

MTD Sales
502.74 L

Brand Share %
16.79 %

Information:

MTD : 01-08-2025 To 23-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.79 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	497.59	16.83 %
D-Freez	5.15	13.51 %
Total	502.74	16.79 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	106.72	17.53 %
CHENNAI-02	98.28	22.57 %
SOUTH-01	90.55	17.47 %
TRICHY-01	61.18	14.21 %
SOUTH-03	46.66	15.96 %
WEST-02	30.87	18.74 %
SOUTH ARCOT	28.78	12.26 %
NORTH ARCOT	23.34	12.66 %
WEST-01	13.04	12.61 %
KL-SOUTH	3.33	15.60 %
Total	502.74	16.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	105.56	17.51 %
D-Freez	1.15	19.84 %
Total	106.72	17.53 %

Branch *	MTD Sales L	Brand Share %
CH05	6.64	13.27 %
CH19	4.90	12.52 %
CH16	4.76	10.36 %
CH30	4.45	14.20 %
CH48	4.20	13.76 %
GUD1	3.07	15.27 %
CH22	2.62	14.36 %
CH45	2.19	11.01 %
CH40	1.66	16.25 %
CH39	1.56	13.03 %
KNR1	1.55	13.81 %
GUD2	1.45	7.06 %
CH35	1.45	15.15 %
CH37	1.07	15.11 %
MRM1	0.92	8.02 %
CH38	0.91	9.07 %
TKM1	0.85	15.19 %
CH26	0.31	4.94 %
CH29		0.00 %
MC02		0.00 %
MC10		0.00 %
WCHN	-0.35	12.04 %
Total	106.72	17.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	98.28	22.66 %
Total	98.28	22.57 %

Branch *	MTD Sales L	Brand Share %
CH03	4.60	9.80 %
CH20	2.32	10.86 %
CH43	1.79	12.27 %
CH24	1.44	9.43 %
CH17	1.22	9.62 %
CH31	0.93	14.21 %
CH23	0.89	8.39 %
CH44	0.61	4.56 %
PON1	0.31	4.16 %
CH32	0.31	4.11 %
GPD1	0.28	4.65 %
MC06		0.00 %
MC08		0.00 %
UKI1		0.00 %
Total	98.28	22.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	89.41	17.51 %
D-Freez	1.13	14.80 %
Total	90.55	17.47 %

Branch *	MTD Sales L	Brand Share %
TVL1	7.75	13.38 %
KVT1	2.60	11.63 %
TCN1	2.08	11.82 %
ERL2	1.88	10.35 %
TUT2	1.78	6.93 %
RPM1	1.73	10.94 %
SKD1	1.38	7.50 %
RND1	1.23	5.46 %
MAR1	1.03	8.94 %
ASM1	0.96	11.28 %
PKD1	0.91	7.47 %
VNR2	0.86	4.74 %
STU2	0.78	13.56 %
TKS2	0.66	5.80 %
TKS1	0.66	5.16 %
VNR1	0.65	10.55 %
SVK1	0.59	3.83 %
S2SD	0.57	16.02 %
MMT1	0.55	10.42 %
VKM1	0.25	4.61 %
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		-0.03 %
TYI1	-0.28	-4.02 %
Total	90.55	17.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	60.44	14.16 %
D-Freez	0.74	20.86 %
Total	61.18	14.21 %

Branch *	MTD Sales L	Brand Share %
PTK1	3.21	14.11 %
TNJ1	3.16	12.01 %
TVR2	2.65	10.35 %
PDK1	1.77	13.45 %
TRY2	1.44	15.51 %
MVM1	1.43	5.26 %
JKM1	1.41	14.30 %
TTP1	1.40	14.58 %
PBR2	1.15	5.49 %
TRY3	0.92	6.67 %
KUM1	0.91	3.13 %
TYR1	0.65	10.93 %
APM1	0.61	8.22 %
TVR1	0.59	4.61 %
KIK1	0.58	3.35 %
MSI1	0.25	3.99 %
AYR1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
TZSD		0.00 %
Total	61.18	14.21 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	46.20	16.03 %
D-Freez	0.46	11.30 %
Total	46.66	15.96 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.01	6.21 %
USL1	0.87	14.39 %
SVG1	0.59	6.90 %
PNV1	0.57	10.70 %
TMM1	0.54	8.16 %
MNM1	0.30	7.70 %
MDU3	0.30	2.50 %
MDU5	0.28	6.86 %
TEN2	0.24	5.15 %
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 %
TEN1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	46.66	15.96 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	30.87	19.01 %
Total	30.87	18.74 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.61	7.75 %
SLM3	0.91	7.53 %
ERD1	0.88	4.68 %
DPR1	0.30	9.50 %
ATU1	0.30	5.67 %
NKL2	0.29	6.29 %
APN1		0.00 %
BMD1		0.00 %
CMI1		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	30.87	18.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	27.34	11.92 %
D-Freez	1.44	26.81 %
Total	28.78	12.26 %

Branch *	MTD Sales L	Brand Share %
POY1	4.45	10.92 %
CUD1	3.59	16.72 %
TRK1	1.87	14.08 %
VPM2	1.70	15.35 %
KLM1	1.24	10.99 %
KML1	0.96	10.25 %
TVM1	0.85	15.46 %
VCM1	0.63	4.93 %
MKM1	0.63	9.81 %
CDM1	0.62	4.19 %
TDM1	0.34	3.70 %
KKI2		0.00 %
PRT1		0.00 %
SJI1		0.00 %
STP1		0.00 %
ULP1		0.00 %
WHNV		0.00 %
Total	28.78	12.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	23.34	12.94 %
Total	23.34	12.66 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.30	11.03 %
KPM1	0.60	5.20 %
GDM1	0.34	7.72 %
WJD1	0.31	9.20 %
VNB1	0.30	14.03 %
ARC2	0.30	1.56 %
SLG1	0.30	5.63 %
VEL1	0.25	1.60 %
VSI1		0.05 %
ABR1		0.00 %
ANI1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	23.34	12.66 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.82	12.73 %
D-Freez	0.22	8.10 %
Total	13.04	12.61 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.93	10.76 %
PLI1	0.30	3.18 %
MPM1	0.30	11.90 %
SNR1	0.22	6.18 %
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 %
TPR3		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	13.04	12.61 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.33	16.32 %
Total	3.33	15.60 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.27	6.60 %
Total	3.33	15.60 %