

MTD Sales
615.22 L

Brand Share %
15.87 %

Information:

MTD : 01-07-2025 To 27-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.87 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	608.51	15.89 %
D-Freez	6.71	14.38 %
Total	615.22	15.87 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	148.60	18.71 %
CHENNAI-02	117.06	21.12 %
SOUTH-03	84.94	19.99 %
TRICHY-01	84.04	13.40 %
SOUTH-01	77.56	11.81 %
SOUTH ARCOT	42.48	12.64 %
NORTH ARCOT	29.96	13.23 %
WEST-02	18.12	12.40 %
WEST-01	11.24	13.17 %
KL-SOUTH	1.21	4.89 %
Total	615.22	15.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	148.09	18.78 %
D-Freez	0.51	9.20 %
Total	148.60	18.71 %

Branch *	MTD Sales L	Brand Share %
CH19	7.79	11.46 %
CH16	5.91	12.03 %
CH11	5.12	15.02 %
GUD2	3.54	14.75 %
CH45	2.88	14.83 %
CH39	2.65	14.20 %
CH38	2.11	10.12 %
GUD1	2.03	7.39 %
MRM1	1.80	12.84 %
KNR1	1.77	7.26 %
CH37	1.17	15.35 %
TKM1	0.95	14.05 %
CH26	0.59	7.55 %
MC10		0.00 %
WHC3		0.00 %
Total	148.60	18.71 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	116.61	21.16 %
D-Freez	0.45	14.43 %
Total	117.06	21.12 %

Branch *	MTD Sales L	Brand Share %
CH24	2.83	11.88 %
CH17	2.80	12.35 %
CH33	2.49	12.28 %
UKI1	1.23	15.13 %
CH31	0.98	10.15 %
CH27	0.89	9.90 %
CH44	0.85	6.54 %
CH23	0.31	4.77 %
CH36	0.03	0.26 %
MC06		0.00 %
Total	117.06	21.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	83.88	20.06 %
D-Freez	1.07	15.73 %
Total	84.94	19.99 %

Branch *	MTD Sales L	Brand Share %
SVG1	3.58	15.39 %
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	9.39 %
MNM1	0.60	11.79 %
SGP1	0.52	8.77 %
MDU5	0.35	3.01 %
MLR1	0.31	3.45 %
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	84.94	19.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	83.29	13.34 %
D-Freez	0.74	27.35 %
Total	84.04	13.40 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.85	11.43 %
PBR2	3.76	13.45 %
TNJ2	3.51	11.41 %
TVR2	3.13	10.09 %
PDK1	2.60	15.27 %
TNJ1	2.01	5.29 %
KIK1	1.82	7.89 %
PBR1	1.21	10.65 %
MVM1	1.03	3.24 %
TRY3	0.90	9.18 %
KRN1	0.66	9.33 %
JKM1	0.65	7.20 %
MSI1	0.61	12.24 %
TRY2	0.58	2.49 %
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	13.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	76.11	11.74 %
D-Freez	1.45	16.94 %
Total	77.56	11.81 %

Branch *	MTD Sales L	Brand Share %
TVL1	8.27	15.13 %
TUT1	6.52	8.76 %
KVT1	5.06	13.14 %
TUT2	3.88	10.92 %
PKD1	3.26	9.61 %
NGR1	2.99	14.90 %
RND1	1.58	3.63 %
SVK1	1.15	4.65 %
S2SD	1.10	15.54 %
TKS2	0.95	7.84 %
SNL1	0.65	7.42 %
VNR2	0.62	2.54 %
ERL1	0.61	6.33 %
PDI1	0.61	11.19 %
SDI1	0.57	15.74 %
APK1	0.38	2.14 %
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	77.56	11.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	42.25	12.73 %
D-Freez	0.23	5.52 %
Total	42.48	12.64 %

Branch *	MTD Sales L	Brand Share %
POY1	5.40	11.30 %
POY2	5.10	11.49 %
VPM2	2.68	14.30 %
KLM1	2.66	13.82 %
KKI2	0.59	4.88 %
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	2.28 %
CDM1		0.00 %
SJI1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	42.48	12.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	28.56	13.06 %
D-Freez	1.40	17.76 %
Total	29.96	13.23 %

Branch *	MTD Sales L	Brand Share %
KPM1	1.45	8.96 %
VEL1	1.00	4.34 %
SBR1	0.89	4.53 %
WJD1	0.60	8.05 %
ARC2	0.48	6.26 %
PLR1	0.30	6.91 %
VSI1	0.30	2.42 %
WJP1	0.28	5.60 %
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 %
WHVL		0.00 %
Total	29.96	13.23 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	17.91	12.52 %
D-Freez	0.21	7.03 %
Total	18.12	12.40 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.47	14.75 %
ATU1	0.60	9.87 %
RSP1	0.30	4.86 %
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	18.12	12.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.03	13.39 %
D-Freez	0.21	6.98 %
Total	11.24	13.17 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.35	3.83 %
CBE6	0.31	7.69 %
ANR1		0.00 %
AVI1		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	11.24	13.17 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.78	3.38 %
D-Freez	0.43	24.92 %
Total	1.21	4.89 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.21	5.57 %
PAS1		0.00 %
WTVP		0.00 %
Total	1.21	4.89 %