

MTD Sales
361.27 L

Brand Share %
19.85 %

Information:

MTD : 01-08-2025 To 12-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **19.85 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	360.86	19.87 %
W-Disp	0.42	10.24 %
Total	361.27	19.85 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	74.41	18.44 %
TRICHY-01	67.08	24.18 %
SOUTH-01	56.47	20.24 %
CHENNAI-02	42.39	15.79 %
WEST-02	32.32	32.39 %
SOUTH ARCOT	27.96	21.04 %
NORTH ARCOT	24.73	22.31 %
SOUTH-03	23.09	12.71 %
WEST-01	12.29	21.89 %
KL-SOUTH	0.55	5.21 %
Total	361.27	19.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	74.41	18.50 %
Total	74.41	18.44 %

Branch *	MTD Sales L	Brand Share %
CH05	5.04	17.10 %
CH11	4.46	9.98 %
CH16	3.65	12.97 %
CH08	3.47	12.14 %
CH14	2.46	9.80 %
CH48	2.15	8.64 %
AVD1	1.86	19.11 %
GUD1	1.85	12.40 %
CH28	1.54	13.19 %
CGL1	1.05	14.80 %
CH38	1.03	16.72 %
SKL1	0.75	12.75 %
CH26	0.60	18.18 %
MC10	0.31	19.05 %
TKM1	0.28	6.74 %
CH37	0.24	5.26 %
CZWH		0.00 %
MC02		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	74.41	18.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	67.00	24.19 %
W-Disp	0.07	17.55 %
Total	67.08	24.18 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.40	13.95 %
KIK1	2.36	19.33 %
TVR2	2.10	18.90 %
NGT1	1.84	12.49 %
TNJ1	1.59	10.86 %
TRY3	1.53	14.78 %
MDI1	1.34	11.94 %
APM1	0.29	4.99 %
KRN1	0.29	12.49 %
NMM1	0.24	12.69 %
ORU1		0.00 %
Total	67.08	24.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	56.47	20.28 %
Total	56.47	20.24 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.60	15.93 %
TUT1	5.56	15.12 %
KVT1	2.16	12.94 %
VLY1	2.14	14.98 %
NGR1	1.11	10.78 %
SKD1	1.00	5.97 %
SVK1	0.80	8.24 %
TKS1	0.53	7.72 %
VKM1	0.53	16.50 %
MAR1	0.27	3.84 %
RND1	0.24	1.92 %
ARM1		0.00 %
ERL1		0.00 %
KGL1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	56.47	20.24 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	42.39	15.81 %
Total	42.39	15.79 %

Branch *	MTD Sales L	Brand Share %
CH15	4.58	13.85 %
CH03	3.79	12.85 %
CH21	2.36	14.87 %
CH09	1.64	19.08 %
CH41	1.64	12.95 %
CH27	1.36	19.52 %
CH20	1.08	9.25 %
CH17	0.77	9.00 %
CH31	0.52	12.71 %
CH46	0.51	14.14 %
CH06	0.30	2.18 %
MC06	0.27	17.48 %
CH24	0.26	2.11 %
MJR1	0.25	2.24 %
CH32	0.24	9.09 %
CH01		0.00 %
CH34		0.00 %
CH36		0.00 %
Total	42.39	15.79 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	32.25	32.38 %
W-Disp	0.07	39.51 %
Total	32.32	32.39 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.79	18.27 %
HSR2	0.62	16.79 %
NKL2	0.52	17.78 %
APN1	0.25	13.40 %
KMM1	0.25	14.68 %
DPR1	0.24	10.79 %
HSR1	0.07	5.44 %
CMI1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	32.32	32.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	28.01	21.12 %
W-Disp	-0.06	-22.44 %
Total	27.96	21.04 %

Branch *	MTD Sales L	Brand Share %
POY1	2.88	14.80 %
CDM1	1.90	18.03 %
NVL2	1.60	19.50 %
KML1	1.53	19.67 %
TDM1	1.32	19.45 %
KLM1	0.79	9.48 %
VPM2	0.46	5.97 %
PRT1	0.27	10.13 %
STP1	0.27	11.33 %
MKM1		0.00 %
TVM2		0.00 %
WHNV		0.00 %
Total	27.96	21.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	24.73	22.36 %
Total	24.73	22.31 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.36	19.50 %
ARC2	1.60	18.93 %
KPM1	1.11	16.77 %
SBR1	0.83	12.44 %
SLG1	0.55	14.59 %
CYR1	0.37	15.57 %
WJP1	0.29	11.26 %
GDM1	0.27	8.34 %
CGM1		0.00 %
PTU1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
Total	24.73	22.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	22.95	12.65 %
W-Disp	0.14	43.06 %
Total	23.09	12.71 %

Branch *	MTD Sales L	Brand Share %
MLR1	1.84	15.53 %
MDU2	1.83	16.42 %
ATG1	1.61	12.62 %
MDU3	1.32	12.16 %
MDU6	0.53	4.42 %
MDU1	0.50	1.54 %
CBM1	0.49	14.85 %
PNV1	0.48	11.66 %
MNM1	0.27	18.71 %
PVI1	0.27	12.38 %
TDI1	0.27	14.09 %
DGL2	0.27	8.63 %
TEN2	0.07	1.97 %
BTU1	0.06	7.37 %
CMR1		0.00 %
DKI1		0.00 %
KPT1		0.00 %
MDU4		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
WHMD		0.00 %
Total	23.09	12.71 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.09	21.69 %
W-Disp	0.20	48.34 %
Total	12.29	21.89 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.27	10.86 %
DPM2	0.27	14.55 %
GBM1	0.27	9.48 %
CBE6	0.25	14.16 %
TPR1	0.24	8.34 %
TPR2	0.24	4.73 %
MPM1	0.07	4.80 %
CBE4		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	12.29	21.89 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.55	5.29 %
Total	0.55	5.21 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.55	6.81 %
PAS1		0.00 %
Total	0.55	5.21 %