

MTD Sales
674.33 L

Brand Share %
15.73 %

Information:

MTD : 01-07-2025 To 30-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	666.87	15.76 %
D-Freez	7.47	13.54 %
Total	674.33	15.73 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	168.94	19.27 %
CHENNAI-02	121.99	19.94 %
TRICHY-01	91.97	13.48 %
SOUTH-03	89.11	19.43 %
SOUTH-01	87.50	11.68 %
SOUTH ARCOT	45.01	12.24 %
NORTH ARCOT	34.70	14.15 %
WEST-02	21.71	12.35 %
WEST-01	11.95	13.20 %
KL-SOUTH	1.45	5.04 %
Total	674.33	15.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	168.43	19.35 %
D-Freez	0.51	8.01 %
Total	168.94	19.27 %

Branch *	MTD Sales L	Brand Share %
CH19	9.03	11.75 %
CH16	5.61	11.12 %
CH22	5.55	15.39 %
CH11	5.44	14.38 %
GUD2	3.54	14.59 %
GUD1	2.94	9.75 %
CH45	2.88	14.37 %
CH39	2.65	12.69 %
CH38	2.39	11.04 %
MRM1	2.11	13.35 %
KNR1	1.77	6.76 %
CH37	1.17	13.85 %
TKM1	0.95	13.09 %
CH26	0.59	7.25 %
MC10		0.00 %
Total	168.94	19.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	121.54	20.00 %
D-Freez	0.45	10.88 %
Total	121.99	19.94 %

Branch *	MTD Sales L	Brand Share %
CH24	3.12	9.59 %
CH17	2.80	11.73 %
CH33	2.49	11.80 %
CH31	1.63	14.64 %
UKI1	1.23	14.07 %
CH44	1.20	7.59 %
CH27	0.89	9.61 %
CH23	0.31	4.22 %
CH36	0.03	0.23 %
MC06		0.00 %
MC08		0.00 %
Total	121.99	19.94 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	91.23	13.45 %
D-Freez	0.74	19.87 %
Total	91.97	13.48 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.85	9.87 %
PBR2	4.06	13.59 %
TVR2	4.04	10.77 %
TNJ1	2.61	6.44 %
PDK1	2.60	14.52 %
KIK1	2.38	9.33 %
MVM1	1.29	3.44 %
PBR1	1.21	10.14 %
TRY3	0.90	8.01 %
TRY2	0.86	3.51 %
KRN1	0.66	8.99 %
JKM1	0.65	6.98 %
MSI1	0.61	10.46 %
TTP1	0.56	4.14 %
TYR1	0.31	4.24 %
APM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
TZSD		0.00 %
Total	91.97	13.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	88.04	19.52 %
D-Freez	1.07	13.88 %
Total	89.11	19.43 %

Branch *	MTD Sales L	Brand Share %
SVG1	3.58	15.60 %
MDU6	2.71	10.94 %
MDU4	1.73	13.99 %
DGL2	1.20	15.42 %
TPT1	0.87	8.27 %
MDU3	0.86	4.19 %
PVI1	0.79	7.79 %
MPA1	0.70	9.09 %
MDU5	0.63	5.10 %
MNM1	0.60	10.51 %
SGP1	0.52	8.31 %
MLR1	0.31	3.34 %
NKI1	0.27	12.19 %
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	89.11	19.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	86.05	11.64 %
D-Freez	1.45	14.52 %
Total	87.50	11.68 %

Branch *	MTD Sales L	Brand Share %
TVL1	8.55	13.94 %
TUT1	7.44	8.46 %
KVT1	5.35	12.44 %
TUT2	5.12	12.07 %
PKD1	3.26	8.13 %
SVK1	2.87	10.45 %
TKY1	1.72	15.18 %
RND1	1.58	3.05 %
S2SD	1.10	12.81 %
TKS2	0.95	6.21 %
SNL1	0.65	6.21 %
VNR2	0.62	2.17 %
ERL1	0.61	5.99 %
PDI1	0.61	10.65 %
SDI1	0.57	10.05 %
APK1	0.38	1.77 %
VNR1	0.30	2.00 %
VKM1	0.29	4.02 %
COL1	0.25	10.55 %
MMT1	0.23	3.02 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
SGT1		0.00 %
STU2		0.00 %
TKS1		0.00 %
Total	87.50	11.68 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	44.78	12.34 %
D-Freez	0.23	4.65 %
Total	45.01	12.24 %

Branch *	MTD Sales L	Brand Share %
POY1	5.71	10.55 %
POY2	5.42	11.39 %
VPM2	2.68	13.64 %
KLM1	2.66	13.10 %
PRT1	0.89	7.12 %
KKI2	0.59	4.28 %
KML1	0.56	3.88 %
TVM1	0.56	13.57 %
ULP1	0.55	3.78 %
MKM1	0.31	2.83 %
STP1	0.30	5.61 %
CDM1		0.00 %
SJI1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	45.01	12.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	32.78	13.86 %
D-Freez	1.93	21.69 %
Total	34.70	14.15 %

Branch *	MTD Sales L	Brand Share %
VEL1	2.32	8.94 %
SBR1	1.78	7.67 %
KPM1	1.45	8.55 %
ARC2	0.78	9.49 %
VSI1	0.61	4.55 %
WJD1	0.60	7.51 %
ABR1	0.30	3.62 %
PLR1	0.30	6.91 %
WJP1	0.28	5.04 %
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	34.70	14.15 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	21.50	12.54 %
D-Freez	0.21	4.89 %
Total	21.71	12.35 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.47	13.97 %
ATU1	0.60	9.10 %
RSP1	0.30	4.38 %
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 %
WHKP		0.00 %
WZWH		0.00 %
Total	21.71	12.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.74	13.41 %
D-Freez	0.21	6.98 %
Total	11.95	13.20 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.35	3.83 %
PDM1	0.35	15.69 %
CBE6	0.31	6.83 %
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	13.20 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.78	2.91 %
D-Freez	0.67	33.95 %
Total	1.45	5.04 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.45	5.98 %
PAS1		0.00 %
WTVP		0.00 %
Total	1.45	5.04 %