

MTD Sales
280.71 L

Brand Share %
13.06 %

Information:

MTD : 01-09-2025 To 22-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.06 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	277.30	13.13 %
D-Freez	3.41	9.04 %
Total	280.71	13.06 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	73.24	14.21 %
CHENNAI-01	51.13	14.37 %
CHENNAI-02	45.16	13.56 %
TRICHY-01	34.91	12.37 %
SOUTH-03	29.01	15.03 %
SOUTH ARCOT	15.25	9.42 %
NORTH ARCOT	13.28	12.55 %
WEST-02	9.40	9.80 %
WEST-01	6.47	7.72 %
KL-SOUTH	2.86	12.42 %
Total	280.71	13.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	71.96	14.28 %
D-Freez	1.28	11.29 %
Total	73.24	14.21 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.30	11.15 %
KVT1	2.73	9.55 %
MAR1	1.80	7.70 %
TCN1	1.30	12.97 %
TYI1	0.85	7.27 %
SDI1	0.59	7.43 %
ERL2	0.59	6.14 %
SVK1	0.58	4.97 %
RND1	0.58	3.29 %
TKS2	0.58	6.02 %
TKY1	0.57	7.17 %
VNR2	0.55	4.54 %
TKS1	0.52	9.70 %
SNL1	0.39	6.59 %
APK1	0.29	5.13 %
VNR1	0.28	3.77 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
VKM1		0.00 %
Total	73.24	14.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	50.69	14.44 %
D-Freez	0.44	9.00 %
Total	51.13	14.37 %

Branch *	MTD Sales L	Brand Share %
CH45	1.53	10.38 %
CH19	1.49	6.40 %
GUD1	1.24	11.46 %
CH22	1.22	9.68 %
CH11	0.84	5.50 %
KNR1	0.61	6.59 %
MRM1	0.58	12.09 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH39		0.00 %
CH40		0.00 %
WHC3		0.00 %
CZWH	-1.14	-175.38 %
Total	51.13	14.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	45.16	13.66 %
Total	45.16	13.56 %

Branch *	MTD Sales L	Brand Share %
CH24	2.14	10.22 %
CH18	2.11	11.84 %
CH12	1.83	10.93 %
CH03	1.82	7.26 %
CH21	1.78	8.59 %
CH09	1.55	10.34 %
CH43	0.93	10.72 %
CH33	0.92	8.88 %
CH44	0.84	9.16 %
CH31	0.69	11.90 %
GPD1	0.29	5.70 %
CH27	0.28	5.31 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	45.16	13.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	34.47	12.31 %
D-Freez	0.44	18.79 %
Total	34.91	12.37 %

Branch *	MTD Sales L	Brand Share %
PTK1	1.69	10.84 %
PBR2	0.91	8.40 %
PDK1	0.88	10.98 %
KUM1	0.59	3.30 %
TYR1	0.54	9.72 %
MSI1	0.27	10.97 %
KRN1	0.22	10.35 %
AYR1		0.00 %
JKM1		0.00 %
MVM1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	34.91	12.37 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	28.77	15.27 %
D-Freez	0.23	5.09 %
Total	29.01	15.03 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.88	10.45 %
MDU6	0.60	6.03 %
MDU3	0.54	11.14 %
DGL2	0.31	6.47 %
KYK1	0.29	11.80 %
TMM1	0.29	4.81 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	29.01	15.03 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	15.02	9.53 %
D-Freez	0.23	5.43 %
Total	15.25	9.42 %

Branch *	MTD Sales L	Brand Share %
POY1	1.61	7.46 %
VPM2	1.12	11.76 %
TRK1	0.80	10.54 %
PRT1	0.68	11.64 %
NVL2	0.61	8.61 %
KLM1	0.31	2.99 %
TDM1	0.31	4.43 %
KKI2	0.30	4.45 %
MKM1	0.30	8.80 %
KML1	0.30	5.50 %
SJI1		0.00 %
STP1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	15.25	9.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	12.78	12.35 %
D-Freez	0.50	21.13 %
Total	13.28	12.55 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.79	11.86 %
KPM1	0.59	10.55 %
VEL2	0.51	7.03 %
TRR1	0.28	8.95 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
NASD		0.00 %
PLR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	13.28	12.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	9.12	9.70 %
D-Freez	0.28	14.97 %
Total	9.40	9.80 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.62	7.07 %
SLM1	0.27	2.63 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
MCR1	-0.36	-12.93 %
Total	9.40	9.80 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	6.47	7.98 %
Total	6.47	7.72 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.78	12.96 %
KMR1	0.30	7.33 %
CBE6	0.29	7.66 %
MPM1	0.29	9.09 %
CBE5	0.28	3.34 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
DPM2		0.00 %
GBM1		0.00 %
KGI1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	6.47	7.72 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.86	12.97 %
Total	2.86	12.42 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.95	11.97 %
KLR1		0.00 %
Total	2.86	12.42 %