

MTD Sales
148.24 L

Brand Share %
18.39 %

Information:

MTD : 01-08-2025 To 07-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	146.64	18.45 %
D-Freez	1.60	14.01 %
Total	148.24	18.39 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	45.34	21.22 %
CHENNAI-02	30.86	26.60 %
SOUTH-03	17.65	17.91 %
TRICHY-01	17.59	15.80 %
SOUTH-01	15.44	14.36 %
SOUTH ARCOT	8.24	16.42 %
NORTH ARCOT	5.88	12.99 %
WEST-02	5.67	14.95 %
WEST-01	1.29	6.22 %
KL-SOUTH	0.28	5.67 %
Total	148.24	18.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	45.11	21.32 %
D-Freez	0.23	11.66 %
Total	45.34	21.22 %

Branch *	MTD Sales L	Brand Share %
CH08	2.40	15.32 %
CH05	2.06	13.43 %
CH16	1.41	9.85 %
CH48	1.06	6.39 %
CH19	0.97	8.75 %
CH30	0.92	16.27 %
CH45	0.89	13.85 %
AVD1	0.70	14.20 %
CH39	0.70	13.55 %
CH22	0.63	15.16 %
MRM1	0.62	16.80 %
CH40	0.42	15.06 %
CGL1	0.30	9.82 %
CH38	0.30	15.08 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
GUD2		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN		0.00 %
Total	45.34	21.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	30.86	26.76 %
Total	30.86	26.60 %

Branch *	MTD Sales L	Brand Share %
CH03	1.20	10.03 %
CH12	0.91	14.61 %
CH20	0.45	11.47 %
PON1	0.31	8.35 %
CH44	0.30	7.96 %
CH36	0.26	14.33 %
CH17		0.00 %
CH33		0.00 %
MC06		0.00 %
UKI1		0.00 %
CH46		-0.26 %
Total	30.86	26.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	17.40	17.84 %
D-Freez	0.25	24.29 %
Total	17.65	17.91 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.37	5.15 %
MDU3	0.30	10.27 %
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	17.65	17.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	17.36	15.72 %
D-Freez	0.23	26.24 %
Total	17.59	15.80 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.86	14.60 %
KUM1	0.61	10.14 %
APM1	0.30	15.96 %
TVR1	0.30	6.91 %
TVR2	0.30	9.71 %
PBR2	0.30	2.88 %
AYR1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TYR1		0.00 %
Total	17.59	15.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	14.79	14.11 %
D-Freez	0.66	23.48 %
Total	15.44	14.36 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.75	16.68 %
KVT1	1.18	17.41 %
TCN1	1.09	17.27 %
TUT2	0.57	8.36 %
TKS1	0.35	16.48 %
VNR1	0.31	16.50 %
VNR2	0.30	6.72 %
RND1	0.30	5.43 %
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 %
SDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TKS2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	15.44	14.36 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	8.01	16.41 %
D-Freez	0.23	16.90 %
Total	8.24	16.42 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.25	17.83 %
POY1	1.01	10.43 %
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	8.24	16.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	5.88	13.25 %
Total	5.88	12.99 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.72	15.79 %
KPM2	0.54	10.00 %
TRR1	0.29	11.94 %
VEL1	0.25	10.78 %
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 %
WJD1		0.00 %
WJP1		0.00 %
Total	5.88	12.99 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	5.67	15.34 %
Total	5.67	14.95 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.61	17.71 %
SLM1	0.35	5.01 %
SLM3	0.35	12.95 %
ERD2	0.30	16.02 %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
DPR1		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 %
WZWH		0.00 %
Total	5.67	14.95 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	1.29	6.41 %
Total	1.29	6.22 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.62	14.31 %
AVI1		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	1.29	6.22 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.28	5.94 %
Total	0.28	5.67 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.28	7.81 %
PAS1		0.00 %
Total	0.28	5.67 %