

MTD Sales
624.53 L

Brand Share %
15.76 %

Information:

MTD : 01-07-2025 To 28-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.76 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	617.59	15.78 %
D-Freez	6.94	14.10 %
Total	624.53	15.76 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	152.01	18.69 %
CHENNAI-02	117.32	20.94 %
TRICHY-01	85.49	13.38 %
SOUTH-03	85.24	19.76 %
SOUTH-01	78.40	11.79 %
SOUTH ARCOT	43.19	12.48 %
NORTH ARCOT	30.76	13.22 %
WEST-02	18.72	11.72 %
WEST-01	11.95	13.67 %
KL-SOUTH	1.45	5.34 %
Total	624.53	15.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	151.50	18.76 %
D-Freez	0.51	8.84 %
Total	152.01	18.69 %

Branch *	MTD Sales L	Brand Share %
CH19	8.68	12.41 %
CH16	5.91	11.74 %
CH11	5.12	14.53 %
GUD2	3.54	14.75 %
CH45	2.88	14.83 %
CH39	2.65	13.78 %
GUD1	2.28	8.05 %
CH38	2.11	10.00 %
MRM1	1.80	12.84 %
KNR1	1.77	7.26 %
CH37	1.17	15.35 %
TKM1	0.95	13.55 %
CH26	0.59	7.55 %
MC10		0.00 %
WHC3		0.00 %
Total	152.01	18.69 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	116.88	20.99 %
D-Freez	0.45	12.43 %
Total	117.32	20.94 %

Branch *	MTD Sales L	Brand Share %
CH24	2.83	11.77 %
CH17	2.80	12.35 %
CH33	2.18	10.92 %
UKI1	1.23	14.64 %
CH31	0.98	10.15 %
CH27	0.89	9.90 %
CH44	0.85	6.41 %
CH23	0.31	4.77 %
CH36	0.03	0.25 %
MC06		0.00 %
Total	117.32	20.94 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	84.75	13.33 %
D-Freez	0.74	25.25 %
Total	85.49	13.38 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.85	11.06 %
PBR2	3.76	13.45 %
TNJ2	3.51	11.21 %
TVR2	3.43	10.49 %
PDK1	2.60	14.73 %
TNJ1	2.31	5.90 %
KIK1	1.82	7.74 %
MVM1	1.29	3.85 %
PBR1	1.21	10.38 %
TRY3	0.90	8.44 %
KRN1	0.66	9.33 %
JKM1	0.65	7.20 %
MSI1	0.61	12.24 %
TRY2	0.58	2.49 %
TTP1	0.56	4.40 %
TYR1	0.31	4.24 %
APM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TZSD		0.00 %
Total	85.49	13.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	84.17	19.85 %
D-Freez	1.07	14.75 %
Total	85.24	19.76 %

Branch *	MTD Sales L	Brand Share %
SVG1	3.58	15.39 %
MDU6	2.71	11.59 %
MDU4	1.43	12.79 %
TPT1	0.87	8.71 %
MDU3	0.86	4.32 %
PVI1	0.79	8.56 %
MPA1	0.70	9.39 %
MNM1	0.60	11.79 %
SGP1	0.52	8.77 %
MDU5	0.35	2.88 %
MLR1	0.31	3.45 %
NKI1	0.27	13.99 %
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	85.24	19.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	76.95	11.73 %
D-Freez	1.45	15.61 %
Total	78.40	11.79 %

Branch *	MTD Sales L	Brand Share %
TVL1	8.27	15.05 %
TUT1	6.52	8.62 %
KVT1	5.06	13.07 %
TUT2	3.88	10.92 %
PKD1	3.26	9.53 %
RND1	1.58	3.59 %
SVK1	1.15	4.59 %
S2SD	1.10	15.54 %
TKS2	0.95	7.37 %
SNL1	0.65	7.42 %
VNR2	0.62	2.54 %
ERL1	0.61	6.17 %
PDI1	0.61	11.19 %
SDI1	0.57	14.69 %
APK1	0.38	2.08 %
VNR1	0.30	2.21 %
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	78.40	11.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	42.95	12.57 %
D-Freez	0.23	5.52 %
Total	43.19	12.48 %

Branch *	MTD Sales L	Brand Share %
POY1	5.40	10.71 %
POY2	5.10	11.27 %
VPM2	2.68	14.08 %
KLM1	2.66	13.64 %
PRT1	0.89	7.12 %
KKI2	0.59	4.88 %
KML1	0.56	3.88 %
TVM1	0.56	13.57 %
MKM1	0.31	3.12 %
STP1	0.30	6.25 %
ULP1	0.29	2.14 %
CDM1		0.00 %
SJI1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	43.19	12.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	29.36	13.07 %
D-Freez	1.40	17.24 %
Total	30.76	13.22 %

Branch *	MTD Sales L	Brand Share %
KPM1	1.45	8.96 %
VEL1	1.00	4.10 %
SBR1	0.89	4.32 %
WJD1	0.60	7.51 %
ARC2	0.48	6.26 %
ABR1	0.30	3.62 %
PLR1	0.30	6.91 %
VSI1	0.30	2.30 %
WJP1	0.28	5.31 %
CGM1	0.27	8.66 %
SLG1	0.26	14.39 %
BGR1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	30.76	13.22 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	18.50	11.81 %
D-Freez	0.21	7.03 %
Total	18.72	11.72 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.47	14.75 %
ATU1	0.60	9.48 %
RSP1	0.30	4.61 %
DPR2	0.30	7.02 %
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	18.72	11.72 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.74	13.91 %
D-Freez	0.21	6.98 %
Total	11.95	13.67 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.35	3.83 %
PDM1	0.35	15.69 %
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 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	11.95	13.67 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.78	3.11 %
D-Freez	0.67	33.95 %
Total	1.45	5.34 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.45	6.42 %
PAS1		0.00 %
WTVP		0.00 %
Total	1.45	5.34 %