

MTD Sales
689.94 L

Brand Share %
15.45 %

Information:

MTD : 01-07-2025 To 31-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.45 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	682.48	15.48 %
D-Freez	7.45	13.18 %
Total	689.94	15.45 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	173.75	19.08 %
CHENNAI-02	123.60	19.64 %
TRICHY-01	93.03	13.25 %
SOUTH-01	92.31	11.56 %
SOUTH-03	90.95	19.31 %
SOUTH ARCOT	46.37	12.09 %
NORTH ARCOT	34.82	13.84 %
WEST-02	21.71	11.58 %
WEST-01	11.95	13.03 %
KL-SOUTH	1.45	3.57 %
Total	689.94	15.45 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	173.24	19.16 %
D-Freez	0.51	7.78 %
Total	173.75	19.08 %

Branch *	MTD Sales L	Brand Share %
CH19	9.03	11.49 %
CH16	5.96	11.14 %
CH22	5.55	15.27 %
CH30	3.59	15.17 %
GUD2	3.54	13.84 %
GUD1	3.29	10.27 %
CH38	3.01	12.88 %
CH45	2.88	13.91 %
CH39	2.65	12.36 %
MRM1	2.11	13.19 %
KNR1	1.77	6.41 %
CH37	1.17	13.42 %
TKM1	0.95	12.58 %
CH26	0.59	7.25 %
MC10		0.00 %
Total	173.75	19.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	123.15	19.69 %
D-Freez	0.45	10.88 %
Total	123.60	19.64 %

Branch *	MTD Sales L	Brand Share %
CH24	3.12	9.57 %
CH33	2.84	13.09 %
CH17	2.80	11.34 %
CH31	1.63	13.92 %
UKI1	1.23	14.07 %
CH44	1.20	7.18 %
CH27	0.89	9.07 %
CH01	0.62	15.35 %
CH36	0.33	2.42 %
CH23	0.31	4.22 %
MC06		0.00 %
MC08		0.00 %
Total	123.60	19.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	92.28	13.21 %
D-Freez	0.74	20.57 %
Total	93.03	13.25 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.85	9.54 %
PBR2	4.41	14.06 %
TVR2	4.04	10.03 %
TNJ1	2.61	6.35 %
PDK1	2.60	14.12 %
KIK1	2.38	9.15 %
JKM1	1.36	12.37 %
MVM1	1.29	3.31 %
PBR1	1.21	9.90 %
TRY3	0.90	7.81 %
TRY2	0.86	3.44 %
KRN1	0.66	8.26 %
MSI1	0.61	10.46 %
TTP1	0.56	4.05 %
TYR1	0.31	4.15 %
APM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TZSD		0.00 %
Total	93.03	13.25 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	90.86	11.54 %
D-Freez	1.45	13.56 %
Total	92.31	11.56 %

Branch *	MTD Sales L	Brand Share %
TVL1	9.41	14.49 %
TUT1	8.56	9.37 %
KVT1	6.02	12.69 %
TUT2	5.47	12.31 %
PKD1	3.26	7.87 %
SVK1	2.87	10.36 %
TKY1	1.72	14.88 %
RND1	1.58	2.98 %
S2SD	1.10	12.81 %
VNR2	0.97	3.24 %
TKS2	0.95	5.57 %
SNL1	0.65	5.88 %
ERL1	0.61	3.66 %
PDI1	0.61	10.65 %
SDI1	0.57	10.05 %
APK1	0.38	1.74 %
VNR1	0.30	1.87 %
VKM1	0.29	4.02 %
COL1	0.25	10.55 %
MMT1	0.23	3.02 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
SGT1		0.00 %
STU2		0.00 %
TKS1		0.00 %
Total	92.31	11.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	89.88	19.41 %
D-Freez	1.07	13.56 %
Total	90.95	19.31 %

Branch *	MTD Sales L	Brand Share %
SVG1	3.58	13.87 %
MDU6	2.71	10.81 %
MDU4	1.73	13.61 %
DGL2	1.20	15.42 %
TPT1	0.87	8.08 %
MDU3	0.86	4.13 %
PVI1	0.79	7.55 %
MPA1	0.70	9.09 %
MDU5	0.63	5.10 %
MNM1	0.60	9.19 %
SGP1	0.52	8.31 %
MLR1	0.31	3.25 %
NKI1	0.27	9.68 %
BNR1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
TEN2		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	90.95	19.31 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	45.92	12.15 %
D-Freez	0.45	8.23 %
Total	46.37	12.09 %

Branch *	MTD Sales L	Brand Share %
POY1	5.71	10.07 %
POY2	5.69	11.47 %
VPM2	2.68	13.64 %
KLM1	2.66	12.92 %
PRT1	0.89	6.63 %
KKI2	0.59	4.10 %
KML1	0.56	3.64 %
TVM1	0.56	11.80 %
ULP1	0.55	3.76 %
MKM1	0.31	2.83 %
STP1	0.30	5.03 %
CDM1	0.25	1.27 %
SJI1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	46.37	12.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	33.13	13.64 %
D-Freez	1.69	19.57 %
Total	34.82	13.84 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.99	14.79 %
VEL1	2.32	8.83 %
KPM1	1.80	10.02 %
SBR1	1.78	7.56 %
ARC2	0.78	9.13 %
VSI1	0.61	4.55 %
WJD1	0.60	7.04 %
ABR1	0.30	3.62 %
PLR1	0.30	6.49 %
WJP1	0.28	4.82 %
CGM1	0.27	8.66 %
SLG1	0.26	12.40 %
BGR1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	34.82	13.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	21.50	11.76 %
D-Freez	0.21	4.64 %
Total	21.71	11.58 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.47	13.23 %
ATU1	0.60	8.28 %
RSP1	0.30	4.38 %
DPR2	0.30	7.02 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	21.71	11.58 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.74	13.24 %
D-Freez	0.21	6.98 %
Total	11.95	13.03 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.35	3.83 %
CBE6	0.31	6.83 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
KGM1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
MPM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	11.95	13.03 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.78	2.03 %
D-Freez	0.67	33.95 %
Total	1.45	3.57 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.45	4.09 %
PAS1		0.00 %
WTVP		0.00 %
Total	1.45	3.57 %