

MTD Sales
222.80 L

Brand Share %
15.75 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **15.75 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	220.22	15.74 %
D-Freez	2.57	16.74 %
Total	222.80	15.75 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	62.35	19.79 %
CHENNAI-02	45.31	22.17 %
TRICHY-01	28.80	12.88 %
SOUTH-01	23.73	12.01 %
SOUTH-03	21.32	14.85 %
SOUTH ARCOT	14.10	12.86 %
WEST-02	13.10	15.60 %
NORTH ARCOT	10.12	11.16 %
WEST-01	3.41	8.92 %
KL-SOUTH	0.55	7.11 %
Total	222.80	15.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	62.12	19.86 %
D-Freez	0.23	10.76 %
Total	62.35	19.79 %

Branch *	MTD Sales L	Brand Share %
CH05	2.63	11.74 %
CH48	1.88	8.96 %
CH45	1.81	15.14 %
CH19	1.79	11.51 %
CH30	1.22	13.76 %
CH22	0.97	11.46 %
MRM1	0.62	8.80 %
CGL1	0.58	10.16 %
CH40	0.42	9.82 %
CH26	0.31	13.44 %
CH38	0.30	9.75 %
CH29		0.00 %
CH35		0.00 %
GUD2		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
Total	62.35	19.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	45.31	22.24 %
Total	45.31	22.17 %

Branch *	MTD Sales L	Brand Share %
CH03	2.11	10.43 %
CH24	1.17	13.03 %
CH17	0.62	9.85 %
GPD1	0.59	12.13 %
CH33	0.56	7.40 %
CH20	0.45	4.78 %
PON1	0.31	5.83 %
CH32	0.31	13.63 %
CH44	0.30	3.98 %
CH36	0.26	9.97 %
MC06		0.00 %
MC08		0.00 %
UK11		0.00 %
Total	45.31	22.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	28.57	12.84 %
D-Freez	0.23	20.88 %
Total	28.80	12.88 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.66	14.39 %
TVR2	1.22	14.14 %
KUM1	0.91	5.88 %
TRY3	0.62	6.68 %
KIK1	0.58	5.26 %
APM1	0.30	11.31 %
TVR1	0.30	3.73 %
PBR2	0.30	1.99 %
TTP1	0.27	4.83 %
MSI1	0.25	8.40 %
AYR1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TYR1		0.00 %
Total	28.80	12.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	23.08	11.88 %
D-Freez	0.66	19.45 %
Total	23.73	12.01 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.65	13.98 %
TCN1	1.43	14.37 %
KVT1	1.18	9.51 %
SKD1	1.11	14.82 %
TUT2	0.57	4.76 %
RPM1	0.57	7.02 %
TKS1	0.35	10.25 %
S2SD	0.34	15.57 %
VNR1	0.31	11.32 %
VNR2	0.30	4.05 %
RND1	0.30	4.09 %
KYR1	0.23	15.62 %
APK1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KGL1		0.00 %
KSM1		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	23.73	12.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	21.06	14.79 %
D-Freez	0.25	21.67 %
Total	21.32	14.85 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.59	11.15 %
PNV1	0.57	15.74 %
MDU6	0.37	3.67 %
MDU3	0.30	2.89 %
SVG1	0.30	7.97 %
TEN2	0.24	7.84 %
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 %
TMM1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	21.32	14.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	12.90	12.10 %
D-Freez	1.20	39.70 %
Total	14.10	12.86 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.87	14.40 %
POY1	1.85	11.54 %
KML1	0.96	14.21 %
KLM1	0.93	14.66 %
POY2	0.32	7.33 %
CDM1	0.31	3.50 %
VCM1	0.31	9.08 %
VPM2	0.30	5.43 %
KKI2		0.00 %
MKM1		0.00 %
PRT1		0.00 %
SJI1		0.00 %
STP1		0.00 %
TDM1		0.00 %
ULP1		0.00 %
WHNV		0.00 %
Total	14.10	12.86 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	13.10	15.81 %
Total	13.10	15.60 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.88	12.31 %
SLM1	0.72	5.17 %
SLM3	0.62	13.73 %
MTR1	0.34	5.68 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		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 %
WHPD		0.00 %
WZWH		0.00 %
Total	13.10	15.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	10.12	11.35 %
Total	10.12	11.16 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.07	15.52 %
TRT1	0.37	8.48 %
WJD1	0.31	10.92 %
SBR1	0.27	5.59 %
VEL1	0.25	6.10 %
VSI1		0.08 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	10.12	11.16 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	3.41	9.17 %
Total	3.41	8.92 %

Branch *	MTD Sales L	Brand Share %
AVI1		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
MPM1		0.00 %
PDM1		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	3.41	8.92 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.55	7.31 %
Total	0.55	7.11 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.28	5.01 %
PAS1	0.27	12.46 %
Total	0.55	7.11 %