

MTD Sales
37.36 L

Brand Share %
9.24 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **9.24 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	13.80	20.76 %
W.Heater	8.61	16.22 %
Iron	6.22	53.14 %
W-Purifi	5.29	9.05 %
Mixie	1.16	0.77 %
Small-Ap	1.06	6.29 %
Chimney	0.83	2.98 %
Air-Cool	0.40	2.09 %
Total	37.36	9.24 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	7.13	11.76 %
SOUTH-01	6.72	9.62 %
SOUTH-03	4.84	7.71 %
TRICHY-01	4.66	9.96 %
SOUTH ARCOT	3.60	16.43 %
CHENNAI-02	3.55	11.33 %
WEST-01	2.81	7.90 %
WEST-02	1.62	4.82 %
NORTH ARCOT	1.27	5.28 %
WEST-03	1.15	6.45 %
Total	37.36	9.24 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.82	31.31 %
W.Heater	2.00	14.11 %
W-Purifi	0.86	7.69 %
Iron	0.80	51.87 %
Chimney	0.27	9.34 %
Small-Ap	0.24	6.10 %
Mixie	0.09	0.51 %
Air-Cool	0.07	7.95 %
Total	7.13	11.76 %

Branch *	MTD Sales L	Brand Share %
CH49	0.44	8.39 %
CH05	0.25	7.39 %
GUD2	0.18	9.08 %
CH28	0.16	8.52 %
CH48	0.13	3.80 %
CH45	0.10	6.68 %
CH19	0.09	2.86 %
CH22	0.07	7.21 %
GUD1	0.07	2.44 %
CH25	0.06	3.55 %
TKM1	0.05	5.15 %
SKL1	0.04	5.33 %
CH26	0.04	6.05 %
CH38	0.03	1.75 %
CH29	0.02	4.33 %
CH30	0.02	1.73 %
MC09	0.01	6.12 %
WHC3	0.01	3.04 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
Total	7.13	11.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	2.48	19.90 %
Iron	1.53	63.12 %
W.Heater	1.48	25.02 %
W-Purifi	0.72	6.60 %
Air-Cool	0.20	2.81 %
Small-Ap	0.16	7.07 %
Mixie	0.15	0.58 %
Total	6.72	9.62 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.22	5.40 %
MAR1	0.18	6.98 %
RND1	0.18	6.72 %
TKS1	0.16	6.64 %
TCN1	0.14	6.78 %
NGR1	0.14	4.34 %
TUT2	0.14	5.88 %
SVK1	0.07	4.32 %
ERL2	0.07	6.26 %
MMT1	0.07	7.02 %
VLY1	0.05	2.25 %
KGL1	0.05	5.13 %
KYR1	0.05	3.50 %
APK1	0.05	4.37 %
TKY1	0.04	3.67 %
KSM1	0.03	4.51 %
PDI1	0.02	2.45 %
SGT1	0.02	5.34 %
VNR1	0.02	3.77 %
RPM1	0.02	1.05 %
SKD1	0.02	4.21 %
ARM1	0.02	1.96 %
S2SD		0.00 %
SNL1	-0.02	-2.62 %
Total	6.72	9.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	1.78	12.39 %
Iron	1.15	58.48 %
W.Heater	1.01	16.32 %
W-Purifi	0.67	10.09 %
Small-Ap	0.14	7.18 %
Air-Cool	0.06	1.78 %
Mixie	0.04	0.17 %
Total	4.84	7.71 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.22	4.23 %
TPT1	0.20	7.88 %
MDU3	0.14	6.96 %
KKD3	0.14	3.61 %
NKI1	0.12	8.72 %
TMM1	0.11	2.92 %
PKM1	0.11	8.98 %
ATG1	0.11	8.55 %
CBM1	0.10	8.68 %
MDU5	0.10	4.68 %
MDU7	0.09	3.87 %
SVG1	0.07	7.76 %
MDU4	0.07	5.24 %
DGL2	0.06	6.89 %
DKI1	0.06	7.05 %
MDU6	0.06	1.70 %
KRR1	0.05	4.19 %
USL1	0.05	8.11 %
ADP1	0.04	6.78 %
MPA1	0.04	4.01 %
TEN1	0.03	2.17 %
NTM1	0.03	4.27 %
PVI1	0.02	3.76 %
PNV2	0.02	2.21 %
PNI1	0.02	1.97 %
TDI1	0.02	2.30 %
CMR1	0.01	3.10 %
ODM1	0.01	1.81 %
SZSD		0.00 %
Total	4.84	7.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	1.81	20.64 %
W.Heater	1.02	21.89 %
W-Purifi	0.89	12.48 %
Iron	0.33	30.50 %
Mixie	0.29	1.45 %
Chimney	0.12	4.92 %
Small-Ap	0.11	8.96 %
Air-Cool	0.07	6.24 %
Total	4.66	9.96 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.16	4.99 %
TNJ1	0.12	5.29 %
MVM1	0.09	2.43 %
TRY3	0.08	8.46 %
TYR1	0.08	5.24 %
JKM1	0.07	4.27 %
PDK2	0.07	4.91 %
PBR1	0.05	5.35 %
APM1	0.04	5.34 %
NMM1	0.03	4.15 %
MSI1	0.03	2.91 %
NGT1	0.02	1.63 %
KUM2	0.02	1.74 %
KRN1	0.02	2.43 %
AYR1	0.01	1.31 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	4.66	9.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.23	31.63 %
W-Purifi	0.71	19.00 %
W.Heater	0.71	29.21 %
Iron	0.49	61.92 %
Mixie	0.31	3.36 %
Small-Ap	0.14	12.99 %
Total	3.60	16.43 %

