

MTD Sales
431.52 L

Brand Share %
15.53 %

Information:

MTD : 01-08-2025 To 18-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	426.37	15.53 %
D-Freez	5.15	15.54 %
Total	431.52	15.53 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	101.69	17.67 %
CHENNAI-02	81.75	20.03 %
TRICHY-01	59.98	14.62 %
SOUTH-01	59.48	13.26 %
SOUTH-03	41.00	15.09 %
SOUTH ARCOT	27.61	12.09 %
WEST-02	24.89	16.64 %
NORTH ARCOT	22.39	12.76 %
WEST-01	10.38	10.93 %
KL-SOUTH	2.37	14.42 %
Total	431.52	15.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	100.53	17.63 %
D-Freez	1.15	22.62 %
Total	101.69	17.67 %

Branch *	MTD Sales L	Brand Share %
CH05	6.32	14.33 %
CH16	4.76	11.52 %
CH30	4.45	14.83 %
CH48	4.20	13.89 %
CH19	3.93	10.47 %
CH22	2.62	15.09 %
CH45	2.19	12.75 %
CH39	1.56	13.34 %
KNR1	1.55	14.16 %
CH37	1.07	15.11 %
CH40	1.06	11.82 %
MRM1	0.92	7.84 %
CH38	0.91	9.07 %
GUD2	0.71	4.05 %
CH26	0.31	4.94 %
CH29		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN		0.00 %
Total	101.69	17.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	81.75	20.11 %
Total	81.75	20.03 %

Branch *	MTD Sales L	Brand Share %
CH03	4.60	10.08 %
CH43	1.79	12.51 %
CH33	1.78	11.69 %
CH20	1.71	7.97 %
CH24	1.44	9.61 %
CH17	0.92	7.44 %
CH23	0.89	9.06 %
CH44	0.61	4.61 %
GPD1	0.59	9.27 %
PON1	0.31	4.16 %
CH32	0.31	4.31 %
MC06		0.00 %
MC08		0.00 %
UKI1		0.00 %
Total	81.75	20.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	59.24	14.54 %
D-Freez	0.74	27.87 %
Total	59.98	14.62 %

Branch *	MTD Sales L	Brand Share %
PTK1	3.21	14.83 %
TNJ1	3.16	13.11 %
TVR2	2.36	9.69 %
PDK1	1.77	13.45 %
TRY2	1.44	15.51 %
MVM1	1.43	5.58 %
PBR2	1.15	5.71 %
TTP1	1.15	12.72 %
JKM1	1.05	12.01 %
TRY3	0.92	6.80 %
KUM1	0.91	3.28 %
TYR1	0.65	10.93 %
APM1	0.61	8.48 %
TVR1	0.59	4.61 %
KIK1	0.58	3.48 %
MSI1	0.25	4.16 %
AYR1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
Total	59.98	14.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	58.35	13.22 %
D-Freez	1.13	15.32 %
Total	59.48	13.26 %

Branch *	MTD Sales L	Brand Share %
TVL1	7.18	13.01 %
TUT1	6.91	11.67 %
KVT1	2.30	10.57 %
TCN1	2.08	13.07 %
RPM1	1.73	11.32 %
TUT2	1.41	5.82 %
SKD1	1.38	7.91 %
RND1	1.23	6.56 %
MAR1	1.03	9.27 %
ASM1	0.96	11.65 %
PKD1	0.91	7.82 %
VNR2	0.86	5.12 %
STU2	0.78	14.17 %
TKS2	0.66	6.76 %
TKS1	0.66	5.38 %
VNR1	0.65	14.17 %
SVK1	0.59	4.25 %
MMT1	0.55	10.98 %
S2SD	0.34	13.15 %
VKM1	0.25	4.93 %
APK1		0.00 %
COL1		0.00 %
ERL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
UDN1		-0.04 %
TYI1	-0.28	-4.02 %
Total	59.48	13.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	40.53	15.07 %
D-Freez	0.46	17.20 %
Total	41.00	15.09 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.01	6.31 %
USL1	0.87	14.39 %
SVG1	0.59	7.93 %
PNV1	0.57	11.87 %
TMM1	0.54	9.00 %
MNM1	0.30	8.45 %
MDU3	0.30	2.50 %
MDU5	0.28	6.86 %
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 %
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	41.00	15.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	26.16	11.73 %
D-Freez	1.44	26.81 %
Total	27.61	12.09 %

Branch *	MTD Sales L	Brand Share %
POY1	4.17	10.55 %
VPM2	1.70	15.35 %
TRK1	1.57	12.10 %
KLM1	1.24	11.33 %
KML1	0.96	10.25 %
TVM1	0.85	15.46 %
VCM1	0.63	5.04 %
MKM1	0.63	10.25 %
CDM1	0.62	4.27 %
TDM1	0.34	3.70 %
KKI2		0.00 %
PRT1		0.00 %
SJI1		0.00 %
STP1		0.00 %
ULP1		0.00 %
WHNV		0.00 %
Total	27.61	12.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	24.89	16.84 %
Total	24.89	16.64 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.61	8.05 %
SLM3	0.91	8.06 %
ERD1	0.88	4.96 %
MTR1	0.34	4.02 %
DPR1	0.30	10.10 %
ATU1	0.30	6.06 %
NKL2	0.29	7.85 %
APN1		0.00 %
BMD1		0.00 %
CM11		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	24.89	16.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	22.39	13.01 %
Total	22.39	12.76 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.93	9.45 %
KPM1	0.60	5.20 %
GDM1	0.34	8.30 %
WJD1	0.31	9.20 %
VNB1	0.30	14.03 %
ARC2	0.30	1.68 %
VEL1	0.25	1.73 %
VSI1		0.05 %
ABR1		0.00 %
ANI1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	22.39	12.76 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	10.16	10.96 %
D-Freez	0.22	9.68 %
Total	10.38	10.93 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.30	3.50 %
MPM1	0.30	11.90 %
SNR1	0.22	6.60 %
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 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	10.38	10.93 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.37	15.31 %
Total	2.37	14.42 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.27	6.60 %
Total	2.37	14.42 %