

MTD Sales
41.32 L

Brand Share %
9.27 %

Information:

MTD : 01-08-2026 To 10-08-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **9.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	15.76	21.06 %
W.Heater	9.16	15.81 %
Iron	6.67	52.59 %
W-Purifi	5.90	9.30 %
Small-Ap	1.27	6.86 %
Mixie	1.19	0.72 %
Chimney	0.83	2.56 %
Air-Cool	0.56	2.68 %
Total	41.32	9.27 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	7.69	11.77 %
SOUTH-01	7.08	9.25 %
SOUTH-03	5.37	7.90 %
TRICHY-01	5.34	10.09 %
SOUTH ARCOT	4.11	16.05 %
CHENNAI-02	3.94	11.15 %
WEST-01	2.94	7.94 %
WEST-02	1.83	4.97 %
NORTH ARCOT	1.62	5.64 %
WEST-03	1.41	7.24 %
Total	41.32	9.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.97	30.55 %
W.Heater	2.29	15.11 %
Iron	0.91	52.43 %
W-Purifi	0.86	7.50 %
Chimney	0.27	6.63 %
Small-Ap	0.24	5.91 %
Mixie	0.09	0.48 %
Air-Cool	0.07	7.95 %
Total	7.69	11.77 %

Branch *	MTD Sales L	Brand Share %
CH49	0.44	8.21 %
CH42	0.36	9.06 %
CH05	0.25	6.94 %
GUD2	0.18	9.00 %
CH28	0.16	7.30 %
CH25	0.15	7.27 %
CH48	0.13	3.28 %
CH45	0.10	5.76 %
CH22	0.09	7.48 %
CH19	0.09	2.57 %
GUD1	0.07	2.37 %
SKL1	0.06	7.32 %
TKM1	0.05	5.11 %
CH26	0.04	6.05 %
CH38	0.03	1.63 %
CH29	0.02	4.21 %
CH30	0.02	1.53 %
MC09	0.01	6.12 %
WHC3	0.01	3.04 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
Total	7.69	11.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	2.72	19.73 %
Iron	1.57	60.57 %
W.Heater	1.48	23.28 %
W-Purifi	0.72	6.30 %
Air-Cool	0.28	3.69 %
Small-Ap	0.16	6.07 %
Mixie	0.15	0.52 %
Total	7.08	9.25 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.50	8.58 %
KVT1	0.22	4.95 %
RND1	0.21	7.06 %
MAR1	0.18	6.95 %
TCN1	0.17	7.28 %
SVK1	0.16	7.52 %
TKS1	0.16	5.93 %
NGR1	0.14	4.34 %
TUT2	0.11	4.19 %
ERL2	0.10	6.16 %
MMT1	0.09	7.57 %
KYR1	0.06	4.04 %
VLY1	0.05	2.09 %
KGL1	0.05	4.98 %
APK1	0.05	4.15 %
TKY1	0.04	3.24 %
KSM1	0.03	4.00 %
PDI1	0.02	2.45 %
SGT1	0.02	4.65 %
VNR1	0.02	3.77 %
RPM1	0.02	1.02 %
SKD1	0.02	3.67 %
ARM1	0.02	1.96 %
S2SD		0.00 %
SNL1	-0.02	-1.89 %
Total	7.08	9.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	2.17	13.71 %
Iron	1.22	58.90 %
W.Heater	1.01	15.81 %
W-Purifi	0.67	8.64 %
Small-Ap	0.14	6.54 %
Air-Cool	0.13	3.65 %
Mixie	0.04	0.16 %
Total	5.37	7.90 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.22	3.84 %
TPT1	0.20	7.43 %
TMM1	0.18	4.48 %
MDU3	0.14	6.79 %
KKD3	0.14	3.57 %
CBM1	0.11	8.25 %
PKM1	0.11	8.32 %
ATG1	0.11	7.68 %
MDU7	0.11	4.22 %
MDU5	0.10	4.54 %
DKI1	0.07	7.67 %
SVG1	0.07	7.76 %
MDU4	0.07	5.07 %
DGL2	0.06	6.60 %
PNV2	0.06	4.50 %
MDU6	0.06	1.61 %
KRR1	0.05	3.38 %
USL1	0.05	8.11 %
ADP1	0.04	6.41 %
MPA1	0.04	3.80 %
TEN1	0.03	1.74 %
NTM1	0.03	3.95 %
PVI1	0.02	3.54 %
PNI1	0.02	1.97 %
TDI1	0.02	1.63 %
CMR1	0.01	2.64 %
SZSD		0.00 %
ODM1		-0.56 %
Total	5.37	7.90 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.08	20.57 %
W.Heater	1.19	22.30 %
W-Purifi	1.02	13.22 %
Iron	0.38	31.52 %
Mixie	0.29	1.29 %
Small-Ap	0.18	12.04 %
Chimney	0.12	4.10 %
Air-Cool	0.07	5.29 %
Total	5.34	10.09 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.24	6.68 %
KIK1	0.16	8.88 %
TNJ1	0.12	4.60 %
JKM1	0.11	5.37 %
MVM1	0.09	2.17 %
TRY3	0.08	7.36 %
TYR1	0.08	5.13 %
PDK2	0.07	4.28 %
PBR1	0.05	4.00 %
APM1	0.04	5.00 %
NMM1	0.03	3.57 %
MSI1	0.03	2.86 %
NGT1	0.02	1.45 %
KUM2	0.02	1.71 %
KRN1	0.02	2.43 %
AYR1	0.01	1.15 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	5.34	10.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.57	33.73 %
W-Purifi	0.71	15.52 %
W.Heater	0.71	23.60 %
Iron	0.56	63.01 %
Mixie	0.31	2.98 %
Small-Ap	0.24	19.38 %
Total	4.11	16.05 %

