

MTD Sales
412.16 L

Brand Share %
24.40 %

Information:

MTD : 01-09-2026 To 08-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	405.33	24.56 %
D-Freez	3.58	12.22 %
W-Disp	3.26	32.68 %
Total	412.16	24.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	79.14	24.96 %
CHENNAI-01	74.13	24.97 %
TRICHY-01	74.05	28.96 %
SOUTH-03	47.36	22.61 %
NORTH ARCOT	35.20	28.08 %
CHENNAI-02	34.35	16.40 %
SOUTH ARCOT	28.14	23.07 %
WEST-02	17.16	31.89 %
WEST-03	13.02	22.56 %
WEST-01	9.61	22.84 %
Total	412.16	24.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	78.42	25.21 %
D-Freez	0.57	10.87 %
W-Disp	0.14	19.20 %
Total	79.14	24.96 %

Branch *	MTD Sales L	Brand Share %
TUT1	8.92	22.52 %
TVL1	6.72	16.27 %
TUT2	4.62	24.13 %
NGR1	3.02	19.41 %
KVT1	2.98	20.88 %
RPM1	2.25	20.65 %
SVK1	2.10	20.99 %
RND2	1.83	23.29 %
TKS2	1.50	11.11 %
RND1	1.43	12.70 %
TKS1	1.12	17.92 %
TKY1	1.06	23.21 %
UDN1	0.90	16.78 %
VKM1	0.59	20.77 %
APK1	0.57	12.34 %
KSM1	0.28	9.17 %
SDI1	0.27	15.11 %
COL1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
VNR1		0.00 %
WHTV	-0.31	17.98 %
Total	79.14	24.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	72.81	24.95 %
W-Disp	1.18	51.48 %
D-Freez	0.14	5.07 %
Total	74.13	24.97 %

Branch *	MTD Sales L	Brand Share %
CH16	3.12	16.66 %
CH45	2.31	21.51 %
CH48	2.18	20.25 %
CH05	1.81	10.90 %
CH28	1.49	14.44 %
CGL1	1.22	15.66 %
CH30	1.16	9.41 %
AVD1	1.07	8.14 %
KNR1	0.79	18.63 %
CH25	0.66	4.82 %
GUD2	0.31	8.30 %
CH26	0.28	9.85 %
TKM1	0.28	8.21 %
Total	74.13	24.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	73.07	29.05 %
D-Freez	0.60	17.81 %
W-Disp	0.37	52.72 %
Total	74.05	28.96 %

Branch *	MTD Sales L	Brand Share %
TRY3	3.12	24.30 %
TRY4	2.75	19.44 %
KUM1	2.40	12.87 %
TNJ1	2.11	18.13 %
TVR2	1.72	14.34 %
TTP1	1.17	17.24 %
NGT1	1.16	11.83 %
KIK1	0.84	11.37 %
TRY2	0.63	21.11 %
MDI1	0.63	10.35 %
PDK1	0.32	8.45 %
WTRZ	-0.90	19.71 %
Total	74.05	28.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	46.93	23.00 %
D-Freez	0.22	7.43 %
W-Disp	0.20	8.45 %
Total	47.36	22.61 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.09	14.16 %
DGL1	1.96	15.19 %
KRR1	1.80	19.59 %
KKD3	1.42	14.59 %
MDU4	1.34	20.65 %
MDU6	1.30	13.03 %
ATG1	0.85	14.85 %
DGL2	0.69	8.41 %
TDI1	0.60	13.10 %
TEN1	0.59	18.03 %
MNM1	0.56	18.34 %
DKI1	0.46	8.15 %
KPT1	0.32	23.60 %
PVI1	0.30	9.40 %
MDU3	0.28	6.00 %
CBM1		0.00 %
MDU7		0.00 %
MLR1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SVG1		0.00 %
TEN2		0.00 %
WHMD		0.00 %
Total	47.36	22.61 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	34.22	28.23 %
D-Freez	0.92	26.60 %
W-Disp	0.06	9.50 %
Total	35.20	28.08 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.60	21.61 %
KPM2	2.36	18.59 %
VEL3	1.22	15.71 %
KPM1	0.56	10.22 %
AKM1	0.31	6.56 %
GDM1	0.31	14.10 %
VEL1	0.28	10.75 %
BGR1		0.00 %
VNB1		0.00 %
Total	35.20	28.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	33.54	16.29 %
D-Freez	0.44	20.23 %
W-Disp	0.37	27.32 %
Total	34.35	16.40 %

Branch *	MTD Sales L	Brand Share %
CH21	3.61	19.69 %
CH03	3.20	14.50 %
CH15	3.17	16.03 %
CH17	2.31	24.21 %
CH20	2.17	17.94 %
CH24	2.16	17.81 %
CH44	1.21	12.36 %
CH41	1.12	17.22 %
CH51	1.01	14.50 %
CH06	0.88	15.45 %
CH18	0.84	8.92 %
CH50	0.64	11.27 %
CH12	0.59	4.38 %
CH33	0.40	5.01 %
CH46	0.35	8.04 %
MC06	0.28	16.25 %
CH31	0.27	16.95 %
CH34	0.25	3.39 %
CH01		0.00 %
CH32		0.00 %
WHC3	-0.56	-10.44 %
Total	34.35	16.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	27.81	23.80 %
W-Disp	0.34	57.89 %
Total	28.14	23.07 %

Branch *	MTD Sales L	Brand Share %
POY2	1.61	17.79 %
SJI2	1.40	16.61 %
PRT1	1.18	22.97 %
POY1	1.17	9.93 %
NVL2	0.95	13.37 %
KKI2	0.87	12.43 %
TDM1	0.63	12.76 %
TVM1	0.59	22.47 %
TVM2	0.59	10.48 %
KML1	0.28	7.40 %
Total	28.14	23.07 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	16.94	32.93 %
W-Disp	0.22	35.27 %
Total	17.16	31.89 %

Branch *	MTD Sales L	Brand Share %
KRI1	0.57	14.40 %
ATU1	0.32	7.08 %
SLM1	0.32	8.84 %
TRM1	0.32	22.97 %
HSR1	0.08	6.12 %
HSR2		0.00 %
KAM1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	17.16	31.89 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	12.95	23.03 %
W-Disp	0.07	27.63 %
Total	13.02	22.56 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.58	23.39 %
NKL2	1.69	19.72 %
TCG1	0.60	18.59 %
TPR1	0.32	8.57 %
KGM1	0.30	13.40 %
GBM1	0.28	13.56 %
AVI1	0.27	11.47 %
CMI1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
W3SD		0.00 %
Total	13.02	22.56 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	8.64	21.53 %
D-Freez	0.67	42.31 %
W-Disp	0.30	78.25 %
Total	9.61	22.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.79	18.22 %
CBE6	0.28	5.87 %
SUL1	0.28	12.89 %
CBE4	0.27	7.26 %
CBE5		0.00 %
GDR1		0.00 %
KMD1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	9.61	22.84 %