

MTD Sales
421.86 L

Brand Share %
10.30 %

Information:

MTD : 01-08-2025 To 29-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	402.70	10.21 %
D-Freez	11.39	22.19 %
W-Disp	6.43	56.18 %
Air-Cool	1.34	1.48 %
Total	421.86	10.30 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	80.96	13.80 %
SOUTH-03	65.45	16.06 %
CHENNAI-01	64.68	7.45 %
SOUTH-01	58.28	8.07 %
CHENNAI-02	46.95	8.37 %
SOUTH ARCOT	40.22	12.06 %
WEST-02	24.51	11.67 %
NORTH ARCOT	18.13	7.53 %
WEST-01	16.02	12.45 %
KL-SOUTH	6.67	17.37 %
Total	421.86	10.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	78.82	13.60 %
D-Freez	1.71	31.63 %
W-Disp	0.39	73.37 %
Air-Cool	0.05	4.23 %
Total	80.96	13.80 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.81	8.33 %
TRY2	1.11	8.58 %
KIK1	1.10	5.35 %
AYR1	0.85	9.49 %
NGT1	0.82	2.57 %
MVM1	0.76	2.15 %
MSI1	0.68	8.08 %
TVR1	0.68	3.97 %
APM1	0.64	7.80 %
JKM1	0.62	4.52 %
TTP1	0.34	2.26 %
Total	80.96	13.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	63.98	16.07 %
D-Freez	1.04	18.40 %
W-Disp	0.22	28.28 %
Air-Cool	0.21	6.85 %
Total	65.45	16.06 %

Branch *	MTD Sales L	Brand Share %
KKD2	1.72	7.73 %
DKI1	0.84	6.61 %
PNV1	0.55	8.31 %
TDI1	0.54	8.67 %
DGL2	0.42	5.96 %
TPT1	0.35	7.99 %
PNI1	0.30	8.56 %
BTU1	0.28	9.13 %
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 %
SGP1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
Total	65.45	16.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	61.39	7.83 %
W-Disp	1.68	53.46 %
D-Freez	1.19	18.09 %
Air-Cool	0.43	0.58 %
Total	64.68	7.45 %

Branch *	MTD Sales L	Brand Share %
CH42	4.85	10.22 %
CH16	2.94	5.23 %
CH11	2.50	3.94 %
GUD1	2.34	9.04 %
CH07	2.24	8.69 %
CH48	1.94	5.19 %
CH30	1.86	4.92 %
SKL1	1.46	10.25 %
CH28	1.32	5.21 %
AVD1	1.26	5.51 %
CGL1	1.20	4.60 %
CH40	0.77	6.50 %
TKM1	0.73	8.82 %
CH22	0.66	2.80 %
CZWH	0.57	0.72 %
CH39	0.42	2.71 %
KNR1	0.31	1.87 %
MRM1	0.30	1.81 %
GUD2	0.14	0.56 %
CH35	0.09	0.64 %
CH38		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	64.68	7.45 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	55.17	7.81 %
D-Freez	1.83	18.64 %
W-Disp	0.99	88.38 %
Air-Cool	0.29	6.15 %
Total	58.28	8.07 %

Branch *	MTD Sales L	Brand Share %
TUT1	7.80	6.80 %
TVL1	5.53	6.80 %
RPM1	2.44	10.23 %
TUT2	1.61	4.57 %
SKD1	1.47	7.61 %
APK2	1.37	7.87 %
VNR2	0.93	3.62 %
SVK1	0.88	4.03 %
TCN1	0.67	3.09 %
UDN1	0.65	4.43 %
VLY1	0.62	2.12 %
KYR1	0.55	8.41 %
SDI1	0.55	9.57 %
TKS1	0.55	3.35 %
SNL1	0.54	8.54 %
TVL2	0.29	2.36 %
TKY1	0.29	2.86 %
ERL2	0.28	1.34 %
ARM1	0.27	6.12 %
ASM1	0.27	2.12 %
KGL1	0.27	4.91 %
TYI1	0.27	2.58 %
STU2	0.16	1.77 %
PKD1	0.08	0.48 %
TKS2	0.07	0.40 %
COL1	0.07	3.26 %
ERL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
VKM1		0.00 %
WHTV		0.00 %
Total	58.28	8.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	45.72	8.23 %
W-Disp	0.81	56.69 %
Air-Cool	0.29	18.12 %
D-Freez	0.13	5.35 %
Total	46.95	8.37 %

Branch *	MTD Sales L	Brand Share %
CH03	4.95	8.92 %
CH15	4.73	7.66 %
CH12	3.65	9.88 %
CH21	2.76	10.17 %
CH18	1.61	4.95 %
CH44	1.24	7.09 %
CH17	1.15	7.12 %
CH27	0.99	8.77 %
CH46	0.84	6.56 %
CH31	0.67	7.81 %
CH09	0.62	3.13 %
CH32	0.57	7.59 %
GPD1	0.55	6.82 %
MJR1	0.51	1.74 %
CH36	0.43	2.58 %
UKI1	0.36	2.49 %
CH41	0.35	1.50 %
CH33	0.07	0.33 %
CH01		0.00 %
CH23		0.00 %
MC08		0.00 %
Total	46.95	8.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	38.69	11.96 %
D-Freez	1.37	18.46 %
W-Disp	0.16	17.58 %
Total	40.22	12.06 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.78	10.16 %
KKI2	0.80	6.50 %
SJI1	0.67	8.53 %
MKM1	0.64	9.21 %
KLM1	0.55	3.46 %
PRT1	0.55	6.72 %
VPM1	0.30	5.89 %
TRK1	0.27	1.83 %
ULP1	0.27	2.90 %
STP1	0.26	6.54 %
KML1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	40.22	12.06 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	23.19	11.36 %
D-Freez	0.84	26.34 %
W-Disp	0.48	59.91 %
Total	24.51	11.67 %

Branch *	MTD Sales L	Brand Share %
SLM3	0.65	4.52 %
MTR1	0.62	3.99 %
NKL2	0.27	4.61 %
OML1	0.27	2.37 %
SLM2	0.27	2.26 %
TRM1	0.27	9.29 %
VPD1	0.27	9.30 %
HSR1	0.09	3.12 %
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 %
KVP1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
Total	24.51	11.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	16.46	7.07 %
W-Disp	1.02	88.69 %
D-Freez	0.58	10.39 %
Air-Cool	0.07	4.84 %
Total	18.13	7.53 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.63	10.24 %
TRL1	1.64	6.25 %
VEL2	1.50	9.11 %
KPM1	1.34	8.15 %
ANI1	0.59	10.12 %
GDM1	0.35	6.91 %
CYR1	0.30	5.24 %
SLG1	0.28	3.77 %
AKM1	0.27	1.92 %
VSI1	0.27	2.28 %
WJP1	0.27	6.32 %
UGI1	0.16	3.34 %
VNB1	0.07	3.30 %
TRR1	0.07	0.69 %
ABR1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
WHVL		0.00 %
Total	18.13	7.53 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	13.73	11.21 %
D-Freez	1.83	46.43 %
W-Disp	0.46	34.07 %
Total	16.02	12.45 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.64	9.41 %
CBE4	0.32	4.33 %
TPR3	0.29	9.00 %
CBE6	0.27	4.68 %
CBE5		0.00 %
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	16.02	12.45 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	5.55	15.08 %
D-Freez	0.89	66.34 %
W-Disp	0.23	100.00 %
Total	6.67	17.37 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.05	8.55 %
PAS1	0.42	8.05 %
Total	6.67	17.37 %