Branch *	MTD Sales L	Brand Share %
KML1	0.10	8.39 %
CDM1	0.04	7.22 %
KLM1	0.04	3.71 %
ULP1	0.04	4.05 %
STP1	0.01	7.65 %
TVM1	0.01	5.60 %
TDM1	0.01	1.05 %
TVM2		0.00 %
Total	3.60	16.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.32	27.84 %
W-Purifi	0.88	15.13 %
W.Heater	0.85	14.54 %
Iron	0.43	51.91 %
Small-Ap	0.04	2.65 %
Mixie	0.03	0.23 %
Total	3.55	11.33 %

Branch *	MTD Sales L	Brand Share %
CH43	0.12	6.97 %
MJR1	0.08	6.83 %
CH18	0.08	3.56 %
CH20	0.07	8.31 %
CH03	0.06	2.08 %
CH46	0.05	5.70 %
CH36	0.02	1.84 %
CH27	0.02	2.27 %
CH44	0.02	2.52 %
CH06	0.01	1.03 %
UKI1	0.01	2.47 %
GPD1	0.01	2.89 %
CH41	0.01	3.54 %
CH23		0.94 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
PON1		0.00 %
Total	3.55	11.33 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	1.34	24.27 %
Fan	0.65	19.54 %
Iron	0.33	48.30 %
W-Purifi	0.21	8.17 %
Small-Ap	0.16	8.73 %
Mixie	0.12	0.73 %
Total	2.81	7.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.35	5.08 %
CBE5	0.08	6.67 %
PPI1	0.04	4.52 %
DPM2	0.03	4.21 %
SNR1	0.03	1.19 %
CBE4	0.02	0.65 %
CNR1	0.01	4.42 %
KGI1	0.01	2.19 %
UAM1	0.01	1.83 %
CBE1	0.01	0.64 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	2.81	7.90 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	0.66	13.13 %
Iron	0.44	48.78 %
W-Purifi	0.24	5.41 %
Chimney	0.16	3.12 %
W.Heater	0.08	2.89 %
Mixie	0.03	0.26 %
Total	1.62	4.82 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.13	3.84 %
OML1	0.11	9.20 %
ATU1	0.05	3.18 %
VPD1	0.05	7.43 %
HRR1	0.05	4.64 %
SLM2	0.04	4.40 %
APN1	0.04	4.19 %
DPR1	0.03	3.81 %
KAM1	0.03	2.90 %
PNG1	0.03	2.54 %
MCR1	0.02	1.77 %
KRI1	0.02	1.13 %
HSR1	0.02	0.86 %
PLC1	0.02	1.14 %
SGI1	0.02	1.65 %
MTR1	0.02	0.86 %
DPR2		0.00 %
PMP1		0.00 %
SLM3		0.00 %
WZWH		0.00 %
Total	1.62	4.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.61	22.90 %
Iron	0.36	43.42 %
Chimney	0.13	7.82 %
W-Purifi	0.11	2.21 %
Small-Ap	0.06	3.88 %
Total	1.27	5.28 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.09	3.18 %
VEL2	0.09	3.64 %
TRL1	0.08	3.37 %
VEL1	0.06	6.70 %
ARC2	0.05	7.61 %
CYR1	0.04	8.94 %
WJD1	0.04	6.64 %
GDM1	0.03	5.73 %
BGR1	0.02	3.74 %
KPM2	0.02	0.80 %
AKM1	0.02	2.13 %
CPT1	0.02	3.09 %
SBR1	0.01	1.67 %
CGM1	0.01	4.82 %
PLR1	0.01	1.79 %
ANI1		0.00 %
PTU1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
UGI1	-0.01	-0.96 %
Total	1.27	5.28 %

WEST-03

Property	MTD Sales L	Brand Share %
Fan	0.43	19.91 %
Iron	0.34	54.96 %
Chimney	0.14	6.89 %
W.Heater	0.12	8.38 %
Mixie	0.11	1.30 %
Total	1.15	6.45 %

Branch *	MTD Sales L	Brand Share %
TPR1	0.09	4.44 %
CMI1	0.08	6.37 %
NKL2	0.05	3.09 %
AVI1	0.03	2.74 %
TPR3	0.03	9.05 %
VKL1	0.03	6.49 %
SYM2	0.03	3.27 %
ERD1	0.03	1.05 %
SGG1	0.03	5.07 %
GBM1	0.02	2.95 %
KGM1	0.01	4.50 %
TPR4	0.01	2.64 %
TCG1	0.01	2.98 %
KMM1	0.01	1.34 %
PDR1		0.00 %
WHPD		0.00 %
Total	1.15	6.45 %