



# KL : HAVELLS Sales Performance 26/04/2026 8:06 AM

MTD Sales  
10.74 L

Brand Share %  
12.72 %

Information:

MTD : 01-04-2026 To 25-04-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **12.72 %** are only listed below

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Fan          | 4.78         | 24.48 %        |
| Air-Cool     | 3.39         | 18.24 %        |
| Iron         | 0.82         | 48.65 %        |
| Small-Ap     | 0.70         | 8.46 %         |
| Mixie        | 0.47         | 2.77 %         |
| W-Purifi     | 0.30         | 7.31 %         |
| W.Heater     | 0.28         | 29.89 %        |
| <b>Total</b> | <b>10.74</b> | <b>12.72 %</b> |

| Sales Zone   | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| KL-SOUTH     | 5.96         | 15.35 %        |
| KL-NORTH     | 4.78         | 10.47 %        |
| <b>Total</b> | <b>10.74</b> | <b>12.72 %</b> |

## KL-SOUTH

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Air-Cool     | 3.14        | 22.32 %        |
| Fan          | 2.45        | 23.14 %        |
| Mixie        | 0.18        | 2.20 %         |
| Iron         | 0.16        | 24.63 %        |
| W.Heater     | 0.03        | 17.85 %        |
| <b>Total</b> | <b>5.96</b> | <b>15.35 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| TVSD         |             | 0.00 %         |
| <b>Total</b> | <b>5.96</b> | <b>15.35 %</b> |

## KL-NORTH

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Fan          | 2.32        | 26.06 %        |
| Small-Ap     | 0.70        | 14.36 %        |
| Iron         | 0.66        | 62.99 %        |
| W-Purifi     | 0.30        | 7.81 %         |
| Mixie        | 0.29        | 3.28 %         |
| Air-Cool     | 0.25        | 5.59 %         |
| W.Heater     | 0.25        | 32.79 %        |
| <b>Total</b> | <b>4.78</b> | <b>10.47 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| KZD1         | 4.78        | 10.40 %        |
| WHKZ         |             | 0.00 %         |
| <b>Total</b> | <b>4.78</b> | <b>10.47 %</b> |