

MTD Sales
396.55 L

Brand Share %
14.96 %

Information:

MTD : 01-10-2025 To 18-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.96 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	392.41	15.00 %
D-Freez	4.14	11.88 %
Total	396.55	14.96 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	79.12	18.46 %
SOUTH-03	71.35	19.70 %
CHENNAI-02	71.25	22.73 %
SOUTH-01	69.78	12.95 %
TRICHY-01	39.42	10.79 %
NORTH ARCOT	22.20	14.08 %
SOUTH ARCOT	17.98	9.83 %
WEST-02	11.61	7.70 %
WEST-01	11.41	9.15 %
KL-SOUTH	2.44	9.47 %
Total	396.55	14.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	78.49	18.48 %
D-Freez	0.63	16.56 %
Total	79.12	18.46 %

Branch *	MTD Sales L	Brand Share %
CH05	3.92	14.53 %
CH16	3.89	12.46 %
CH28	2.22	13.71 %
CH22	1.79	14.07 %
CH45	1.26	12.47 %
GUD2	0.97	12.28 %
CH39	0.65	7.62 %
CH38	0.39	4.88 %
KNR1	0.36	4.69 %
CH37	0.32	9.32 %
MC10	0.31	11.85 %
CGL1		0.00 %
CH29		0.00 %
CH40		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	79.12	18.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	70.45	19.76 %
D-Freez	0.90	16.23 %
Total	71.35	19.70 %

Branch *	MTD Sales L	Brand Share %
SVG1	0.88	6.62 %
MDU3	0.55	5.22 %
MNM1	0.32	6.59 %
MPA1	0.31	3.58 %
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	71.35	19.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	71.01	22.75 %
D-Freez	0.24	17.39 %
Total	71.25	22.73 %

Branch *	MTD Sales L	Brand Share %
CH03	4.26	13.82 %
CH33	1.93	13.80 %
CH41	1.14	11.17 %
CH17	0.67	14.29 %
PON1	0.64	13.42 %
CH27	0.32	10.80 %
GPD1	0.31	5.63 %
CH23	0.29	8.43 %
CH01		0.00 %
CH32		0.00 %
UKI1		0.00 %
Total	71.25	22.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	68.80	12.92 %
D-Freez	0.98	14.89 %
Total	69.78	12.95 %

Branch *	MTD Sales L	Brand Share %
TUT2	2.89	9.20 %
KVT1	2.39	11.23 %
PKD1	1.63	8.85 %
SKD1	0.95	12.69 %
MMT1	0.79	9.88 %
UDN1	0.71	6.69 %
MAR1	0.66	6.50 %
ASM1	0.61	8.21 %
TKS1	0.61	4.50 %
S2SD	0.60	13.59 %
TKS2	0.58	3.67 %
KYR1	0.52	12.11 %
APK2	0.37	4.65 %
KGL1	0.36	6.60 %
APK1	0.34	2.86 %
SVK1	0.29	1.66 %
RND1	0.28	2.18 %
VNR2	0.27	1.60 %
SDI1	0.26	8.09 %
COL1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
VKM1		0.00 %
VNR1		0.00 %
Total	69.78	12.95 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	38.94	10.78 %
D-Freez	0.47	11.44 %
Total	39.42	10.79 %

Branch *	MTD Sales L	Brand Share %
TNJ1	4.06	13.72 %
TRY2	2.99	13.41 %
NGT1	1.56	13.47 %
TVR2	1.46	9.68 %
TRY3	1.25	5.67 %
PTK1	0.88	6.04 %
JKM1	0.73	13.22 %
MVM1	0.62	4.70 %
PDK1	0.42	3.82 %
APM1	0.39	10.07 %
TVR1	0.31	4.86 %
ORU1	0.29	7.26 %
TTP1	0.29	7.65 %
TNJ2	0.28	2.07 %
TYR1	0.24	2.97 %
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	39.42	10.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	21.96	14.13 %
D-Freez	0.24	10.39 %
Total	22.20	14.08 %

Branch *	MTD Sales L	Brand Share %
KPM1	1.20	11.24 %
WJD1	0.62	13.82 %
VSI1	0.60	14.52 %
SBR1	0.36	3.52 %
VEL1	0.31	3.29 %
TRT1	0.29	3.17 %
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 %
WJP1		0.00 %
Total	22.20	14.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	17.77	9.88 %
D-Freez	0.21	6.94 %
Total	17.98	9.83 %

Branch *	MTD Sales L	Brand Share %
POY1	3.76	12.89 %
POY2	2.05	9.16 %
CDM1	1.78	13.44 %
CUD1	1.61	8.49 %
NVL2	1.44	11.50 %
TRK1	0.83	12.68 %
ULP1	0.83	13.28 %
SJI2	0.66	5.19 %
KML1	0.36	10.83 %
TDM1	0.36	5.39 %
PRT1	0.32	4.85 %
KLM1	0.29	3.19 %
KKI2		0.00 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	17.98	9.83 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	11.38	7.76 %
D-Freez	0.23	5.35 %
Total	11.61	7.70 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.88	11.39 %
SLM1	2.10	13.87 %
SLM3	1.79	12.75 %
ERD1	1.52	7.25 %
RSP1	0.36	8.93 %
EPI1	0.33	7.34 %
NKL2	0.31	3.10 %
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	11.61	7.70 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.18	9.17 %
D-Freez	0.23	8.37 %
Total	11.41	9.15 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.29	5.92 %
CBE4	0.28	3.56 %
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	11.41	9.15 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.44	9.86 %
Total	2.44	9.47 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.16	11.79 %
KLR1	0.28	6.73 %
PAS1		0.00 %
Total	2.44	9.47 %