13.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	60.80	16.71 %
D-Freez	0.87	17.10 %
W-Disp	0.22	28.28 %
Air-Cool	0.21	7.72 %
Total	62.10	16.68 %

Branch *	MTD Sales L	Brand Share %
KKD2	1.45	6.81 %
DKI1	0.56	4.83 %
PNV1	0.55	8.57 %
TDI1	0.54	9.11 %
DGL2	0.42	6.29 %
TPT1	0.35	8.99 %
TEN2	0.13	2.06 %
CBM1	0.08	1.58 %
MLR1	0.07	0.46 %
ADP1		0.00 %
BNR1		0.00 %
CMR1		0.00 %
MPA1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
Total	62.10	16.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	58.74	7.86 %
W-Disp	1.59	52.13 %
D-Freez	1.01	16.04 %
Air-Cool	0.29	0.40 %
Total	61.64	7.42 %

Branch *	MTD Sales L	Brand Share %
CH19	5.13	10.07 %
CH16	2.67	5.10 %
CH11	2.41	3.94 %
GUD1	1.97	8.00 %
CH48	1.94	5.34 %
CH30	1.86	5.02 %
CH07	1.83	7.82 %
CH28	1.32	5.95 %
CGL1	1.23	5.30 %
SKL1	1.19	8.34 %
AVD1	0.98	4.70 %
CH40	0.77	6.34 %
CH22	0.66	2.93 %
CZWH	0.57	0.72 %
TKM1	0.56	7.33 %
CH39	0.42	3.03 %
KNR1	0.31	2.28 %
MRM1	0.30	2.00 %
GUD2	0.14	0.59 %
CH35	0.09	0.64 %
CH38		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	61.64	7.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	49.29	7.53 %
D-Freez	1.83	18.96 %
W-Disp	0.83	86.51 %
Air-Cool	0.29	6.45 %
Total	52.24	7.80 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.77	6.16 %
TVL1	5.53	7.31 %
RPM1	1.90	8.81 %
TUT2	1.61	4.75 %
SKD1	1.47	7.61 %
SVK1	1.16	5.64 %
APK1	1.03	10.22 %
VNR2	0.93	4.01 %
TCN1	0.67	3.16 %
UDN1	0.65	4.68 %
VLY1	0.54	1.90 %
S2SD	0.32	8.78 %
TVL2	0.29	2.56 %
ERL2	0.28	1.39 %
ARM1	0.27	6.55 %
ASM1	0.27	2.23 %
TKS1	0.27	1.87 %
KGL1	0.27	4.91 %
SNL1	0.27	4.88 %
TYI1	0.27	2.78 %
STU2	0.16	1.77 %
TKS2	0.07	0.45 %
COL1	0.07	4.63 %
ERL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
TKY1		0.00 %
VKM1		0.00 %
WHTV		0.00 %
Total	52.24	7.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	43.70	8.19 %
W-Disp	0.81	59.82 %
Air-Cool	0.29	18.12 %
D-Freez	0.13	5.35 %
Total	44.93	8.34 %

Branch *	MTD Sales L	Brand Share %
CH03	4.95	8.94 %
CH15	4.73	7.88 %
CH12	3.38	9.61 %
CH18	1.28	4.18 %
CH44	1.24	7.33 %
CH17	1.15	8.04 %
CH27	0.99	9.32 %
CH46	0.84	6.72 %
CH31	0.67	7.81 %
CH09	0.62	3.22 %
CH32	0.57	7.59 %
GPD1	0.55	7.33 %
MJR1	0.51	1.74 %
CH36	0.43	2.87 %
UKI1	0.36	2.74 %
CH41	0.35	1.60 %
CH33	0.07	0.35 %
CH01		0.00 %
CH23		0.00 %
MC08		0.00 %
Total	44.93	8.34 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	37.32	12.33 %
D-Freez	1.11	15.52 %
W-Disp	0.08	10.33 %
Total	38.51	12.33 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.42	9.36 %
KKI2	0.80	7.10 %
SJI1	0.67	8.53 %
MKM1	0.64	9.96 %
KLM1	0.55	3.77 %
PRT1	0.55	7.34 %
VPM1	0.30	6.73 %
ULP1	0.27	3.36 %
STP1	0.26	8.22 %
KML1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	38.51	12.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	22.92	11.74 %
D-Freez	0.84	26.34 %
W-Disp	0.25	43.71 %
Total	24.01	11.96 %

Branch *	MTD Sales L	Brand Share %
SLM3	0.65	5.19 %
MTR1	0.62	4.06 %
NKL2	0.27	4.90 %
OML1	0.27	2.43 %
SLM2	0.27	2.26 %
TRM1	0.27	10.25 %
VPD1	0.27	9.30 %
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 %
HSR1		0.00 %
HSR2		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
Total	24.01	11.96 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	15.89	7.26 %
W-Disp	0.86	86.92 %
D-Freez	0.58	10.96 %
Air-Cool	0.07	4.84 %
Total	17.40	7.68 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.34	9.58 %
TRL1	1.64	6.47 %
KPM1	1.26	8.10 %
ANI1	0.59	10.12 %
GDM1	0.35	6.91 %
CYR1	0.30	5.84 %
SLG1	0.28	4.56 %
VSI1	0.27	2.38 %
WJP1	0.27	7.27 %
UGI1	0.16	3.34 %
VNB1	0.07	3.30 %
ABR1		0.00 %
AKM1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
WHVL		0.00 %
Total	17.40	7.68 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	13.46	11.29 %
D-Freez	1.60	47.91 %
W-Disp	0.39	32.36 %
Total	15.45	12.39 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.64	9.41 %
CBE4	0.32	4.33 %
TPR3	0.29	9.90 %
CBE6	0.27	4.68 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	15.45	12.39 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	4.76	17.77 %
D-Freez	0.89	66.34 %
W-Disp	0.23	100.00 %
Total	5.88	20.72 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.42	8.05 %
Total	5.88	20.72 %