

MTD Sales
545.30 L

Brand Share %
16.80 %

Information:

MTD : 01-08-2025 To 25-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.80 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	539.92	16.85 %
D-Freez	5.38	12.90 %
Total	545.30	16.80 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	114.33	17.14 %
CHENNAI-02	107.78	22.73 %
SOUTH-01	99.23	17.86 %
TRICHY-01	68.82	14.67 %
SOUTH-03	48.94	16.14 %
SOUTH ARCOT	32.38	12.47 %
WEST-02	32.05	17.72 %
NORTH ARCOT	24.87	12.28 %
WEST-01	13.32	12.23 %
KL-SOUTH	3.59	14.84 %
Total	545.30	16.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	113.17	17.12 %
D-Freez	1.15	19.24 %
Total	114.33	17.14 %

Branch *	MTD Sales L	Brand Share %
CH05	7.54	13.62 %
CH16	5.34	10.85 %
CH19	4.90	12.52 %
CH48	4.48	13.36 %
CH30	4.45	13.37 %
GUD1	3.07	13.09 %
CH22	2.62	12.01 %
CH45	2.19	10.07 %
GUD2	1.75	7.71 %
CH40	1.66	15.32 %
CH39	1.56	11.87 %
KNR1	1.55	13.45 %
MRM1	1.29	10.37 %
CH37	1.07	13.50 %
CZWH	1.02	14.24 %
CH38	0.91	9.07 %
TKM1	0.85	13.34 %
CH29	0.39	7.59 %
CH26	0.31	4.80 %
MC02		0.00 %
MC10		0.00 %
WCHN	-0.35	12.04 %
Total	114.33	17.14 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	107.55	22.78 %
D-Freez	0.23	11.57 %
Total	107.78	22.73 %

Branch *	MTD Sales L	Brand Share %
CH03	5.78	11.10 %
CH20	2.62	11.78 %
CH24	2.03	12.11 %
CH43	1.79	12.05 %
CH17	1.22	9.20 %
CH31	1.20	16.08 %
CH44	0.92	6.35 %
CH23	0.89	7.78 %
PON1	0.31	3.83 %
CH32	0.31	4.11 %
GPD1	0.28	4.65 %
UKI1	0.23	1.88 %
MC06		0.00 %
MC08		0.00 %
Total	107.78	22.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	98.10	17.91 %
D-Freez	1.13	14.45 %
Total	99.23	17.86 %

Branch *	MTD Sales L	Brand Share %
TVL1	9.69	15.32 %
KVT1	3.88	16.39 %
TCN1	2.08	11.82 %
RPM1	2.04	11.55 %
ERL2	1.88	10.35 %
TUT2	1.78	6.44 %
SKD1	1.38	7.50 %
RND1	1.23	4.97 %
VNR1	1.03	14.62 %
MAR1	1.03	8.94 %
ASM1	0.96	11.28 %
TKS2	0.95	7.39 %
PKD1	0.91	7.47 %
VNR2	0.86	4.16 %
STU2	0.78	13.56 %
TKS1	0.66	5.04 %
SVK1	0.59	3.42 %
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	99.23	17.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	68.08	14.63 %
D-Freez	0.74	19.61 %
Total	68.82	14.67 %

Branch *	MTD Sales L	Brand Share %
TVR2	4.04	13.94 %
TNJ1	3.44	12.66 %
PTK1	3.21	12.04 %
MVM1	2.98	10.18 %
PBR2	2.33	7.77 %
PDK1	1.77	12.91 %
TRY2	1.44	15.51 %
JKM1	1.41	13.18 %
TTP1	1.40	14.58 %
TRY3	0.92	6.01 %
KUM1	0.91	2.89 %
TYR1	0.65	10.33 %
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	68.82	14.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	48.48	16.22 %
D-Freez	0.46	10.83 %
Total	48.94	16.14 %

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 %
TEN1	0.28	7.39 %
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 %
TPT1		0.00 %
WHMD		0.00 %
Total	48.94	16.14 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	30.93	12.21 %
D-Freez	1.44	23.35 %
Total	32.38	12.47 %

Branch *	MTD Sales L	Brand Share %
POY1	4.45	10.81 %
CUD1	3.59	14.87 %
VPM2	3.51	15.49 %
TRK1	1.87	14.08 %
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	4.01 %
TDM1	0.34	3.70 %
KKI2		0.00 %
PRT1		0.00 %
SJI1		0.00 %
STP1		0.00 %
ULP1		0.00 %
WHNV		0.00 %
Total	32.38	12.47 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	32.05	18.02 %
Total	32.05	17.72 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.61	7.42 %
ERD1	1.18	4.22 %
SLM3	0.91	7.35 %
DPR1	0.30	9.50 %
ATU1	0.30	5.67 %
NKL2	0.29	5.60 %
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	32.05	17.72 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	24.87	12.55 %
Total	24.87	12.28 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.05	16.64 %
SBR1	1.30	9.52 %
KPM1	0.60	4.96 %
CPT1	0.57	13.23 %
GDM1	0.34	7.72 %
ANI1	0.31	6.22 %
WJD1	0.31	9.20 %
VNB1	0.30	14.03 %
ARC2	0.30	1.49 %
SLG1	0.30	5.13 %
VEL1	0.25	1.47 %
VSI1		0.04 %
ABR1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	24.87	12.28 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	13.10	12.39 %
D-Freez	0.22	6.83 %
Total	13.32	12.23 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.93	10.13 %
PLI1	0.30	3.18 %
MPM1	0.30	10.75 %
SNR1	0.22	5.94 %
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	13.32	12.23 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.59	15.57 %
Total	3.59	14.84 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.63	16.37 %
PAS1	0.27	6.15 %
Total	3.59	14.84 %