

MTD Sales
121.30 L

Brand Share %
17.41 %

Information:

MTD : 01-08-2025 To 05-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	120.15	17.42 %
D-Freez	1.15	16.56 %
Total	121.30	17.41 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	39.54	21.40 %
CHENNAI-02	25.49	25.40 %
SOUTH-03	14.04	16.61 %
TRICHY-01	12.50	12.74 %
SOUTH-01	12.49	14.06 %
SOUTH ARCOT	6.76	15.79 %
WEST-02	4.79	13.95 %
NORTH ARCOT	4.44	10.88 %
WEST-01	0.98	5.16 %
KL-SOUTH	0.28	8.23 %
Total	121.30	17.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	39.54	21.45 %
Total	39.54	21.40 %

Branch *	MTD Sales L	Brand Share %
CH05	2.06	14.06 %
CH16	1.41	11.98 %
CH48	1.06	7.30 %
CH19	0.97	9.76 %
AVD1	0.70	16.91 %
CH39	0.70	15.27 %
CH30	0.61	14.26 %
CH45	0.59	11.77 %
SKL1	0.35	13.21 %
CGL1	0.30	9.82 %
CH38	0.30	15.08 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH40		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN		0.00 %
Total	39.54	21.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	25.49	25.57 %
Total	25.49	25.40 %

Branch *	MTD Sales L	Brand Share %
CH03	0.90	8.36 %
CH12	0.61	10.34 %
CH20	0.45	12.27 %
PON1	0.31	10.02 %
CH44	0.30	7.96 %
GPD1	0.28	10.41 %
CH36	0.26	14.33 %
CH17		0.00 %
CH32		0.00 %
CH33		0.00 %
MC06		0.00 %
UKI1		0.00 %
CH46		-0.40 %
Total	25.49	25.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	13.78	16.47 %
D-Freez	0.25	29.44 %
Total	14.04	16.61 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.37	5.61 %
MDU3	0.30	11.61 %
SVG1	0.30	13.25 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MDU5		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	14.04	16.61 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.27	12.58 %
D-Freez	0.23	37.78 %
Total	12.50	12.74 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.86	16.21 %
KUM1	0.61	10.62 %
TVR1	0.30	7.35 %
TVR2	0.30	10.63 %
PBR2	0.30	3.34 %
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 %
TYR1		0.00 %
Total	12.50	12.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.05	13.87 %
D-Freez	0.44	22.82 %
Total	12.49	14.06 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.61	10.41 %
TUT2	0.57	9.67 %
VNR2	0.30	6.72 %
RND1	0.30	6.47 %
RPM1	0.29	6.84 %
APK1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
NGR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	12.49	14.06 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	6.53	15.51 %
D-Freez	0.23	33.19 %
Total	6.76	15.79 %

Branch *	MTD Sales L	Brand Share %
POY1	0.70	8.63 %
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 %
VPM2		0.00 %
WHNV		0.00 %
Total	6.76	15.79 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	4.79	14.25 %
Total	4.79	13.95 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.35	5.45 %
SLM3	0.35	14.45 %
ERD1	0.30	10.78 %
ERD2	0.30	16.02 %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
Total	4.79	13.95 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	4.44	11.06 %
Total	4.44	10.88 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.30	6.57 %
TRR1	0.29	11.94 %
VSI1		0.30 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	4.44	10.88 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	0.98	5.27 %
Total	0.98	5.16 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.62	15.19 %
AVI1		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 %
TPR4		0.00 %
UMP1		0.00 %
Total	0.98	5.16 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.28	8.23 %
Total	0.28	8.23 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.28	12.15 %
PAS1		0.00 %
Total	0.28	8.23 %