

MTD Sales  
15.31 L

Brand Share %  
2.93 %

Information:

MTD : 01-05-2026 To 15-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **2.93 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	6.15	3.07 %
Air-Cool	5.54	2.22 %
Iron	2.15	15.64 %
W.Heater	1.43	4.03 %
R.Heater	0.04	100.00 %
<b>Total</b>	<b>15.31</b>	<b>2.93 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	2.68	3.24 %
CHENNAI-01	2.63	3.46 %
SOUTH-03	1.98	3.12 %
TRICHY-01	1.63	2.44 %
CHENNAI-02	1.62	3.29 %
NORTH ARCOT	1.58	4.05 %
WEST-01	1.33	3.38 %
WEST-02	1.25	2.26 %
SOUTH ARCOT	0.61	1.22 %
<b>Total</b>	<b>15.31</b>	<b>2.93 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	1.27	3.37 %
Air-Cool	0.71	2.08 %
Iron	0.57	18.36 %
W.Heater	0.13	3.71 %
<b>Total</b>	<b>2.68</b>	<b>3.24 %</b>

Branch *	MTD Sales L	Brand Share %
VNR2	0.10	2.15 %
SNL1	0.06	2.92 %
TVL1	0.06	0.73 %
APK2	0.04	2.49 %
PKD1	0.04	2.55 %
TKS1	0.02	0.96 %
SKD1	0.01	1.72 %
STU2	0.01	0.86 %
ERL2	0.01	0.24 %
VKM1	0.01	0.37 %
MMT1	0.01	0.61 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KYR1		0.00 %
PDI1		0.00 %
RPM1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>2.68</b>	<b>3.24 %</b>

**CHENNAI-01**

Property	MTD Sales L	Brand Share %
Air-Cool	1.68	4.57 %
Fan	0.62	2.18 %
Iron	0.23	13.72 %
W.Heater	0.11	2.40 %
<b>Total</b>	<b>2.63</b>	<b>3.46 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	0.07	1.35 %
CH38	0.04	1.35 %
CGL1	0.04	2.01 %
CH45	0.03	1.09 %
CH25	0.01	0.25 %
GUD2	0.01	0.33 %
CH05		0.00 %
CH14		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
CH37		0.00 %
CH39		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MRM1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>2.63</b>	<b>3.46 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cool	0.62	2.35 %
Fan	0.57	1.94 %
W.Heater	0.55	26.81 %
Iron	0.24	11.68 %
<b>Total</b>	<b>1.98</b>	<b>3.12 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	0.15	2.85 %
TPT1	0.06	2.70 %
MDU7	0.03	2.22 %
MDU4	0.02	1.39 %
SGP1	0.01	2.07 %
MPA1	0.01	0.27 %
ADP1		0.00 %
ATG1		0.00 %
BNR1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KYK1		0.00 %
MLR1		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TEN2		0.00 %
USL1		0.00 %
<b>Total</b>	<b>1.98</b>	<b>3.12 %</b>

## TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	1.09	4.16 %
Air-Cool	0.41	1.14 %
Iron	0.14	10.57 %
Total	1.63	2.44 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.11	2.59 %
TNJ2	0.09	1.91 %
PTK1	0.06	2.29 %
AYR1	0.04	2.76 %
TTP1	0.04	2.87 %
MVM1	0.03	0.84 %
TNJ1	0.03	0.68 %
KIK1	0.01	0.81 %
APM1		0.00 %
KRN1		0.00 %
MDI1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PBR2		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TYR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	1.63	2.44 %

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	0.75	2.85 %
Fan	0.68	3.66 %
Iron	0.17	14.88 %
W.Heater	0.03	1.60 %
Total	1.62	3.29 %

Branch *	MTD Sales L	Brand Share %
CH18	0.10	2.36 %
MJR1	0.07	1.96 %
CH15	0.05	1.83 %
CH27	0.04	2.70 %
CH17	0.04	2.79 %
CH43	0.03	1.35 %
CH36	0.03	2.16 %
CH46	0.03	2.03 %
CH24	0.02	0.80 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
CH44		0.00 %
CH51		0.00 %
GPD1		0.00 %
MC05		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	1.62	3.29 %

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	0.67	3.33 %
Fan	0.55	3.69 %
Iron	0.18	18.68 %
W.Heater	0.18	8.55 %
Total	1.58	4.05 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.04	2.61 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
CGM1	-0.03	-3.05 %
Total	1.58	4.05 %

## WEST-01

Property	MTD Sales L	Brand Share %
Fan	0.53	3.76 %
Air-Cool	0.28	1.47 %
Iron	0.26	30.32 %
W.Heater	0.23	7.02 %
R.Heater	0.04	100.00 %
Total	1.33	3.38 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.05	2.66 %
TPR3	0.01	0.89 %
TPR2	0.01	0.54 %
CBE4		0.11 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
KMR1	-0.06	-1.73 %
Total	1.33	3.38 %

**WEST-02**

Property	MTD Sales L	Brand Share %
Fan	0.56	3.10 %
Iron	0.26	18.01 %
Air-Cool	0.24	0.74 %
W.Heater	0.20	7.84 %
<b>Total</b>	<b>1.25</b>	<b>2.26 %</b>

Branch *	MTD Sales L	Brand Share %
KRI1	0.10	2.50 %
ERD1	0.08	2.61 %
ERD2	0.07	1.53 %
SLM1	0.06	1.80 %
SLM3	0.05	2.06 %
MCR1	0.04	2.35 %
KVP1	0.04	2.52 %
MTR1	0.03	2.22 %
ATU1	0.02	1.30 %
CMI1	0.01	1.83 %
DPR2	0.01	0.41 %
HRR1	0.01	0.99 %
PMP1	0.01	0.29 %
APN1		0.00 %
BMD1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KAM1		0.00 %
KMM1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
VPD1		0.00 %
<b>Total</b>	<b>1.25</b>	<b>2.26 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.31	2.26 %
Air-Cool	0.19	1.00 %
Iron	0.10	8.39 %
W.Heater	0.01	0.08 %
<b>Total</b>	<b>0.61</b>	<b>1.22 %</b>

Branch *	MTD Sales L	Brand Share %
POY2	0.07	2.65 %
NVL2	0.06	2.86 %
KKI2	0.04	2.29 %
SJI2	0.02	1.13 %
POY1	0.01	0.32 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
VPM2		0.00 %
<b>Total</b>	<b>0.61</b>	<b>1.22 %</b>