

MTD Sales
348.12 L

Brand Share %
14.64 %

Information:

MTD : 01-10-2025 To 17-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.64 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	344.39	14.68 %
D-Freez	3.73	11.80 %
Total	348.12	14.64 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	75.29	18.60 %
SOUTH-01	64.35	13.20 %
CHENNAI-02	61.25	22.26 %
SOUTH-03	48.96	17.38 %
TRICHY-01	36.79	10.82 %
NORTH ARCOT	20.61	14.41 %
SOUTH ARCOT	18.37	10.71 %
WEST-02	10.47	7.70 %
WEST-01	10.41	9.07 %
KL-SOUTH	1.64	6.85 %
Total	348.12	14.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	74.87	18.66 %
D-Freez	0.42	11.65 %
Total	75.29	18.60 %

Branch *	MTD Sales L	Brand Share %
CH16	3.59	12.09 %
CH05	3.33	13.81 %
CH28	2.22	13.71 %
CH45	1.26	12.78 %
GUD2	0.67	10.44 %
CH39	0.65	8.16 %
TKM1	0.53	11.54 %
CH38	0.39	4.88 %
KNR1	0.36	4.69 %
CH37	0.32	9.32 %
MC10	0.31	13.62 %
CGL1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
WHC3		0.00 %
Total	75.29	18.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	63.36	13.17 %
D-Freez	0.98	15.87 %
Total	64.35	13.20 %

Branch *	MTD Sales L	Brand Share %
TUT2	2.89	9.55 %
KVT1	2.13	10.90 %
PKD1	1.63	8.98 %
SKD1	0.95	13.67 %
MMT1	0.79	13.45 %
UDN1	0.71	7.66 %
MAR1	0.66	8.29 %
ASM1	0.61	9.74 %
TKS1	0.61	4.86 %
TKS2	0.58	3.99 %
KYR1	0.52	12.95 %
KGL1	0.36	7.67 %
APK1	0.34	4.91 %
SVK1	0.29	1.78 %
RND1	0.28	2.42 %
VNR2	0.27	1.69 %
SDI1	0.26	8.09 %
APK2		0.00 %
COL1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
VKM1		0.00 %
VNR1		0.00 %
Total	64.35	13.20 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	61.01	22.29 %
D-Freez	0.24	17.39 %
Total	61.25	22.26 %

Branch *	MTD Sales L	Brand Share %
CH03	3.31	12.08 %
CH33	1.93	14.07 %
CH41	0.86	9.37 %
CH17	0.67	14.29 %
PON1	0.64	14.26 %
CH27	0.32	10.80 %
GPD1	0.31	7.15 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
UKI1		0.00 %
Total	61.25	22.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	48.25	17.44 %
D-Freez	0.70	13.76 %
Total	48.96	17.38 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.23	7.14 %
SVG1	0.88	7.95 %
TEN1	0.87	12.01 %
MDU3	0.55	5.45 %
MNM1	0.32	7.00 %
MPA1	0.31	3.72 %
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 %
SZSD		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	48.96	17.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	36.32	10.80 %
D-Freez	0.47	12.89 %
Total	36.79	10.82 %

Branch *	MTD Sales L	Brand Share %
TNJ1	3.77	13.40 %
TRY2	2.99	14.40 %
PBR2	2.72	14.17 %
TRY3	1.25	5.89 %
TVR2	1.18	9.07 %
PTK1	0.88	6.16 %
JKM1	0.73	13.22 %
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	7.65 %
TNJ2	0.28	2.07 %
TYR1	0.24	3.33 %
AYR1		0.00 %
KIK1		0.00 %
KUM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
TZSD		0.00 %
Total	36.79	10.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	20.37	14.45 %
D-Freez	0.24	11.44 %
Total	20.61	14.41 %

Branch *	MTD Sales L	Brand Share %
KPM1	1.20	11.24 %
WJD1	0.62	14.51 %
SBR1	0.36	3.95 %
VEL1	0.31	3.41 %
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 %
VNB1		0.00 %
WJP1		0.00 %
Total	20.61	14.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	18.16	10.76 %
D-Freez	0.21	7.46 %
Total	18.37	10.71 %

Branch *	MTD Sales L	Brand Share %
POY1	3.76	13.44 %
CUD1	1.61	9.17 %
POY2	1.47	6.84 %
NVL2	1.44	12.09 %
TRK1	0.83	12.68 %
SJI2	0.66	5.43 %
ULP1	0.57	11.17 %
KML1	0.36	13.29 %
TDM1	0.36	5.86 %
PRT1	0.32	5.93 %
KLM1	0.29	3.27 %
KKI2		0.00 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	18.37	10.71 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	10.24	7.73 %
D-Freez	0.23	6.39 %
Total	10.47	7.70 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.59	12.25 %
SLM1	1.83	12.51 %
SLM3	1.79	12.75 %
ERD1	1.23	6.84 %
RSP1	0.36	10.45 %
EPI1	0.33	7.84 %
NKL2	0.31	3.37 %
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	10.47	7.70 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	10.17	9.03 %
D-Freez	0.23	10.71 %
Total	10.41	9.07 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.29	6.19 %
CBE4	0.28	3.72 %
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 %
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	10.41	9.07 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.64	7.16 %
Total	1.64	6.85 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.36	8.12 %
KLR1	0.28	7.23 %
PAS1		0.00 %
Total	1.64	6.85 %