

MTD Sales
288.15 L

Brand Share %
15.69 %

Information:

MTD : 01-08-2025 To 12-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.69 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	284.67	15.68 %
D-Freez	3.47	16.70 %
Total	288.15	15.69 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	74.58	18.40 %
CHENNAI-02	58.71	21.82 %
TRICHY-01	39.18	14.06 %
SOUTH-01	32.71	11.57 %
SOUTH-03	27.70	15.14 %
SOUTH ARCOT	17.65	12.95 %
WEST-02	14.58	14.48 %
NORTH ARCOT	13.93	12.38 %
WEST-01	7.26	12.65 %
KL-SOUTH	1.85	16.54 %
Total	288.15	15.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	73.88	18.37 %
D-Freez	0.70	21.97 %
Total	74.58	18.40 %

Branch *	MTD Sales L	Brand Share %
CH05	3.56	12.08 %
CH16	3.49	12.09 %
CH48	3.14	12.64 %
CH19	2.75	11.36 %
CH45	1.85	12.99 %
CH22	1.59	13.33 %
CH30	1.22	12.00 %
CH39	1.22	13.34 %
CH40	0.72	11.45 %
MRM1	0.62	7.87 %
CH38	0.58	9.40 %
CH26	0.31	9.29 %
CH35	0.27	5.03 %
CH29		0.00 %
GUD2		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
Total	74.58	18.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	58.71	21.89 %
Total	58.71	21.82 %

Branch *	MTD Sales L	Brand Share %
CH03	2.68	8.98 %
CH24	1.44	11.68 %
CH33	1.17	12.02 %
CH20	1.11	9.47 %
CH17	0.62	7.26 %
GPD1	0.59	11.05 %
PON1	0.31	5.32 %
CH32	0.31	11.55 %
CH44	0.30	3.61 %
MC06		0.00 %
MC08		0.00 %
UKI1		0.00 %
Total	58.71	21.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	38.73	13.98 %
D-Freez	0.45	26.69 %
Total	39.18	14.06 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.49	13.42 %
JKM1	1.05	14.86 %
KUM1	0.91	4.54 %
TRY3	0.62	5.83 %
APM1	0.61	10.47 %
KIK1	0.58	4.76 %
PBR2	0.57	3.22 %
TYR1	0.30	6.56 %
TRY2	0.30	4.88 %
TVR1	0.30	3.40 %
TTP1	0.27	4.83 %
MSI1	0.25	6.04 %
AYR1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
Total	39.18	14.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	32.05	11.51 %
D-Freez	0.66	14.89 %
Total	32.71	11.57 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.95	13.20 %
KVT1	1.79	10.72 %
TCN1	1.43	13.26 %
SKD1	1.38	8.25 %
TUT2	1.11	6.81 %
RPM1	0.77	7.31 %
MAR1	0.75	10.17 %
RND1	0.65	5.12 %
ASM1	0.62	11.74 %
TKY1	0.37	13.27 %
TKS1	0.35	4.94 %
S2SD	0.34	14.34 %
VNR1	0.31	10.29 %
VNR2	0.30	3.42 %
SVK1	0.29	3.04 %
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 %
TKS2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	32.71	11.57 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	27.24	15.01 %
D-Freez	0.46	30.04 %
Total	27.70	15.14 %

Branch *	MTD Sales L	Brand Share %
SVG1	0.59	12.14 %
PNV1	0.57	13.68 %
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	27.70	15.14 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	16.45	12.40 %
D-Freez	1.20	32.46 %
Total	17.65	12.95 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.14	13.97 %
POY1	2.12	10.66 %
VPM2	1.15	14.82 %
KML1	0.96	12.34 %
KLM1	0.93	10.48 %
MKM1	0.63	14.91 %
POY2	0.60	10.96 %
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	17.65	12.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	14.58	14.64 %
Total	14.58	14.48 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.00	6.24 %
ERD1	0.88	9.83 %
SLM3	0.62	11.92 %
MTR1	0.34	4.83 %
DPR1	0.30	13.51 %
NKL2	0.29	9.30 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
OML1		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	14.58	14.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	13.93	12.59 %
Total	13.93	12.38 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.93	13.47 %
TRT1	0.37	7.55 %
GDM1	0.34	10.48 %
WJD1	0.31	10.02 %
CPT1	0.27	14.11 %
VEL1	0.25	5.09 %
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	12.38 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	7.26	13.02 %
Total	7.26	12.65 %

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 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	7.26	12.65 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.85	17.88 %
Total	1.85	16.54 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.27	10.20 %
Total	1.85	16.54 %