

MTD Sales
527.22 L

Brand Share %
14.92 %

Information:

MTD : 01-10-2025 To 28-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.92 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	521.92	14.97 %
D-Freez	5.30	11.20 %
Total	527.22	14.92 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	101.61	18.30 %
SOUTH-01	100.73	14.11 %
CHENNAI-02	97.53	22.02 %
SOUTH-03	84.24	18.34 %
TRICHY-01	47.10	10.05 %
NORTH ARCOT	31.02	13.82 %
SOUTH ARCOT	26.81	10.88 %
WEST-02	18.26	8.24 %
WEST-01	15.39	9.15 %
KL-SOUTH	4.51	14.04 %
Total	527.22	14.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	100.98	18.36 %
D-Freez	0.63	12.03 %
Total	101.61	18.30 %

Branch *	MTD Sales L	Brand Share %
CH16	4.89	11.59 %
CH22	2.39	14.23 %
GUD2	1.30	13.24 %
CH39	0.96	8.22 %
TKM1	0.86	11.38 %
CH38	0.39	3.17 %
KNR1	0.36	3.92 %
CGL1	0.32	3.05 %
MC10	0.31	11.85 %
CH40		0.00 %
WHC3		0.00 %
Total	101.61	18.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	99.32	14.09 %
D-Freez	1.42	15.11 %
Total	100.73	14.11 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.12	13.07 %
TUT2	5.98	12.69 %
KVT1	3.21	12.33 %
MMT1	1.55	12.77 %
ERL2	1.49	13.05 %
MAR1	1.24	9.19 %
TKS2	1.17	5.47 %
UDN1	1.05	7.89 %
TKS1	0.97	5.60 %
APK1	0.96	6.57 %
SKD1	0.95	11.37 %
KGL1	0.89	10.00 %
KYR1	0.83	12.97 %
SVK1	0.64	2.87 %
APK2	0.63	6.32 %
ASM1	0.61	6.49 %
VNR2	0.53	2.14 %
RND1	0.28	1.48 %
SDI1	0.26	8.07 %
COL1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
VKM1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	100.73	14.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	97.29	22.04 %
D-Freez	0.24	15.07 %
Total	97.53	22.02 %

Branch *	MTD Sales L	Brand Share %
CH03	5.90	14.63 %
CH12	4.34	14.70 %
CH44	1.90	12.20 %
CH17	1.02	8.98 %
GPD1	0.90	10.25 %
PON1	0.64	8.17 %
CH23	0.58	11.87 %
CH27	0.32	8.41 %
UKI1	0.32	2.13 %
CH01		0.00 %
CH32		0.00 %
Total	97.53	22.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	83.34	18.39 %
D-Freez	0.90	14.62 %
Total	84.24	18.34 %

Branch *	MTD Sales L	Brand Share %
TMM1	1.47	10.07 %
TEN1	1.17	13.96 %
MDU3	1.10	6.62 %
SVG1	0.88	6.20 %
MPA1	0.87	7.07 %
KYK1	0.84	14.28 %
MNM1	0.67	10.11 %
CBM1	0.60	14.63 %
PKM1	0.27	8.23 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	84.24	18.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	46.40	10.02 %
D-Freez	0.71	12.52 %
Total	47.10	10.05 %

Branch *	MTD Sales L	Brand Share %
TNJ1	5.22	14.44 %
PBR2	3.95	14.92 %
TRY2	2.99	10.97 %
NGT1	1.56	10.78 %
PTK1	1.49	7.72 %
TVR2	1.46	7.11 %
TNJ2	1.31	7.49 %
TRY3	1.25	5.40 %
JKM1	0.73	11.07 %
PDK1	0.73	5.12 %
MVM1	0.62	3.08 %
ORU1	0.60	14.08 %
APM1	0.39	8.94 %
TVR1	0.31	3.19 %
TTP1	0.29	7.65 %
KUM1	0.28	0.97 %
TYR1	0.24	2.48 %
AYR1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	47.10	10.05 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	30.30	13.69 %
D-Freez	0.73	22.80 %
Total	31.02	13.82 %

Branch *	MTD Sales L	Brand Share %
KPM1	1.20	9.17 %
WJD1	0.62	10.46 %
VSI1	0.60	8.44 %
SBR1	0.36	2.39 %
VNB1	0.36	10.70 %
CYR1	0.31	4.67 %
VEL1	0.31	2.36 %
TRT1	0.29	2.73 %
ANI1	0.29	4.25 %
UGI1		0.00 %
ABR1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	31.02	13.82 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	26.60	11.01 %
D-Freez	0.21	4.25 %
Total	26.81	10.88 %

Branch *	MTD Sales L	Brand Share %
POY1	5.18	14.21 %
POY2	3.90	13.73 %
CUD1	3.32	12.99 %
CDM1	1.78	10.63 %
ULP1	0.83	8.57 %
SJI2	0.66	4.34 %
KLM1	0.61	5.76 %
KML1	0.36	7.08 %
TDM1	0.36	3.62 %
PRT1	0.32	3.88 %
TVM1	0.31	8.29 %
KKI2		0.00 %
STP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	26.81	10.88 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	18.04	8.34 %
D-Freez	0.23	4.07 %
Total	18.26	8.24 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.16	9.49 %
SLM3	2.52	13.54 %
SLM1	2.49	12.82 %
ERD1	1.52	4.65 %
RSP1	0.71	9.94 %
EPI1	0.33	5.55 %
NKL2	0.31	2.20 %
KVP1	0.23	13.25 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		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	18.26	8.24 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	15.16	9.20 %
D-Freez	0.23	6.77 %
Total	15.39	9.15 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.57	5.32 %
DPM2	0.31	5.96 %
SUL1	0.29	10.10 %
MPM1	0.29	5.58 %
AVI1	0.28	7.25 %
KGM1	0.23	10.18 %
CBE1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	15.39	9.15 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	4.51	15.03 %
Total	4.51	14.04 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.54	12.42 %
PAS1		0.00 %
Total	4.51	14.04 %