

MTD Sales
229.35 L

Brand Share %
16.60 %

Information:

MTD : 01-11-2025 To 16-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.60 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	228.66	16.80 %
D-Freez	0.69	3.34 %
Total	229.35	16.60 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	53.66	26.21 %
CHENNAI-01	43.70	16.73 %
SOUTH-03	40.14	25.61 %
SOUTH-01	31.29	15.75 %
TRICHY-01	23.83	10.83 %
SOUTH ARCOT	10.57	8.34 %
NORTH ARCOT	10.00	13.75 %
WEST-01	7.78	12.67 %
WEST-02	5.79	8.93 %
KL-SOUTH	2.60	17.34 %
Total	229.35	16.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	53.66	26.40 %
Total	53.66	26.21 %

Branch *	MTD Sales L	Brand Share %
CH06	1.18	15.47 %
CH33	0.95	16.51 %
CH03	0.89	6.59 %
CH17	0.68	8.03 %
PON1	0.32	13.01 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	53.66	26.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	43.70	16.96 %
Total	43.70	16.73 %

Branch *	MTD Sales L	Brand Share %
CH42	2.56	10.27 %
CH19	2.12	11.88 %
CH22	1.23	14.24 %
CH11	0.93	12.82 %
GUD1	0.70	9.90 %
SKL1	0.64	8.93 %
CZWH	0.44	2.45 %
KNR1	0.39	12.06 %
CH38	0.37	10.25 %
CH37	0.32	9.67 %
CH45	0.32	3.05 %
CGL1	0.29	7.98 %
CH26		0.00 %
CH40		0.00 %
GUD2		0.00 %
TKM1		0.00 %
WHC3		0.00 %
WCHN	-0.69	15.36 %
Total	43.70	16.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	40.14	25.71 %
Total	40.14	25.61 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.52	9.58 %
KRR1	0.39	11.96 %
TEN1	0.29	11.56 %
SVG1	0.27	5.19 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TEN2		0.00 %
TMM1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	40.14	25.61 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	31.30	15.96 %
D-Freez	-0.01	-0.59 %
Total	31.29	15.75 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.64	15.00 %
TUT2	1.59	12.58 %
SVK1	0.66	14.18 %
TVL2	0.59	9.57 %
TKS2	0.59	12.00 %
TCN1	0.51	11.08 %
TKS1	0.36	9.64 %
PKD1	0.31	8.14 %
UDN1	0.31	7.00 %
APK2	0.29	8.88 %
RND1	0.28	2.79 %
ASM1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
PDI1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
STU2		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VNR2		0.00 %
VNR1	-0.01	-0.21 %
SNL1	-0.03	-0.76 %
APK1	-0.38	-9.46 %
KVT1	-0.61	-7.79 %
Total	31.29	15.75 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	23.83	10.88 %
Total	23.83	10.83 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.15	15.25 %
TRY2	2.15	12.15 %
TNJ1	1.82	12.89 %
PBR2	1.82	12.85 %
PTK1	1.43	15.87 %
MDI1	0.81	11.52 %
KIK1	0.75	12.14 %
TRY3	0.61	4.63 %
TTP1	0.59	10.22 %
AYR1	0.56	8.99 %
PDK1	0.32	4.00 %
JKM1	0.32	13.79 %
KRN1	0.30	15.04 %
MSI1	0.30	8.73 %
APM1		0.00 %
KUM1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TRY4		0.00 %
TVR1		0.00 %
TYR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	23.83	10.83 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	10.80	8.60 %
D-Freez	-0.23	-21.21 %
Total	10.57	8.34 %

Branch *	MTD Sales L	Brand Share %
POY2	3.00	11.67 %
POY1	1.69	10.55 %
NVL2	1.17	15.30 %
VCM1	1.12	13.31 %
VPM2	0.90	14.97 %
CUD1	0.86	8.75 %
TRK1	0.05	3.78 %
CDM1		0.00 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
SJI2		0.00 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	10.57	8.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	9.78	14.13 %
D-Freez	0.23	6.36 %
Total	10.00	13.75 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.19	14.78 %
AKM1	0.98	13.22 %
KPM1	0.75	14.34 %
SBR1	0.43	6.16 %
VSI1	0.23	5.29 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	10.00	13.75 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	7.06	11.99 %
D-Freez	0.72	28.71 %
Total	7.78	12.67 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.55	11.34 %
TPR1	0.37	10.79 %
SNR1	0.31	15.51 %
CBE1	0.30	7.80 %
ANR1		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
TPR2		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	7.78	12.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	5.79	9.36 %
Total	5.79	8.93 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.59	8.84 %
PMP1	0.31	10.31 %
ATU1	0.29	11.18 %
SLM1	0.29	3.34 %
APN1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM3		0.00 %
TCG1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	5.79	8.93 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.60	19.36 %
Total	2.60	17.34 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	2.60	17.34 %