

MTD Sales
614.93 L

Brand Share %
16.35 %

Information:

MTD : 01-08-2025 To 27-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	609.12	16.41 %
D-Freez	5.81	11.86 %
Total	614.93	16.35 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	129.37	17.17 %
CHENNAI-02	120.44	22.47 %
SOUTH-01	109.96	16.55 %
TRICHY-01	76.35	13.72 %
SOUTH-03	59.65	16.17 %
SOUTH ARCOT	41.23	13.31 %
WEST-02	32.90	16.58 %
NORTH ARCOT	27.71	12.37 %
WEST-01	13.73	11.21 %
KL-SOUTH	3.59	12.76 %
Total	614.93	16.35 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	128.22	17.17 %
D-Freez	1.15	18.25 %
Total	129.37	17.17 %

Branch *	MTD Sales L	Brand Share %
CH05	8.09	13.06 %
CH30	6.04	16.29 %
CH19	5.76	11.31 %
CH16	5.62	10.75 %
CH48	5.06	14.07 %
CGL1	3.37	14.61 %
GUD1	3.07	12.53 %
CH22	2.62	11.70 %
CH45	2.50	10.20 %
MRM1	2.26	14.99 %
KNR1	1.86	14.03 %
GUD2	1.75	7.24 %
CH39	1.56	11.35 %
TKM1	1.12	15.02 %
CH37	1.07	12.51 %
CH38	0.91	6.42 %
CH26	0.61	8.60 %
CH29	0.39	7.59 %
MC02		0.00 %
MC10		0.00 %
WCHN	-0.35	12.04 %
Total	129.37	17.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	120.21	22.53 %
D-Freez	0.23	9.18 %
Total	120.44	22.47 %

Branch *	MTD Sales L	Brand Share %
CH03	6.40	11.61 %
CH20	3.23	12.70 %
CH24	2.03	11.71 %
CH43	1.79	10.30 %
CH44	1.24	7.35 %
CH17	1.22	8.48 %
CH31	1.20	14.39 %
CH23	0.89	7.25 %
PON1	0.31	3.08 %
CH32	0.31	4.11 %
MC06	0.31	14.46 %
GPD1	0.28	3.81 %
UKI1	0.23	1.76 %
MC08		0.00 %
Total	120.44	22.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	108.83	16.62 %
D-Freez	1.13	11.73 %
Total	109.96	16.55 %

Branch *	MTD Sales L	Brand Share %
TVL1	11.29	14.99 %
KVT1	4.45	15.14 %
TCN1	2.74	12.96 %
RPM1	2.61	12.22 %
TUT2	2.36	7.06 %
ERL2	1.88	9.28 %
ASM1	1.54	12.63 %
SKD1	1.38	7.17 %
RND1	1.23	4.27 %
VNR1	1.03	13.01 %
MAR1	1.03	8.34 %
TKS2	0.95	6.00 %
PKD1	0.91	5.63 %
VNR2	0.86	3.79 %
STU2	0.78	8.88 %
TKS1	0.66	4.51 %
SVK1	0.59	2.92 %
S2SD	0.57	16.02 %
MMT1	0.55	9.45 %
APK1	0.30	3.01 %
KGL1	0.27	4.98 %
VKM1	0.25	4.44 %
COL1		0.00 %
ERL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
UDN1		-0.02 %
TYI1	-0.28	-2.90 %
Total	109.96	16.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	75.38	13.67 %
D-Freez	0.96	18.43 %
Total	76.35	13.72 %

Branch *	MTD Sales L	Brand Share %
TVR2	5.33	15.04 %
TNJ1	4.04	13.16 %
PTK1	3.77	12.90 %
MVM1	2.98	8.93 %
PBR2	2.69	8.02 %
PDK1	2.13	12.83 %
TRY2	1.44	12.25 %
JKM1	1.41	10.69 %
TTP1	1.40	10.02 %
KUM1	1.21	3.39 %
TVR1	1.14	7.20 %
TRY3	0.92	4.48 %
MSI1	0.83	9.91 %
TYR1	0.65	8.19 %
KRN1	0.62	12.95 %
APM1	0.61	7.43 %
KIK1	0.58	2.89 %
PBR1	0.27	3.01 %
AYR1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TZSD		0.00 %
Total	76.35	13.72 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	59.19	16.27 %
D-Freez	0.46	9.17 %
Total	59.65	16.17 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.95	9.13 %
KYK1	1.45	9.82 %
USL1	0.87	13.77 %
TMM1	0.84	8.78 %
TEN2	0.60	9.90 %
SVG1	0.59	5.15 %
PNV1	0.57	8.79 %
MDU3	0.30	2.28 %
MDU5	0.28	5.08 %
TEN1	0.28	6.99 %
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	59.65	16.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	39.58	13.08 %
D-Freez	1.65	23.13 %
Total	41.23	13.31 %

Branch *	MTD Sales L	Brand Share %
POY1	5.79	11.47 %
KLM1	2.13	14.75 %
TRK1	1.87	13.28 %
KML1	1.27	12.17 %
TVM1	0.85	7.96 %
TDM1	0.65	5.24 %
VCM1	0.63	4.44 %
MKM1	0.63	9.81 %
CDM1	0.62	3.70 %
VPM1	0.57	12.59 %
ULP1	0.55	7.10 %
PRT1	0.30	4.18 %
KKI2		0.00 %
SJI1		0.00 %
STP1		0.00 %
WHNV		0.00 %
Total	41.23	13.31 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	32.90	16.85 %
Total	32.90	16.58 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.61	6.70 %
ERD1	1.18	3.96 %
SLM3	0.91	7.35 %
EPI1	0.35	9.16 %
DPR2	0.31	16.17 %
DPR1	0.30	8.51 %
ATU1	0.30	3.93 %
NKL2	0.29	5.32 %
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	32.90	16.58 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	27.71	12.67 %
Total	27.71	12.37 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.05	15.25 %
KPM1	1.46	9.48 %
SBR1	1.30	8.61 %
CPT1	0.57	11.74 %
GDM1	0.34	6.84 %
ANI1	0.31	5.43 %
WJD1	0.31	8.85 %
VNB1	0.30	14.03 %
ARC2	0.30	1.41 %
SLG1	0.30	4.83 %
CYR1	0.29	5.81 %
VSI1	0.28	2.43 %
ABR1	0.27	5.77 %
PLR1	0.27	8.52 %
VEL1	0.25	1.42 %
BGR1		0.00 %
CGM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	27.71	12.37 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	13.51	11.34 %
D-Freez	0.22	6.51 %
Total	13.73	11.21 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.93	9.68 %
PLI1	0.30	2.26 %
MPM1	0.30	9.77 %
SNR1	0.22	4.89 %
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	11.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.59	13.39 %
Total	3.59	12.76 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.63	14.08 %
PAS1	0.27	5.18 %
Total	3.59	12.76 %