

MTD Sales
41.05 L

Brand Share %
12.27 %

Information:

MTD : 01-12-2025 To 04-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	40.57	12.37 %
D-Freez	0.48	7.37 %
Total	41.05	12.27 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	13.84	34.55 %
TRICHY-01	4.92	10.56 %
SOUTH-01	4.83	8.32 %
WEST-01	4.41	23.95 %
SOUTH-03	3.22	9.69 %
SOUTH ARCOT	2.91	9.75 %
CHENNAI-01	2.77	5.16 %
WEST-02	2.23	8.28 %
NORTH ARCOT	1.26	5.84 %
KL-SOUTH	0.64	10.60 %
Total	41.05	12.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	13.84	34.87 %
Total	13.84	34.55 %

Branch *	MTD Sales L	Brand Share %
CH15	0.36	6.66 %
CH03		0.00 %
CH06		0.00 %
CH17		0.00 %
CH20		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH44		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	13.84	34.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	4.92	10.65 %
Total	4.92	10.56 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.32	10.10 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
MDI1		0.00 %
MSI1		0.00 %
MVM1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PBR2		0.00 %
PDK1		0.00 %
TNJ1		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR2		0.00 %
TYR1		0.00 %
WTRZ		0.00 %
Total	4.92	10.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	4.83	8.57 %
Total	4.83	8.32 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.86	9.82 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
NGR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TCN1		0.00 %
TKS1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TUT1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
Total	4.83	8.32 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	4.41	25.60 %
Total	4.41	23.95 %

Branch *	MTD Sales L	Brand Share %
AVI1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMR1		0.00 %
MPM1		0.00 %
PLI1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	4.41	23.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	3.01	9.31 %
D-Freez	0.22	22.06 %
Total	3.22	9.69 %

Branch *	MTD Sales L	Brand Share %
ADP1		0.00 %
BNR1		0.00 %
CBM1		0.00 %
DGL1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TMM1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	3.22	9.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	2.91	9.89 %
Total	2.91	9.75 %

Branch *	MTD Sales L	Brand Share %
POY2	0.30	7.98 %
CDM1		0.00 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
POY1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	2.91	9.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	2.77	5.21 %
Total	2.77	5.16 %

Branch *	MTD Sales L	Brand Share %
CH42	0.60	5.74 %
CH08	0.30	4.36 %
CH05	0.25	7.72 %
AVD1		0.00 %
CGL1		0.00 %
CH07		0.00 %
CH11		0.00 %
CH16		0.00 %
CH19		0.00 %
CH26		0.00 %
CH28		0.00 %
CH30		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MRM1		0.00 %
SKL1		0.00 %
Total	2.77	5.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	2.23	8.33 %
Total	2.23	8.28 %

Branch *	MTD Sales L	Brand Share %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HSR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
NKL2		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SLM1		0.00 %
SLM2		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
Total	2.23	8.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	1.00	4.82 %
D-Freez	0.27	29.46 %
Total	1.26	5.84 %

Branch *	MTD Sales L	Brand Share %
TRT1	0.27	9.89 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	1.26	5.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.64	10.60 %
Total	0.64	10.60 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.29	9.63 %
KLR1		0.00 %
Total	0.64	10.60 %