

MTD Sales
326.83 L

Brand Share %
16.76 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.76 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	326.14	17.01 %
D-Freez	0.69	2.06 %
Total	326.83	16.76 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	70.42	24.78 %
CHENNAI-01	66.82	19.15 %
SOUTH-03	54.71	24.58 %
SOUTH-01	42.37	14.03 %
TRICHY-01	30.87	10.81 %
SOUTH ARCOT	17.20	10.39 %
NORTH ARCOT	15.54	12.64 %
WEST-02	14.18	12.75 %
WEST-01	11.58	13.09 %
KL-SOUTH	3.14	16.56 %
Total	326.83	16.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	70.42	24.96 %
Total	70.42	24.78 %

Branch *	MTD Sales L	Brand Share %
CH20	2.25	14.86 %
CH33	1.27	15.88 %
CH21	1.26	13.85 %
CH03	1.20	6.65 %
CH17	1.19	11.45 %
CH36	0.70	15.52 %
GPD1	0.36	11.40 %
PON1	0.32	10.35 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
MC06		0.00 %
Total	70.42	24.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	66.82	19.45 %
Total	66.82	19.15 %

Branch *	MTD Sales L	Brand Share %
CH05	5.20	16.23 %
CH19	2.98	10.70 %
CH22	1.79	14.57 %
CH45	1.57	10.56 %
GUD1	1.40	13.35 %
CZWH	1.00	4.94 %
CH11	0.93	10.00 %
CGL1	0.62	12.26 %
KNR1	0.39	9.52 %
CH38	0.37	7.60 %
TKM1	0.33	7.86 %
CH37	0.32	7.66 %
CH26		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	66.82	19.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	54.71	24.86 %
Total	54.71	24.58 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.24	14.86 %
TEN1	0.66	12.65 %
KRR1	0.39	6.00 %
ODM1	0.32	12.61 %
MDU5	0.30	8.28 %
MDU4	0.30	6.05 %
TMM1	0.28	3.44 %
SVG1	0.27	4.19 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
MNM1		0.00 %
NKI1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TEN2		0.00 %
USL1		0.00 %
Total	54.71	24.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	42.38	14.27 %
D-Freez	-0.01	-0.29 %
Total	42.37	14.03 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.20	11.88 %
TUT2	1.59	10.17 %
UDN1	0.95	15.48 %
TCN1	0.79	12.12 %
SVK1	0.66	8.37 %
TVL2	0.59	9.57 %
TKS2	0.59	3.49 %
TKS1	0.36	8.05 %
TYI1	0.36	12.46 %
PKD1	0.31	4.53 %
APK2	0.29	7.03 %
RND1	0.28	2.13 %
S2SD	0.26	12.20 %
ASM1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
PDI1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
STU2		0.00 %
VKM1		0.00 %
VNR2		0.00 %
SNL1	-0.03	-0.59 %
APK1	-0.38	-9.46 %
KVT1	-0.61	-5.52 %
Total	42.37	14.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	30.87	10.85 %
Total	30.87	10.81 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.41	13.32 %
TRY2	2.15	11.17 %
PBR2	2.10	7.76 %
PTK1	2.06	15.54 %
TNJ1	1.82	12.35 %
MDI1	0.81	9.48 %
KIK1	0.75	11.06 %
TRY3	0.61	4.23 %
TTP1	0.59	10.82 %
AYR1	0.56	8.22 %
PDK1	0.32	3.47 %
JKM1	0.32	10.20 %
TRY4	0.31	5.49 %
KRN1	0.30	11.61 %
MSI1	0.30	6.02 %
APM1		0.00 %
KUM1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TVR1		0.00 %
TYR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	30.87	10.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	17.43	10.73 %
D-Freez	-0.23	-7.77 %
Total	17.20	10.39 %

Branch *	MTD Sales L	Brand Share %
POY1	1.99	8.54 %
CUD1	1.49	9.77 %
NVL2	1.17	13.04 %
VPM2	0.90	12.18 %
CDM1	0.31	3.63 %
KLM1	0.30	3.01 %
KKI2		0.00 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
SJI2		0.00 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	17.20	10.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	15.32	13.07 %
D-Freez	0.23	3.91 %
Total	15.54	12.64 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.41	11.05 %
AKM1	0.98	11.14 %
VEL2	0.89	8.58 %
KPM1	0.75	11.29 %
ARC2	0.58	8.81 %
VSI1	0.53	8.93 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	15.54	12.64 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	14.18	13.28 %
Total	14.18	12.75 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.63	11.99 %
SLM2	0.59	6.32 %
SLM1	0.56	3.70 %
ERD1	0.50	5.60 %
SLM3	0.37	6.12 %
PMP1	0.31	9.41 %
ATU1	0.29	9.24 %
KMM1	0.27	11.70 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	14.18	12.75 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	10.86	12.62 %
D-Freez	0.72	29.63 %
Total	11.58	13.09 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.55	8.09 %
CBE6	0.46	16.63 %
TPR1	0.37	8.70 %
SNR1	0.31	13.55 %
ANR1		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	11.58	13.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.14	18.18 %
Total	3.14	16.56 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	3.14	16.56 %