

MTD Sales
280.49 L

Brand Share %
17.48 %

Information:

MTD : 01-11-2025 To 21-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.48 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	279.80	17.72 %
D-Freez	0.69	2.68 %
Total	280.49	17.48 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	60.43	25.94 %
CHENNAI-01	58.51	19.26 %
SOUTH-03	45.44	25.23 %
SOUTH-01	36.40	15.73 %
TRICHY-01	27.76	11.38 %
NORTH ARCOT	13.15	13.15 %
SOUTH ARCOT	13.10	9.27 %
WEST-02	12.09	14.62 %
WEST-01	10.45	14.51 %
KL-SOUTH	3.14	18.99 %
Total	280.49	17.48 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	60.43	26.09 %
Total	60.43	25.94 %

Branch *	MTD Sales L	Brand Share %
CH20	2.25	16.38 %
CH21	1.26	15.95 %
CH33	0.94	16.46 %
CH03	0.89	6.04 %
CH36	0.70	16.67 %
CH17	0.68	7.31 %
GPD1	0.36	15.15 %
PON1	0.32	11.49 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
MC06		0.00 %
Total	60.43	25.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	58.51	19.52 %
Total	58.51	19.26 %

Branch *	MTD Sales L	Brand Share %
CH16	2.98	15.64 %
CH19	2.42	10.47 %
CH08	2.42	17.25 %
GUD1	1.40	15.96 %
SKL1	1.19	13.80 %
CZWH	1.00	5.21 %
CH11	0.93	11.83 %
CH22	0.85	8.51 %
CGL1	0.62	12.93 %
KNR1	0.39	10.96 %
CH38	0.37	8.75 %
CH37	0.32	8.24 %
CH45	0.32	2.96 %
CH26		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	58.51	19.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	45.44	25.42 %
Total	45.44	25.23 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.52	8.30 %
KRR1	0.39	7.68 %
ODM1	0.32	17.40 %
SVG1	0.27	4.89 %
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 %
USL1		0.00 %
Total	45.44	25.23 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	36.42	16.02 %
D-Freez	-0.01	-0.36 %
Total	36.40	15.73 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.91	13.33 %
TUT2	1.59	11.26 %
UDN1	0.67	11.84 %
SVK1	0.66	10.78 %
TVL2	0.59	9.57 %
TKS2	0.59	10.88 %
TCN1	0.51	9.27 %
TKS1	0.36	9.00 %
PKD1	0.31	7.49 %
APK2	0.29	8.08 %
RND1	0.28	2.40 %
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 %
TYI1		0.00 %
VKM1		0.00 %
VNR2		0.00 %
VNR1	-0.01	-0.20 %
SNL1	-0.03	-0.71 %
APK1	-0.38	-9.46 %
KVT1	-0.61	-8.23 %
Total	36.40	15.73 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	27.76	11.44 %
Total	27.76	11.38 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.15	14.12 %
TRY2	2.15	11.35 %
PBR2	2.10	14.49 %
TNJ1	1.82	12.61 %
PTK1	1.73	15.12 %
MDI1	0.81	10.11 %
KIK1	0.75	11.53 %
TRY3	0.61	4.51 %
TTP1	0.59	10.82 %
AYR1	0.56	8.56 %
PDK1	0.32	3.79 %
JKM1	0.32	12.28 %
KRN1	0.30	15.04 %
MSI1	0.30	6.78 %
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	27.76	11.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	12.93	13.50 %
D-Freez	0.23	5.35 %
Total	13.15	13.15 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.41	12.45 %
AKM1	0.98	13.22 %
KPM1	0.75	11.76 %
VEL2	0.60	6.97 %
VSI1	0.53	10.34 %
ARC2	0.26	5.94 %
ABR1		0.00 %
ANI1		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	13.15	13.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	13.34	9.60 %
D-Freez	-0.23	-9.67 %
Total	13.10	9.27 %

Branch *	MTD Sales L	Brand Share %
POY2	3.29	12.30 %
POY1	1.69	10.18 %
CUD1	1.49	12.20 %
NVL2	1.17	12.97 %
VCM1	1.12	12.18 %
VPM2	0.90	14.31 %
KLM1	0.30	3.65 %
TRK1	0.05	2.44 %
CDM1		0.00 %
KKI2		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	13.10	9.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	12.09	15.20 %
Total	12.09	14.62 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.59	8.84 %
ERD1	0.50	6.83 %
SLM3	0.37	9.42 %
PMP1	0.31	10.31 %
ATU1	0.29	11.18 %
SLM1	0.29	3.24 %
KMM1	0.27	11.70 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		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 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	12.09	14.62 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	9.74	13.99 %
D-Freez	0.72	29.63 %
Total	10.45	14.51 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.55	9.66 %
TPR1	0.37	9.85 %
SNR1	0.31	15.51 %
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 %
PLI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
TPR2		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	10.45	14.51 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.14	20.97 %
Total	3.14	18.99 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	3.14	18.99 %