

MTD Sales
297.55 L

Brand Share %
12.74 %

Information:

MTD : 01-09-2025 To 23-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	294.14	12.80 %
D-Freez	3.41	8.81 %
Total	297.55	12.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	76.50	13.50 %
CHENNAI-01	56.47	14.62 %
CHENNAI-02	49.11	13.36 %
TRICHY-01	35.19	11.77 %
SOUTH-03	29.95	14.40 %
SOUTH ARCOT	15.86	9.11 %
NORTH ARCOT	13.96	12.24 %
WEST-02	11.18	10.44 %
WEST-01	6.47	7.25 %
KL-SOUTH	2.86	11.78 %
Total	297.55	12.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	75.22	13.54 %
D-Freez	1.28	11.55 %
Total	76.50	13.50 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.96	11.42 %
KVT1	2.73	9.13 %
MAR1	1.80	6.99 %
PKD1	1.53	12.57 %
TCN1	1.30	11.66 %
TYI1	0.85	6.44 %
SDI1	0.59	6.91 %
ERL2	0.59	5.24 %
SVK1	0.58	4.15 %
RND1	0.58	3.04 %
TKS2	0.58	4.63 %
TKY1	0.57	6.89 %
VNR2	0.55	4.28 %
TKS1	0.52	8.75 %
SNL1	0.39	6.59 %
MMT1	0.31	5.13 %
APK1	0.29	5.13 %
VNR1	0.28	3.28 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
VKM1		0.00 %
Total	76.50	13.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	56.03	14.70 %
D-Freez	0.44	8.24 %
Total	56.47	14.62 %

Branch *	MTD Sales L	Brand Share %
CH19	1.78	6.81 %
CH45	1.53	9.49 %
CH22	1.53	11.08 %
GUD1	1.24	11.10 %
CH11	0.84	4.87 %
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	56.47	14.62 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	49.11	13.45 %
Total	49.11	13.36 %

Branch *	MTD Sales L	Brand Share %
CH03	2.50	9.48 %
CH18	2.39	11.66 %
CH21	2.15	8.62 %
CH24	2.14	9.93 %
CH12	1.83	10.34 %
CH09	1.55	10.18 %
CH17	1.38	12.13 %
CH43	0.93	9.69 %
CH33	0.92	8.11 %
CH44	0.84	7.69 %
CH31	0.69	11.31 %
GPD1	0.29	4.63 %
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	49.11	13.36 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	34.75	11.71 %
D-Freez	0.44	18.79 %
Total	35.19	11.77 %

Branch *	MTD Sales L	Brand Share %
PTK1	1.69	9.92 %
PBR2	1.19	9.77 %
PDK1	0.88	10.60 %
KUM1	0.59	3.24 %
TTP1	0.56	12.06 %
TYR1	0.54	9.20 %
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	35.19	11.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	29.71	14.61 %
D-Freez	0.23	5.09 %
Total	29.95	14.40 %

Branch *	MTD Sales L	Brand Share %
PVI1	0.88	10.14 %
MDU6	0.60	5.76 %
MDU4	0.59	12.26 %
MDU3	0.54	10.38 %
DGL2	0.31	6.04 %
KYK1	0.29	11.80 %
TMM1	0.29	4.25 %
MPA1	0.27	5.55 %
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 %
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	29.95	14.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	15.63	9.20 %
D-Freez	0.23	5.43 %
Total	15.86	9.11 %

Branch *	MTD Sales L	Brand Share %
POY1	1.61	7.04 %
VPM2	1.12	11.40 %
NVL2	0.91	11.52 %
TRK1	0.80	9.80 %
PRT1	0.68	11.64 %
TVM1	0.61	11.83 %
KLM1	0.31	2.78 %
TDM1	0.31	4.43 %
KKI2	0.30	4.29 %
MKM1	0.30	8.80 %
KML1	0.30	5.00 %
SJI1		0.00 %
STP1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	15.86	9.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	13.45	12.08 %
D-Freez	0.50	18.84 %
Total	13.96	12.24 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.79	11.09 %
VEL2	0.79	10.55 %
KPM1	0.59	9.63 %
TRR1	0.28	7.59 %
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	13.96	12.24 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	10.90	10.37 %
D-Freez	0.28	13.67 %
Total	11.18	10.44 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.93	9.91 %
EDP1	0.30	11.12 %
SLM1	0.27	2.36 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		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	11.18	10.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	6.47	7.49 %
Total	6.47	7.25 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.78	12.54 %
KMR1	0.30	6.84 %
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	7.25 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.86	12.27 %
Total	2.86	11.78 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.95	11.12 %
KLR1		0.00 %
Total	2.86	11.78 %