



KL : HAVELLS Sales Performance 23/04/2026 8:06 AM

MTD Sales
9.40 L

Brand Share %
12.48 %

Information:

MTD : 01-04-2026 To 22-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.48 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Fan | 4.30 | 23.94 % |
| Air-Cool | 2.93 | 17.48 % |
| Iron | 0.68 | 46.44 % |
| Small-Ap | 0.55 | 7.44 % |
| Mixie | 0.35 | 2.29 % |
| W-Purifi | 0.30 | 8.53 % |
| W.Heater | 0.28 | 29.89 % |
| Total | 9.40 | 12.48 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| KL-SOUTH | 5.08 | 14.53 % |
| KL-NORTH | 4.32 | 10.71 % |
| Total | 9.40 | 12.48 % |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Air-Cool | 2.68 | 21.59 % |
| Fan | 2.17 | 22.17 % |
| Iron | 0.14 | 24.95 % |
| Mixie | 0.06 | 0.77 % |
| W.Heater | 0.03 | 17.85 % |
| Total | 5.08 | 14.53 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| TVSD | | 0.00 % |
| Total | 5.08 | 14.53 % |

KL-NORTH

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Fan | 2.13 | 26.07 % |
| Small-Ap | 0.55 | 12.99 % |
| Iron | 0.54 | 60.23 % |
| W-Purifi | 0.30 | 9.21 % |
| Mixie | 0.29 | 3.73 % |
| Air-Cool | 0.25 | 5.79 % |
| W.Heater | 0.25 | 32.79 % |
| Total | 4.32 | 10.71 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| KZD1 | 4.32 | 10.62 % |
| WHKZ | | 0.00 % |
| Total | 4.32 | 10.71 % |