

MTD Sales
343.04 L

Brand Share %
16.01 %

Information:

MTD : 01-11-2025 To 28-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.01 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	342.34	16.25 %
D-Freez	0.69	1.90 %
Total	343.04	16.01 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	74.60	21.99 %
CHENNAI-01	71.25	18.79 %
SOUTH-03	55.53	23.28 %
SOUTH-01	43.82	13.65 %
TRICHY-01	31.90	10.46 %
SOUTH ARCOT	18.75	10.06 %
NORTH ARCOT	16.44	12.14 %
WEST-02	15.02	12.40 %
WEST-01	12.58	12.92 %
KL-SOUTH	3.14	15.69 %
Total	343.04	16.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	74.60	22.16 %
Total	74.60	21.99 %

Branch *	MTD Sales L	Brand Share %
CH20	2.25	10.09 %
CH21	1.89	14.89 %
CH03	1.82	7.52 %
CH44	1.53	14.91 %
CH17	1.52	11.02 %
CH33	1.27	12.84 %
CH36	0.70	12.41 %
GPD1	0.36	9.78 %
PON1	0.32	7.21 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
MC06		0.00 %
Total	74.60	21.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	71.25	19.08 %
Total	71.25	18.79 %

Branch *	MTD Sales L	Brand Share %
CH05	5.52	15.93 %
CH16	3.79	15.68 %
CH19	2.98	10.60 %
CH22	1.79	14.31 %
GUD1	1.69	13.91 %
CH45	1.57	9.68 %
CZWH	1.00	4.94 %
CH11	0.93	8.94 %
CGL1	0.91	15.53 %
KNR1	0.39	8.94 %
CH38	0.37	6.87 %
TKM1	0.33	7.35 %
CH37	0.32	7.16 %
CH26		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	71.25	18.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	55.53	23.54 %
Total	55.53	23.28 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.52	15.40 %
TEN1	0.66	12.65 %
KRR1	0.39	3.31 %
ODM1	0.32	12.61 %
MDU5	0.30	7.74 %
MDU4	0.30	5.90 %
TMM1	0.28	3.44 %
SVG1	0.27	3.64 %
BNR1	0.26	13.81 %
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	55.53	23.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	43.84	13.89 %
D-Freez	-0.01	-0.26 %
Total	43.82	13.65 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.02	14.43 %
TUT2	1.59	10.17 %
UDN1	0.95	15.48 %
TCN1	0.79	10.74 %
SVK1	0.66	8.13 %
TVL2	0.59	9.57 %
TKS2	0.59	3.34 %
MAR1	0.36	2.36 %
TKS1	0.36	8.05 %
TYI1	0.36	9.61 %
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 %
PDI1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
STU2		0.00 %
VKM1		0.00 %
VNR2		0.00 %
SNL1	-0.03	-0.57 %
APK1	-0.38	-9.46 %
KVT1	-0.61	-5.15 %
Total	43.82	13.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	31.90	10.51 %
Total	31.90	10.46 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.78	14.67 %
TRY2	2.15	10.78 %
PBR2	2.10	7.30 %
PTK1	2.06	14.42 %
TNJ1	1.82	11.74 %
MDI1	1.18	12.30 %
KIK1	0.75	10.37 %
TRY3	0.61	4.15 %
TTP1	0.59	10.82 %
AYR1	0.56	7.32 %
PDK1	0.32	3.37 %
TRY4	0.31	5.25 %
KRN1	0.30	11.61 %
MSI1	0.30	5.72 %
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	31.90	10.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	18.98	10.36 %
D-Freez	-0.23	-7.77 %
Total	18.75	10.06 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.05	12.19 %
POY1	1.99	8.15 %
NVL2	1.47	10.11 %
VPM2	0.90	10.26 %
TRK1	0.59	12.78 %
KKI2	0.36	5.63 %
CDM1	0.31	3.31 %
KLM1	0.30	3.01 %
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	18.75	10.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	16.22	12.54 %
D-Freez	0.23	3.72 %
Total	16.44	12.14 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.41	10.60 %
AKM1	0.98	10.86 %
VEL2	0.89	8.14 %
KPM1	0.75	10.39 %
ARC2	0.58	7.81 %
VSI1	0.53	8.93 %
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	16.44	12.14 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	15.02	12.94 %
Total	15.02	12.40 %

Branch *	MTD Sales L	Brand Share %
SLM2	1.43	12.34 %
NKL2	0.63	11.36 %
SLM1	0.56	3.57 %
ERD1	0.50	5.34 %
SLM3	0.37	5.41 %
PMP1	0.31	8.79 %
ATU1	0.29	9.24 %
KMM1	0.27	10.55 %
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	15.02	12.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.86	12.52 %
D-Freez	0.72	26.93 %
Total	12.58	12.92 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.55	5.77 %
TPR1	0.37	6.65 %
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	12.58	12.92 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	3.14	17.13 %
Total	3.14	15.69 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	3.14	15.69 %