

MTD Sales
319.52 L

Brand Share %
14.39 %

Information:

MTD : 01-10-2025 To 16-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	315.79	14.43 %
D-Freez	3.73	11.87 %
Total	319.52	14.39 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	72.96	19.12 %
CHENNAI-02	59.70	22.37 %
SOUTH-01	57.44	12.67 %
SOUTH-03	45.22	16.92 %
TRICHY-01	34.69	10.87 %
SOUTH ARCOT	17.46	10.76 %
NORTH ARCOT	11.62	10.21 %
WEST-01	10.12	9.45 %
WEST-02	8.66	6.91 %
KL-SOUTH	1.64	7.12 %
Total	319.52	14.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	72.54	19.19 %
D-Freez	0.42	12.27 %
Total	72.96	19.12 %

Branch *	MTD Sales L	Brand Share %
CH05	3.33	14.28 %
CH16	3.32	11.83 %
CH28	2.22	13.71 %
CH45	1.26	13.40 %
CH39	0.65	8.16 %
CH38	0.39	5.06 %
GUD2	0.36	6.25 %
KNR1	0.36	4.89 %
CH37	0.32	10.16 %
MC10	0.31	13.62 %
CGL1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	72.96	19.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	59.46	22.39 %
D-Freez	0.24	17.39 %
Total	59.70	22.37 %

Branch *	MTD Sales L	Brand Share %
CH03	2.40	9.29 %
CH33	1.60	12.49 %
CH41	0.86	10.41 %
CH17	0.67	14.29 %
PON1	0.64	14.26 %
GPD1	0.31	7.15 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
UKI1		0.00 %
Total	59.70	22.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	56.45	12.63 %
D-Freez	0.98	15.87 %
Total	57.44	12.67 %

Branch *	MTD Sales L	Brand Share %
TUT2	2.54	10.35 %
KVT1	1.84	9.73 %
PKD1	0.87	5.10 %
MMT1	0.79	13.45 %
MAR1	0.66	9.85 %
ASM1	0.61	10.66 %
TKS1	0.61	4.86 %
TKS2	0.58	4.16 %
KYR1	0.52	14.07 %
KGL1	0.36	8.20 %
APK1	0.34	4.91 %
UDN1	0.32	3.59 %
RND1	0.28	2.54 %
SDI1	0.26	8.09 %
APK2		0.00 %
COL1		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	57.44	12.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	44.52	16.98 %
D-Freez	0.70	13.76 %
Total	45.22	16.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.23	7.64 %
SVG1	0.88	7.95 %
TEN1	0.87	12.01 %
MDU3	0.55	5.76 %
PVI1	0.54	12.56 %
MNM1	0.32	7.00 %
MPA1	0.31	3.83 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	45.22	16.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	34.22	10.84 %
D-Freez	0.47	12.89 %
Total	34.69	10.87 %

Branch *	MTD Sales L	Brand Share %
TNJ1	3.77	13.85 %
TRY3	1.25	5.97 %
PTK1	0.88	6.41 %
JKM1	0.73	13.22 %
TVR2	0.59	5.14 %
PDK1	0.42	4.28 %
APM1	0.39	10.07 %
TVR1	0.31	5.72 %
MVM1	0.30	2.51 %
ORU1	0.29	7.26 %
TTP1	0.29	9.37 %
TYR1	0.24	3.64 %
AYR1		0.00 %
KIK1		0.00 %
KUM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TZSD		0.00 %
Total	34.69	10.87 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	17.25	10.81 %
D-Freez	0.21	7.46 %
Total	17.46	10.76 %

Branch *	MTD Sales L	Brand Share %
POY1	3.46	13.40 %
CUD1	1.61	9.83 %
POY2	1.47	7.13 %
NVL2	1.44	12.40 %
TRK1	0.83	12.68 %
SJI2	0.66	5.30 %
ULP1	0.57	13.27 %
KML1	0.36	13.29 %
TDM1	0.36	6.45 %
PRT1	0.32	5.93 %
KLM1	0.29	3.54 %
KKI2		0.00 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	17.46	10.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	11.38	10.18 %
D-Freez	0.24	11.44 %
Total	11.62	10.21 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.93	11.69 %
SBR1	0.36	4.42 %
TRT1	0.29	3.37 %
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	11.62	10.21 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	9.89	9.42 %
D-Freez	0.23	10.71 %
Total	10.12	9.45 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.28	4.19 %
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	10.12	9.45 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	8.44	6.92 %
D-Freez	0.23	6.39 %
Total	8.66	6.91 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.67	9.91 %
SLM1	1.52	10.88 %
SLM3	1.51	11.50 %
ERD1	1.23	7.32 %
RSP1	0.36	10.45 %
EPI1	0.33	8.40 %
NKL2	0.31	3.49 %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KRI1		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	8.66	6.91 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.64	7.45 %
Total	1.64	7.12 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.36	8.58 %
KLR1	0.28	7.23 %
PAS1		0.00 %
Total	1.64	7.12 %