

MTD Sales
567.54 L

Brand Share %
16.73 %

Information:

MTD : 01-08-2025 To 26-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	562.16	16.79 %
D-Freez	5.38	12.09 %
Total	567.54	16.73 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	117.62	16.98 %
CHENNAI-02	110.08	22.60 %
SOUTH-01	102.58	17.55 %
TRICHY-01	70.58	14.28 %
SOUTH-03	54.44	16.69 %
SOUTH ARCOT	36.55	13.18 %
WEST-02	32.62	17.83 %
NORTH ARCOT	25.75	12.24 %
WEST-01	13.73	12.29 %
KL-SOUTH	3.59	14.01 %
Total	567.54	16.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	116.47	16.96 %
D-Freez	1.15	19.24 %
Total	117.62	16.98 %

Branch *	MTD Sales L	Brand Share %
CH05	7.54	12.99 %
CH16	5.62	11.35 %
CH30	5.32	15.33 %
CH19	4.90	10.31 %
CH48	4.48	13.11 %
GUD1	3.07	12.94 %
CH22	2.62	11.83 %
CH45	2.19	9.72 %
GUD2	1.75	7.62 %
MRM1	1.59	12.50 %
CH39	1.56	11.87 %
KNR1	1.55	12.19 %
CH37	1.07	13.50 %
CZWH	1.02	14.24 %
CH38	0.91	7.08 %
TKM1	0.85	12.77 %
CH29	0.39	7.59 %
CH26	0.31	4.57 %
MC02		0.00 %
MC10		0.00 %
WCHN	-0.35	12.04 %
Total	117.62	16.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	109.85	22.64 %
D-Freez	0.23	11.57 %
Total	110.08	22.60 %

Branch *	MTD Sales L	Brand Share %
CH03	5.78	11.10 %
CH20	2.92	12.80 %
CH24	2.03	12.11 %
CH43	1.79	10.77 %
CH17	1.22	9.20 %
CH31	1.20	16.08 %
CH44	0.92	6.10 %
CH23	0.89	7.78 %
PON1	0.31	3.71 %
CH32	0.31	4.11 %
GPD1	0.28	4.65 %
UKI1	0.23	1.88 %
MC06		0.00 %
MC08		0.00 %
Total	110.08	22.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	101.44	17.63 %
D-Freez	1.13	12.89 %
Total	102.58	17.55 %

Branch *	MTD Sales L	Brand Share %
TVL1	9.69	14.62 %
KVT1	3.88	15.55 %
TCN1	2.74	14.50 %
RPM1	2.31	12.06 %
TUT2	2.09	7.20 %
ERL2	1.88	9.66 %
SKD1	1.38	7.39 %
ASM1	1.23	13.62 %
RND1	1.23	4.73 %
VNR1	1.03	14.62 %
MAR1	1.03	8.94 %
TKS2	0.95	7.09 %
PKD1	0.91	6.48 %
VNR2	0.86	4.07 %
STU2	0.78	13.56 %
TKS1	0.66	4.92 %
SVK1	0.59	3.23 %
S2SD	0.57	16.02 %
MMT1	0.55	9.45 %
VKM1	0.25	4.44 %
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	-3.51 %
Total	102.58	17.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	69.84	14.25 %
D-Freez	0.74	17.82 %
Total	70.58	14.28 %

Branch *	MTD Sales L	Brand Share %
TVR2	4.34	14.10 %
PTK1	3.77	13.52 %
TNJ1	3.74	13.23 %
MVM1	2.98	10.08 %
PBR2	2.33	7.70 %
PDK1	1.77	11.48 %
TRY2	1.44	14.20 %
JKM1	1.41	12.89 %
TTP1	1.40	12.98 %
TRY3	0.92	5.34 %
KUM1	0.91	2.79 %
TVR1	0.87	5.78 %
TYR1	0.65	9.89 %
KRN1	0.62	16.65 %
APM1	0.61	8.22 %
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	70.58	14.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	53.98	16.80 %
D-Freez	0.46	9.59 %
Total	54.44	16.69 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.29	6.69 %
USL1	0.87	14.39 %
SVG1	0.59	6.50 %
PNV1	0.57	9.58 %
TMM1	0.54	7.83 %
MNM1	0.30	7.20 %
MDU3	0.30	2.50 %
MDU5	0.28	6.86 %
TEN1	0.28	7.39 %
TEN2	0.24	4.64 %
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	54.44	16.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	35.11	12.96 %
D-Freez	1.44	22.69 %
Total	36.55	13.18 %

Branch *	MTD Sales L	Brand Share %
POY1	4.45	10.66 %
CUD1	3.89	15.48 %
TRK1	1.87	13.78 %
KLM1	1.81	13.14 %
KML1	0.96	9.69 %
TVM1	0.85	12.08 %
TDM1	0.65	5.90 %
VCM1	0.63	4.80 %
MKM1	0.63	9.81 %
CDM1	0.62	4.01 %
VPM1	0.57	14.30 %
ULP1	0.55	7.93 %
PRT1	0.30	4.69 %
KKI2		0.00 %
SJI1		0.00 %
STP1		0.00 %
WHNV		0.00 %
Total	36.55	13.18 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	32.62	18.15 %
Total	32.62	17.83 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.61	7.42 %
ERD1	1.18	4.22 %
SLM3	0.91	7.35 %
DPR1	0.30	8.51 %
ATU1	0.30	5.44 %
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	32.62	17.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	25.75	12.52 %
Total	25.75	12.24 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.05	16.64 %
SBR1	1.30	9.52 %
KPM1	0.89	6.33 %
CPT1	0.57	12.44 %
GDM1	0.34	7.72 %
ANI1	0.31	5.71 %
WJD1	0.31	8.85 %
VNB1	0.30	14.03 %
ARC2	0.30	1.49 %
SLG1	0.30	5.13 %
CYR1	0.29	5.81 %
VEL1	0.25	1.47 %
VSI1		0.04 %
ABR1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	25.75	12.24 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	13.51	12.47 %
D-Freez	0.22	6.51 %
Total	13.73	12.29 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.93	9.68 %
PLI1	0.30	3.08 %
MPM1	0.30	9.77 %
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	13.73	12.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.59	14.65 %
Total	3.59	14.01 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.63	15.32 %
PAS1	0.27	5.70 %
Total	3.59	14.01 %