Branch *	MTD Sales L	Brand Share %
KML1	0.10	7.70 %
VPM1	0.06	9.20 %
KLM1	0.04	3.67 %
ULP1	0.04	3.85 %
TVM1	0.01	3.77 %
TDM1	0.01	0.98 %
TVM2		0.00 %
Total	4.11	16.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.55	27.36 %
W-Purifi	0.98	15.85 %
W.Heater	0.85	12.94 %
Iron	0.45	49.48 %
Small-Ap	0.09	4.82 %
Mixie	0.03	0.21 %
Total	3.94	11.15 %

Branch *	MTD Sales L	Brand Share %
CH43	0.12	5.82 %
MJR1	0.12	8.08 %
CH18	0.10	4.17 %
CH20	0.07	7.52 %
CH03	0.06	1.89 %
CH46	0.05	5.33 %
CH36	0.02	1.78 %
CH27	0.02	2.27 %
CH44	0.02	2.20 %
CH06	0.01	1.03 %
UKI1	0.01	1.93 %
CH41	0.01	3.15 %
CH23		0.94 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
PON1		0.00 %
Total	3.94	11.15 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	1.43	24.41 %
Fan	0.65	18.63 %
Iron	0.37	49.00 %
W-Purifi	0.21	8.06 %
Small-Ap	0.16	8.56 %
Mixie	0.12	0.70 %
Total	2.94	7.94 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.35	4.99 %
CBE5	0.08	6.67 %
SNR1	0.04	1.62 %
PPI1	0.04	4.22 %
DPM2	0.03	4.21 %
CBE4	0.02	0.64 %
CNR1	0.01	4.42 %
KGI1	0.01	2.19 %
UAM1	0.01	1.60 %
ANR1	0.01	1.90 %
CBE1	0.01	0.61 %
MPM1	0.01	0.63 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	2.94	7.94 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	0.84	14.32 %
Iron	0.47	47.55 %
W-Purifi	0.24	4.97 %
Chimney	0.16	2.91 %
W.Heater	0.08	2.68 %
Mixie	0.03	0.24 %
Total	1.83	4.97 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.13	3.54 %
OML1	0.11	8.40 %
SLM2	0.06	4.72 %
ATU1	0.05	3.06 %
VPD1	0.05	6.57 %
HRR1	0.05	4.55 %
PNG1	0.04	3.11 %
APN1	0.04	3.93 %
DPR1	0.03	3.81 %
KAM1	0.03	2.64 %
MCR1	0.02	1.74 %
KRI1	0.02	1.02 %
HSR1	0.02	0.87 %
PLC1	0.02	1.09 %
SGI1	0.02	1.28 %
MTR1	0.02	0.77 %
DPR2		0.00 %
PMP1		0.00 %
SLM3		0.00 %
WZWH		0.00 %
Total	1.83	4.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.75	22.16 %
Iron	0.37	44.30 %
W-Purifi	0.30	5.59 %
Chimney	0.13	5.91 %
Small-Ap	0.06	3.41 %
Total	1.62	5.64 %

Branch *	MTD Sales L	Brand Share %
VNB1	0.12	8.97 %
VEL2	0.10	4.04 %
TRR1	0.09	3.03 %
TRL1	0.08	3.19 %
VEL1	0.06	6.70 %
ARC2	0.05	6.71 %
CYR1	0.04	8.94 %
KPM1	0.04	8.73 %
WJD1	0.04	5.48 %
VEL4	0.04	3.86 %
GDM1	0.03	5.13 %
BGR1	0.02	3.74 %
KPM2	0.02	0.71 %
AKM1	0.02	1.50 %
CPT1	0.02	2.97 %
SBR1	0.01	1.15 %
CGM1	0.01	4.50 %
PLR1	0.01	1.54 %
ANI1		0.00 %
PTU1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
UGI1	-0.01	-0.92 %
Total	1.62	5.64 %

WEST-03

Property	MTD Sales L	Brand Share %
Fan	0.46	19.79 %
Iron	0.36	52.59 %
W-Purifi	0.18	12.71 %
Mixie	0.14	1.54 %
Chimney	0.14	5.79 %
W.Heater	0.12	8.16 %
Total	1.41	7.24 %

Branch *	MTD Sales L	Brand Share %
TPR1	0.09	4.18 %
CMI1	0.08	5.17 %
NKL2	0.05	3.02 %
AVI1	0.03	2.74 %
TPR3	0.03	8.58 %
VKL1	0.03	6.49 %
SYM2	0.03	3.40 %
ERD1	0.03	0.97 %
SGG1	0.03	5.07 %
TCG1	0.03	4.54 %
GBM1	0.02	2.69 %
KGM1	0.01	3.77 %
TPR4	0.01	2.43 %
KMM1	0.01	1.34 %
PDR1		0.00 %
WHPD		0.00 %
Total	1.41	7.24 %