

MTD Sales
241.47 L

Brand Share %
14.07 %

Information:

MTD : 01-10-2025 To 12-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	238.77	14.10 %
D-Freez	2.69	12.21 %
Total	241.47	14.07 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	59.84	19.97 %
CHENNAI-02	47.24	21.87 %
SOUTH-01	41.00	12.04 %
SOUTH-03	31.73	15.31 %
TRICHY-01	23.29	9.91 %
SOUTH ARCOT	12.64	9.81 %
NORTH ARCOT	9.39	9.82 %
WEST-01	8.86	10.82 %
WEST-02	6.63	7.12 %
KL-SOUTH	0.86	4.71 %
Total	241.47	14.07 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	59.42	19.99 %
D-Freez	0.42	17.17 %
Total	59.84	19.97 %

Branch *	MTD Sales L	Brand Share %
CH16	2.91	13.37 %
CH30	1.38	10.75 %
CH22	1.14	13.24 %
CH39	0.65	8.69 %
CH45	0.64	7.85 %
GUD2	0.36	7.86 %
KNR1	0.36	6.61 %
CGL1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	59.84	19.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	47.00	21.90 %
D-Freez	0.24	17.39 %
Total	47.24	21.87 %

Branch *	MTD Sales L	Brand Share %
CH03	2.40	11.17 %
CH41	0.85	11.10 %
CH17	0.33	8.94 %
PON1	0.32	8.68 %
GPD1	0.31	8.88 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
CH36		0.00 %
UKI1		0.00 %
Total	47.24	21.87 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	40.32	12.02 %
D-Freez	0.69	13.30 %
Total	41.00	12.04 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.54	11.69 %
KVT1	1.56	10.23 %
TCN1	0.92	12.68 %
PKD1	0.87	5.80 %
TUT2	0.83	4.58 %
TKS1	0.61	5.54 %
TKS2	0.58	5.82 %
KGL1	0.36	10.81 %
APK1	0.34	6.60 %
UDN1	0.32	6.48 %
MAR1	0.31	6.93 %
RND1	0.28	3.08 %
SDI1	0.26	9.78 %
APK2		0.00 %
ASM1		0.00 %
COL1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
STU2		0.00 %
SVK1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
Total	41.00	12.04 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	31.30	15.41 %
D-Freez	0.43	10.41 %
Total	31.73	15.31 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.61	10.45 %
MDU1	0.93	6.12 %
SVG1	0.88	9.34 %
TEN1	0.87	12.52 %
MPA1	0.31	6.06 %
TMM1	0.22	6.17 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	31.73	15.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	22.82	9.80 %
D-Freez	0.47	23.44 %
Total	23.29	9.91 %

Branch *	MTD Sales L	Brand Share %
TNJ1	2.64	12.19 %
TRY2	1.45	11.57 %
TRY3	0.95	5.53 %
PDK1	0.42	6.42 %
APM1	0.39	12.97 %
TVR2	0.31	3.56 %
TVR1	0.31	6.69 %
MVM1	0.30	3.01 %
TTP1	0.29	12.88 %
PTK1	0.24	2.96 %
TYR1	0.24	4.12 %
AYR1		0.00 %
KIK1		0.00 %
KUM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TZSD		0.00 %
Total	23.29	9.91 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	12.43	9.76 %
D-Freez	0.21	15.14 %
Total	12.64	9.81 %

Branch *	MTD Sales L	Brand Share %
POY1	2.83	13.55 %
NVL2	1.16	10.90 %
CUD1	0.99	7.52 %
POY2	0.87	5.13 %
SJI2	0.66	5.42 %
TDM1	0.36	9.10 %
PRT1	0.32	7.51 %
KLM1	0.29	4.82 %
KKI2		0.00 %
STP1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	12.64	9.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	9.39	9.98 %
Total	9.39	9.82 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.93	11.69 %
VEL2	0.83	9.38 %
SBR1	0.36	6.24 %
TRT1	0.29	4.10 %
UGI1		0.00 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	9.39	9.82 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	8.62	10.75 %
D-Freez	0.23	14.06 %
Total	8.86	10.82 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.28	7.35 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE5		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 %
PPI1		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	8.86	10.82 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	6.63	7.26 %
Total	6.63	7.12 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.24	13.64 %
SLM3	1.01	8.81 %
ERD1	0.84	6.85 %
NKL2	0.31	4.09 %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
Total	6.63	7.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.86	4.86 %
Total	0.86	4.71 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.58	4.31 %
KLR1	0.28	9.79 %
PAS1		0.00 %
Total	0.86	4.71 %