

MTD Sales
307.36 L

Brand Share %
17.32 %

Information:

MTD : 01-11-2025 To 24-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **17.32 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	306.67	17.59 %
D-Freez	0.69	2.26 %
Total	307.36	17.32 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	66.73	25.62 %
CHENNAI-01	63.22	19.17 %
SOUTH-03	51.60	26.11 %
SOUTH-01	40.56	14.87 %
TRICHY-01	30.25	11.69 %
SOUTH ARCOT	14.77	9.46 %
NORTH ARCOT	14.55	13.11 %
WEST-02	12.09	13.56 %
WEST-01	10.45	12.91 %
KL-SOUTH	3.14	17.50 %
Total	307.36	17.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	66.73	25.78 %
Total	66.73	25.62 %

Branch *	MTD Sales L	Brand Share %
CH20	2.25	14.86 %
CH21	1.26	14.37 %
CH03	1.20	6.90 %
CH36	0.70	15.52 %
CH17	0.68	7.05 %
GPD1	0.36	12.29 %
PON1	0.32	10.35 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
MC06		0.00 %
Total	66.73	25.62 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	63.22	19.47 %
Total	63.22	19.17 %

Branch *	MTD Sales L	Brand Share %
CH05	5.20	17.01 %
CH16	3.49	17.05 %
CH19	2.98	11.62 %
CH22	1.48	13.19 %
GUD1	1.40	14.03 %
CZWH	1.00	4.94 %
CH11	0.93	11.39 %
CGL1	0.62	12.93 %
KNR1	0.39	10.18 %
CH38	0.37	7.60 %
CH37	0.32	7.66 %
CH45	0.32	2.67 %
CH26		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	63.22	19.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	51.60	26.40 %
Total	51.60	26.11 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.52	8.03 %
KRR1	0.39	6.70 %
ODM1	0.32	12.61 %
MDU5	0.30	11.81 %
MDU4	0.30	6.34 %
SVG1	0.27	4.37 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
MNM1		0.00 %
NKI1		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	51.60	26.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	40.58	15.14 %
D-Freez	-0.01	-0.31 %
Total	40.56	14.87 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.91	11.31 %
TUT2	1.59	10.58 %
UDN1	0.95	15.48 %
TCN1	0.79	12.56 %
SVK1	0.66	10.23 %
TVL2	0.59	9.57 %
TKS2	0.59	3.64 %
TKS1	0.36	8.05 %
PKD1	0.31	4.72 %
APK2	0.29	8.08 %
RND1	0.28	2.22 %
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 %
SNL1	-0.03	-0.62 %
APK1	-0.38	-9.46 %
KVT1	-0.61	-6.84 %
Total	40.56	14.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	30.25	11.75 %
Total	30.25	11.69 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.41	13.75 %
TRY2	2.15	11.35 %
PBR2	2.10	13.73 %
PTK1	2.06	16.88 %
TNJ1	1.82	12.35 %
MDI1	0.81	10.11 %
KIK1	0.75	11.53 %
TRY3	0.61	4.23 %
TTP1	0.59	10.82 %
AYR1	0.56	8.56 %
PDK1	0.32	3.79 %
JKM1	0.32	12.28 %
KRN1	0.30	12.93 %
MSI1	0.30	6.37 %
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	30.25	11.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	15.00	9.80 %
D-Freez	-0.23	-7.77 %
Total	14.77	9.46 %

Branch *	MTD Sales L	Brand Share %
POY2	4.65	16.06 %
POY1	1.99	8.64 %
CUD1	1.49	9.99 %
NVL2	1.17	13.47 %
VCM1	1.12	12.18 %
VPM2	0.90	12.18 %
KLM1	0.30	3.28 %
TRK1	0.05	1.93 %
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	14.77	9.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	14.33	13.55 %
D-Freez	0.23	4.24 %
Total	14.55	13.11 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.41	11.31 %
AKM1	0.98	11.84 %
VEL2	0.89	9.08 %
KPM1	0.75	11.76 %
VSI1	0.53	9.38 %
ARC2	0.26	5.02 %
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	14.55	13.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	12.09	14.12 %
Total	12.09	13.56 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.63	15.04 %
SLM2	0.59	6.50 %
ERD1	0.50	6.83 %
SLM3	0.37	8.13 %
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 %
CM11		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	13.56 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	9.74	12.39 %
D-Freez	0.72	29.63 %
Total	10.45	12.91 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.55	8.78 %
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 %
SYM2		0.00 %
TPR2		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	10.45	12.91 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.14	19.17 %
Total	3.14	17.50 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	3.14	17.50 %