

MTD Sales
402.50 L

Brand Share %
15.60 %

Information:

MTD : 01-08-2025 To 16-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.60 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	397.59	15.59 %
D-Freez	4.92	16.43 %
Total	402.50	15.60 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	95.44	17.86 %
CHENNAI-02	78.21	20.43 %
TRICHY-01	56.16	14.64 %
SOUTH-01	54.13	12.93 %
SOUTH-03	38.18	15.35 %
SOUTH ARCOT	26.15	11.95 %
WEST-02	23.62	16.83 %
NORTH ARCOT	18.95	11.91 %
WEST-01	9.55	12.10 %
KL-SOUTH	2.12	14.74 %
Total	402.50	15.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	94.29	17.79 %
D-Freez	1.15	25.45 %
Total	95.44	17.86 %

Branch *	MTD Sales L	Brand Share %
CH05	6.02	14.61 %
CH16	4.47	12.31 %
CH30	4.15	13.56 %
CH19	3.62	10.31 %
CH48	3.56	12.69 %
CH22	2.27	14.21 %
CH45	1.85	11.32 %
CH39	1.56	13.62 %
KNR1	1.25	13.13 %
CH37	1.07	15.16 %
MRM1	0.92	8.48 %
CH38	0.91	9.53 %
CH40	0.72	10.26 %
GUD2	0.71	4.45 %
CH26	0.31	6.21 %
CH29		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
Total	95.44	17.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	78.21	20.51 %
Total	78.21	20.43 %

Branch *	MTD Sales L	Brand Share %
CH03	4.60	10.47 %
CH43	1.79	13.28 %
CH20	1.71	9.44 %
CH24	1.44	10.55 %
CH33	1.17	8.68 %
CH23	0.89	9.29 %
CH17	0.62	5.36 %
GPD1	0.59	9.70 %
PON1	0.31	4.65 %
CH32	0.31	4.11 %
CH44	0.30	2.58 %
MC06		0.00 %
MC08		0.00 %
UKI1		0.00 %
Total	78.21	20.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	55.41	14.55 %
D-Freez	0.74	27.87 %
Total	56.16	14.64 %

Branch *	MTD Sales L	Brand Share %
TNJ1	3.16	14.05 %
TVR2	2.08	9.23 %
PDK1	1.77	15.20 %
MVM1	1.43	5.77 %
PBR2	1.15	5.96 %
TTP1	1.15	13.13 %
JKM1	1.05	12.29 %
TRY3	0.92	7.59 %
KUM1	0.91	3.44 %
TYR1	0.65	12.42 %
APM1	0.61	8.85 %
TVR1	0.59	5.08 %
KIK1	0.58	3.56 %
MSI1	0.25	4.55 %
AYR1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
Total	56.16	14.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	53.23	12.91 %
D-Freez	0.90	14.35 %
Total	54.13	12.93 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.88	13.53 %
TUT1	5.87	10.51 %
KVT1	1.79	8.63 %
TCN1	1.74	11.62 %
TUT2	1.41	6.28 %
SKD1	1.38	7.91 %
RND1	1.23	6.94 %
MAR1	1.03	9.78 %
ASM1	0.96	11.65 %
PKD1	0.91	8.02 %
VNR2	0.86	6.07 %
RPM1	0.77	5.90 %
TKS2	0.66	7.79 %
TKS1	0.66	5.38 %
VNR1	0.65	15.01 %
SVK1	0.59	4.64 %
MMT1	0.55	10.98 %
S2SD	0.34	13.15 %
VKM1	0.25	5.17 %
KYR1	0.23	8.84 %
APK1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
UDN1		0.00 %
TYI1	-0.28	-4.35 %
Total	54.13	12.93 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	37.72	15.31 %
D-Freez	0.46	18.94 %
Total	38.18	15.35 %

Branch *	MTD Sales L	Brand Share %
USL1	0.87	15.05 %
MDU6	0.67	4.59 %
SVG1	0.59	8.52 %
PNV1	0.57	12.94 %
TMM1	0.54	10.54 %
MNM1	0.30	9.25 %
MDU3	0.30	2.55 %
TEN2	0.24	5.48 %
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 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	38.18	15.35 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	24.71	11.56 %
D-Freez	1.44	27.99 %
Total	26.15	11.95 %

Branch *	MTD Sales L	Brand Share %
POY1	3.60	9.67 %
CUD1	2.72	14.36 %
TRK1	1.57	13.35 %
KLM1	1.24	11.63 %
KML1	0.96	10.57 %
VCM1	0.63	5.14 %
MKM1	0.63	9.78 %
CDM1	0.62	4.39 %
TDM1	0.34	3.70 %
KKI2		0.00 %
PRT1		0.00 %
SJI1		0.00 %
STP1		0.00 %
ULP1		0.00 %
WHNV		0.00 %
Total	26.15	11.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	23.62	16.99 %
Total	23.62	16.83 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.00	5.27 %
ERD1	0.88	5.04 %
SLM3	0.62	6.19 %
MTR1	0.34	4.29 %
DPR1	0.30	10.10 %
ATU1	0.30	6.06 %
NKL2	0.29	7.85 %
APN1		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 %
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	23.62	16.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	18.95	12.14 %
Total	18.95	11.91 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.93	9.45 %
KPM1	0.60	5.60 %
GDM1	0.34	8.30 %
WJD1	0.31	9.20 %
VEL1	0.25	1.99 %
VSI1		0.05 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	18.95	11.91 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	9.33	12.17 %
D-Freez	0.22	9.68 %
Total	9.55	12.10 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.30	3.50 %
MPM1	0.30	11.90 %
SNR1	0.22	9.46 %
AVI1		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	9.55	12.10 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.12	15.78 %
Total	2.12	14.74 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.27	6.93 %
Total	2.12	14.74 %