

MTD Sales
276.10 L

Brand Share %
15.51 %

Information:

MTD : 01-08-2025 To 11-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.51 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	272.88	15.50 %
D-Freez	3.22	16.65 %
Total	276.10	15.51 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	73.43	18.54 %
CHENNAI-02	56.78	21.88 %
TRICHY-01	38.30	14.22 %
SOUTH-01	30.35	11.24 %
SOUTH-03	26.56	14.76 %
SOUTH ARCOT	17.34	12.90 %
NORTH ARCOT	13.93	12.67 %
WEST-02	13.68	13.89 %
WEST-01	4.90	9.29 %
KL-SOUTH	0.83	8.93 %
Total	276.10	15.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	72.98	18.56 %
D-Freez	0.45	15.26 %
Total	73.43	18.54 %

Branch *	MTD Sales L	Brand Share %
CH05	3.56	12.71 %
CH16	3.49	12.32 %
CH48	3.14	12.81 %
CH19	2.75	11.36 %
CH45	1.81	13.59 %
CH22	1.59	13.33 %
CH30	1.22	12.00 %
CH39	1.22	13.39 %
CH40	0.72	12.00 %
MRM1	0.62	7.87 %
CH38	0.58	9.85 %
CH26	0.31	10.00 %
CH35	0.27	5.03 %
CH29		0.00 %
GUD2		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
Total	73.43	18.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	56.78	21.93 %
Total	56.78	21.88 %

Branch *	MTD Sales L	Brand Share %
CH03	2.38	8.77 %
CH24	1.44	11.96 %
CH33	0.87	9.79 %
CH20	0.73	6.43 %
CH17	0.62	7.26 %
GPD1	0.59	11.05 %
PON1	0.31	5.58 %
CH32	0.31	11.55 %
CH44	0.30	3.61 %
MC06		0.00 %
MC08		0.00 %
UKI1		0.00 %
Total	56.78	21.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	37.84	14.14 %
D-Freez	0.45	26.69 %
Total	38.30	14.22 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.49	15.32 %
JKM1	1.05	14.86 %
KUM1	0.91	4.60 %
TRY3	0.62	6.34 %
KIK1	0.58	4.87 %
PBR2	0.57	3.22 %
TYR1	0.30	6.56 %
TRY2	0.30	4.88 %
TVR1	0.30	3.61 %
TTP1	0.27	4.83 %
MSI1	0.25	6.60 %
AYR1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
Total	38.30	14.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	29.70	11.17 %
D-Freez	0.66	15.78 %
Total	30.35	11.24 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.64	12.36 %
KVT1	1.48	9.04 %
TCN1	1.43	13.26 %
SKD1	1.38	13.44 %
TUT2	0.84	5.45 %
RPM1	0.77	7.92 %
MAR1	0.75	10.55 %
RND1	0.65	5.12 %
ASM1	0.62	11.74 %
TKY1	0.37	13.27 %
TKS1	0.35	5.12 %
S2SD	0.34	14.34 %
VNR1	0.31	10.29 %
VNR2	0.30	3.53 %
KYR1	0.23	10.97 %
APK1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MMT1		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	30.35	11.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	26.09	14.63 %
D-Freez	0.46	30.04 %
Total	26.56	14.76 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.87	12.96 %
SVG1	0.59	12.87 %
PNV1	0.57	14.58 %
TMM1	0.54	11.20 %
MDU6	0.37	3.06 %
MDU3	0.30	2.75 %
TEN2	0.24	6.43 %
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 %
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 %
TPT1		0.00 %
WHMD		0.00 %
Total	26.56	14.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	16.14	12.31 %
D-Freez	1.20	36.22 %
Total	17.34	12.90 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.14	14.29 %
POY1	2.12	10.82 %
VPM2	1.15	14.82 %
KML1	0.96	12.34 %
KLM1	0.93	10.48 %
MKM1	0.63	14.91 %
POY2	0.60	11.54 %
CDM1	0.31	2.92 %
VCM1	0.31	5.85 %
KKI2		0.00 %
PRT1		0.00 %
SJI1		0.00 %
STP1		0.00 %
TDM1		0.00 %
ULP1		0.00 %
WHNV		0.00 %
Total	17.34	12.90 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	13.93	12.86 %
Total	13.93	12.67 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.93	14.03 %
TRT1	0.37	7.55 %
GDM1	0.34	11.73 %
WJD1	0.31	10.02 %
CPT1	0.27	14.11 %
VEL1	0.25	5.34 %
VSI1		0.07 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
CGM1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	13.93	12.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	13.68	14.05 %
Total	13.68	13.89 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.00	6.24 %
ERD1	0.88	10.19 %
SLM3	0.62	11.92 %
MTR1	0.34	5.36 %
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	13.68	13.89 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	4.90	9.59 %
Total	4.90	9.29 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.30	6.30 %
AVI1		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	4.90	9.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.83	9.56 %
Total	0.83	8.93 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.56	8.16 %
PAS1	0.27	11.08 %
Total	0.83	8.93 %