

MTD Sales
18.40 L

Brand Share %
4.84 %

Information:

MTD : 01-03-2026 To 15-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.84 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	8.07	5.24 %
Air-Cool	4.77	3.31 %
W.Heater	3.33	5.32 %
Iron	2.15	11.25 %
R.Heater	0.08	100.00 %
Total	18.40	4.84 %

Sales Zone	MTD Sales L	Brand Share %
NORTH ARCOT	2.70	9.09 %
WEST-01	2.70	5.01 %
SOUTH-01	2.39	4.81 %
CHENNAI-02	2.26	8.17 %
CHENNAI-01	2.25	3.97 %
SOUTH-03	1.98	3.77 %
SOUTH ARCOT	1.66	8.81 %
WEST-02	1.44	2.63 %
TRICHY-01	1.01	2.80 %
Total	18.40	4.84 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.66	14.18 %
Air-Cool	0.60	6.31 %
W.Heater	0.43	6.06 %
Iron	0.01	0.83 %
Total	2.70	9.09 %

Branch *	MTD Sales L	Brand Share %
ARC2	0.05	3.75 %
PLR1	0.04	4.11 %
TRL1	0.04	1.17 %
WJP1	0.01	1.39 %
KPM2		0.00 %
Total	2.70	9.09 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.21	4.33 %
Fan	0.95	5.71 %
W.Heater	0.44	6.20 %
R.Heater	0.08	100.00 %
Iron	0.02	1.01 %
Total	2.70	5.01 %

Branch *	MTD Sales L	Brand Share %
TPR1	0.13	4.15 %
KMR1	0.12	3.00 %
TPR3	0.07	3.81 %
AVI1	0.06	2.15 %
UMP1	0.04	3.64 %
CBE4	0.04	1.51 %
DPM2	0.03	1.76 %
CBE6	0.02	1.42 %
KGM1	0.02	2.19 %
MPM1	0.02	1.00 %
CNR1	0.01	2.71 %
CBE5		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KMD1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
Total	2.70	5.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
W.Heater	0.92	11.71 %
Fan	0.68	3.33 %
Iron	0.45	14.07 %
Air-Cool	0.34	1.88 %
Total	2.39	4.81 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.13	3.78 %
TKS2	0.10	2.65 %
VNR2	0.08	3.12 %
APK2	0.05	4.42 %
KYR1	0.04	2.30 %
TUT2	0.04	3.16 %
APK1	0.04	4.12 %
VKM1	0.03	4.35 %
ERL2	0.03	4.10 %
RPM1	0.03	1.37 %
TKS1	0.02	1.09 %
TCN1	0.01	1.63 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
STU2		0.00 %
TKY1		0.00 %
TY11		0.00 %
UDN1		0.00 %
Total	2.39	4.81 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.02	8.70 %
W.Heater	0.60	7.11 %
Air-Cool	0.35	5.82 %
Iron	0.28	21.39 %
Total	2.26	8.17 %

Branch *	MTD Sales L	Brand Share %
CH03	0.06	3.12 %
CH24	0.05	4.01 %
CH21	0.05	2.03 %
CH43	0.04	2.37 %
CH50	0.03	1.75 %
CH31	0.01	2.43 %
CH01		0.00 %
CH20		0.00 %
CH33		0.00 %
CH36		0.00 %
Total	2.26	8.17 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.47	4.59 %
Iron	0.38	20.22 %
W.Heater	0.23	1.63 %
Air-Cool	0.18	2.02 %
Total	2.25	3.97 %

Branch *	MTD Sales L	Brand Share %
CH05	0.12	3.36 %
CH28	0.04	1.77 %
CH48	0.01	0.89 %
CH35	0.01	1.36 %
KNR1	0.01	2.72 %
GUD1	0.01	0.46 %
CH14		0.00 %
CH29		0.00 %
CH38		0.00 %
CH47		0.00 %
CZWH		0.00 %
MRM1		0.00 %
SKL1		0.00 %
WHC3		0.00 %
CH37	-0.01	-5.13 %
Total	2.25	3.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	0.89	4.31 %
Fan	0.54	2.36 %
Iron	0.30	8.33 %
W.Heater	0.25	4.58 %
Total	1.98	3.77 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.19	4.82 %
DGL1	0.18	4.51 %
TPT1	0.09	4.56 %
MDU5	0.09	3.63 %
TEN2	0.07	3.38 %
KRR1	0.07	4.31 %
MDU7	0.03	3.78 %
USL1	0.03	3.18 %
TDI1	0.02	2.58 %
DKI1	0.02	1.61 %
MDU2	0.01	0.52 %
KYK1	0.01	2.08 %
ATG1	0.01	0.78 %
KKD3	0.01	0.36 %
TMM1	0.01	0.21 %
ADP1		0.00 %
BNR1		0.00 %
KPT1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
Total	1.98	3.77 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.03	11.53 %
W.Heater	0.39	11.76 %
Iron	0.24	17.21 %
Total	1.66	8.81 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.10	4.81 %
PRT1	0.05	3.83 %
ULP1	0.03	2.68 %
MKM1	0.01	4.21 %
SJI2	0.01	0.50 %
STP1		0.00 %
TRK1		0.00 %
VPM1		0.00 %
Total	1.66	8.81 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	0.86	2.80 %
Fan	0.49	2.95 %
W.Heater	0.06	1.17 %
Iron	0.03	1.16 %
Total	1.44	2.63 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.11	4.43 %
NKL2	0.07	2.69 %
MCR1	0.07	3.66 %
ERD2	0.07	2.28 %
KRI1	0.07	3.38 %
SLM1	0.04	1.05 %
HSR2	0.03	1.34 %
CMI1	0.02	2.20 %
TCG1	0.02	1.55 %
SLM3	0.02	0.84 %
VKL1	0.02	1.40 %
DPR1	0.01	1.74 %
MTR1	0.01	0.85 %
OML1	0.01	0.71 %
PLC1	0.01	0.47 %
PMP1	0.01	0.65 %
APN1		0.00 %
BMD1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HSR1		0.00 %
KAM1		0.00 %
KVP1		0.00 %
PDR1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	1.44	2.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Iron	0.45	21.94 %
Air-Cool	0.34	1.97 %
Fan	0.22	1.72 %
Total	1.01	2.80 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.09	4.56 %
TRY1	0.07	2.28 %
JKM1	0.04	4.06 %
AYR1	0.04	3.45 %
TNJ2	0.04	2.27 %
KRN1	0.03	2.58 %
MSI1	0.03	4.06 %
TRY3	0.03	2.08 %
NGT1	0.03	2.32 %
PTK1	0.02	2.26 %
MVM1	0.02	0.84 %
PDK1	0.01	1.95 %
TRY4	0.01	0.32 %
APM1		0.00 %
KIK1		0.00 %
MDI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PBR2		0.00 %
TTP1		0.00 %
Total	1.01	2.80 %