

MTD Sales
604.39 L

Brand Share %
15.91 %

Information:

MTD : 01-07-2025 To 26-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.91 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	597.96	15.93 %
D-Freez	6.43	14.25 %
Total	604.39	15.91 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	143.69	18.59 %
CHENNAI-02	116.22	21.52 %
TRICHY-01	84.04	13.56 %
SOUTH-03	82.41	19.83 %
SOUTH-01	77.27	11.83 %
SOUTH ARCOT	41.53	12.62 %
NORTH ARCOT	29.30	13.43 %
WEST-02	17.83	12.37 %
WEST-01	10.89	13.29 %
KL-SOUTH	1.21	4.98 %
Total	604.39	15.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	143.46	18.68 %
D-Freez	0.23	4.56 %
Total	143.69	18.59 %

Branch *	MTD Sales L	Brand Share %
CH08	8.97	15.21 %
CH19	7.79	11.70 %
CH16	5.91	12.31 %
CH22	5.24	15.77 %
CH11	5.12	15.49 %
GUD2	3.24	13.81 %
CH45	2.88	15.30 %
CH39	2.65	14.62 %
CH38	2.11	10.12 %
GUD1	2.03	7.59 %
KNR1	1.51	6.34 %
MRM1	1.49	10.85 %
CH37	0.88	13.02 %
CH26	0.59	7.55 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	143.69	18.59 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	115.77	21.57 %
D-Freez	0.45	14.43 %
Total	116.22	21.52 %

Branch *	MTD Sales L	Brand Share %
CH17	2.80	12.35 %
CH24	2.57	11.32 %
CH33	2.49	12.46 %
CH31	0.98	10.15 %
CH27	0.89	9.90 %
CH44	0.85	6.84 %
CH23	0.31	5.19 %
CH36	0.03	0.26 %
MC06		0.00 %
Total	116.22	21.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	83.29	13.50 %
D-Freez	0.74	27.35 %
Total	84.04	13.56 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.85	11.90 %
PBR2	3.76	13.76 %
TNJ2	3.51	11.51 %
TVR2	2.84	9.41 %
PDK1	2.60	15.27 %
TNJ1	2.01	5.41 %
KIK1	1.82	7.99 %
PBR1	1.21	10.65 %
MVM1	1.03	3.30 %
TRY3	0.90	9.18 %
KRN1	0.66	9.33 %
JKM1	0.65	7.42 %
MSI1	0.61	13.16 %
TRY2	0.58	2.52 %
TTP1	0.56	4.69 %
TYR1	0.31	4.24 %
APM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TZSD		0.00 %
Total	84.04	13.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	81.34	19.89 %
D-Freez	1.07	16.15 %
Total	82.41	19.83 %

Branch *	MTD Sales L	Brand Share %
SVG1	3.58	15.79 %
MDU6	2.71	11.59 %
MDU4	1.43	13.34 %
TPT1	0.87	8.95 %
MDU3	0.86	4.52 %
PVI1	0.79	8.56 %
MPA1	0.70	10.57 %
MNM1	0.60	11.79 %
SGP1	0.52	9.29 %
MDU5	0.35	3.01 %
MLR1	0.31	3.55 %
BNR1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
TEN2		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	82.41	19.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	75.82	11.76 %
D-Freez	1.45	17.31 %
Total	77.27	11.83 %

Branch *	MTD Sales L	Brand Share %
TVL1	8.27	14.95 %
TUT1	6.52	8.91 %
KVT1	5.06	13.25 %
TUT2	3.88	10.98 %
PKD1	3.26	9.61 %
NGR1	2.99	15.16 %
RND1	1.58	3.65 %
TKY1	1.43	15.30 %
SVK1	1.15	4.70 %
S2SD	1.10	15.54 %
TKS2	0.95	7.84 %
SNL1	0.65	7.42 %
VNR2	0.62	2.57 %
ERL1	0.61	6.33 %
PDI1	0.61	11.19 %
SDI1	0.57	15.74 %
APK1	0.38	2.20 %
VNR1	0.30	2.30 %
VKM1	0.29	4.16 %
COL1	0.25	14.58 %
MMT1	0.23	3.42 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
SGT1		0.00 %
STU2		0.00 %
TKS1		0.00 %
Total	77.27	11.83 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	41.29	12.70 %
D-Freez	0.23	5.78 %
Total	41.53	12.62 %

Branch *	MTD Sales L	Brand Share %
POY1	5.04	10.89 %
POY2	4.82	11.04 %
VPM2	2.68	14.30 %
KLM1	2.66	13.82 %
KKI2	0.59	5.12 %
PRT1	0.59	4.97 %
KML1	0.56	3.96 %
TVM1	0.56	13.57 %
MKM1	0.31	3.12 %
STP1	0.30	6.25 %
ULP1	0.29	2.46 %
CDM1		0.00 %
SJI1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	41.53	12.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	27.90	13.25 %
D-Freez	1.40	18.29 %
Total	29.30	13.43 %

Branch *	MTD Sales L	Brand Share %
KPM1	1.45	9.49 %
VEL1	1.00	4.34 %
SBR1	0.89	4.92 %
WJD1	0.60	8.05 %
CPT1	0.59	15.91 %
ARC2	0.48	6.26 %
PLR1	0.30	6.91 %
WJP1	0.28	6.18 %
CGM1	0.27	8.66 %
SLG1	0.26	14.39 %
ABR1		0.00 %
BGR1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
Total	29.30	13.43 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	17.61	12.46 %
D-Freez	0.21	7.59 %
Total	17.83	12.37 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.47	15.17 %
ATU1	0.60	9.87 %
RSP1	0.30	5.05 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	17.83	12.37 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	10.68	13.53 %
D-Freez	0.21	6.98 %
Total	10.89	13.29 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.31	8.39 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
KGM1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
MPM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	10.89	13.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.78	3.45 %
D-Freez	0.43	24.92 %
Total	1.21	4.98 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.21	5.69 %
PAS1		0.00 %
WTVP		0.00 %
Total	1.21	4.98 %