



KL : HAVELLS Sales Performance 17/04/2026 8:06 AM

MTD Sales
6.11 L

Brand Share %
12.34 %

Information:

MTD : 01-04-2026 To 16-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.34 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Fan | 2.86 | 24.44 % |
| Air-Cool | 1.75 | 19.25 % |
| Small-Ap | 0.45 | 8.01 % |
| Iron | 0.41 | 42.29 % |
| W.Heater | 0.25 | 31.12 % |
| Mixie | 0.21 | 1.87 % |
| W-Purifi | 0.17 | 7.14 % |
| Total | 6.11 | 12.34 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| KL-SOUTH | 3.28 | 13.64 % |
| KL-NORTH | 2.83 | 11.11 % |
| Total | 6.11 | 12.34 % |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Air-Cool | 1.75 | 22.40 % |
| Fan | 1.47 | 22.35 % |
| Iron | 0.07 | 17.25 % |
| Total | 3.28 | 13.64 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| TVP1 | 1.41 | 11.76 % |
| TVSD | | 0.00 % |
| Total | 3.28 | 13.64 % |

KL-NORTH

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Fan | 1.40 | 27.09 % |
| Small-Ap | 0.45 | 13.95 % |
| Iron | 0.35 | 58.88 % |
| W.Heater | 0.25 | 36.32 % |
| Mixie | 0.21 | 3.76 % |
| W-Purifi | 0.17 | 8.00 % |
| Total | 2.83 | 11.11 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| KZD1 | 2.83 | 10.98 % |
| WHKZ | | 0.00 % |
| Total | 2.83 | 11.11 % |