

MTD Sales
77.43 L

Brand Share %
15.79 %

Information:

MTD : 01-08-2025 To 03-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.79 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	76.73	15.78 %
D-Freez	0.71	16.73 %
Total	77.43	15.79 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	21.74	17.03 %
CHENNAI-02	15.73	23.41 %
SOUTH-03	10.11	15.81 %
TRICHY-01	9.60	13.56 %
SOUTH-01	7.14	10.76 %
SOUTH ARCOT	4.88	17.06 %
WEST-02	4.14	17.48 %
NORTH ARCOT	3.54	13.22 %
KL-SOUTH	0.28	9.13 %
WEST-01	0.27	2.23 %
Total	77.43	15.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	21.74	17.12 %
Total	21.74	17.03 %

Branch *	MTD Sales L	Brand Share %
CH48	0.97	7.50 %
CH05	0.88	8.16 %
CH14	0.72	11.58 %
CH45	0.59	11.77 %
AVD1	0.35	9.98 %
CH19	0.35	5.89 %
MRM1	0.31	11.29 %
KNR1	0.31	13.40 %
CH22	0.27	11.81 %
CGL1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
TKM1		0.00 %
Total	21.74	17.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	15.73	23.58 %
Total	15.73	23.41 %

Branch *	MTD Sales L	Brand Share %
CH03	0.90	10.30 %
CH27	0.32	13.64 %
PON1	0.31	10.90 %
CH31	0.31	15.28 %
CH44	0.30	10.43 %
CH12		0.00 %
CH17		0.00 %
CH20		0.00 %
CH32		0.00 %
CH33		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	15.73	23.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	9.85	15.62 %
D-Freez	0.25	29.44 %
Total	10.11	15.81 %

Branch *	MTD Sales L	Brand Share %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KKD2		0.00 %
KRR1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MDU6		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TMM1		0.00 %
TPT1		0.00 %
Total	10.11	15.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	9.37	13.35 %
D-Freez	0.23	37.78 %
Total	9.60	13.56 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.98	14.87 %
PBR2	0.30	5.34 %
KUM1	0.30	9.14 %
APM1		0.00 %
AYR1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TYR1		0.00 %
Total	9.60	13.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	7.14	10.90 %
Total	7.14	10.76 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.69	15.23 %
KVT1	0.61	12.61 %
RPM1	0.29	10.03 %
APK1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
NGR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
RND1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TKS1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TUT2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
Total	7.14	10.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	4.66	16.40 %
D-Freez	0.23	100.00 %
Total	4.88	17.06 %

Branch *	MTD Sales L	Brand Share %
POY1	0.35	5.17 %
CDM1		0.00 %
KKI2		0.00 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
SJI1		0.00 %
STP1		0.00 %
TDM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
Total	4.88	17.06 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	4.14	17.63 %
Total	4.14	17.48 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.35	5.64 %
ERD1	0.30	14.70 %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
ERD2		0.00 %
KRI1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
Total	4.14	17.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	3.54	13.22 %
Total	3.54	13.22 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.41	13.95 %
KPM2	0.30	7.52 %
ABR1		0.00 %
ARC2		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
VEL1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	3.54	13.22 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.28	9.13 %
Total	0.28	9.13 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.28	12.15 %
PAS1		0.00 %
Total	0.28	9.13 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	0.27	2.30 %
Total	0.27	2.23 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.27	9.13 %
AVI1		0.00 %
CBE1		0.00 %
CBE4		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
MPM1		0.00 %
PLI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
UMP1		0.00 %
Total	0.27	2.23 %