

MTD Sales
22.46 L

Brand Share %
4.43 %

Information:

MTD : 01-03-2026 To 18-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.43 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	9.33	4.87 %
Air-Cool	6.59	3.54 %
W.Heater	3.92	5.23 %
Iron	2.54	11.11 %
R.Heater	0.08	100.00 %
Total	22.46	4.43 %

Sales Zone	MTD Sales L	Brand Share %
NORTH ARCOT	3.58	8.21 %
WEST-01	3.00	4.51 %
SOUTH-03	2.85	3.83 %
SOUTH-01	2.77	3.74 %
CHENNAI-01	2.60	3.78 %
CHENNAI-02	2.50	6.93 %
WEST-02	1.87	2.72 %
SOUTH ARCOT	1.87	7.42 %
TRICHY-01	1.42	2.87 %
Total	22.46	4.43 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.14	12.19 %
Air-Cool	0.74	6.14 %
W.Heater	0.70	6.76 %
Iron	0.01	0.64 %
Total	3.58	8.21 %

Branch *	MTD Sales L	Brand Share %
WJD1	0.06	3.97 %
SLG1	0.05	4.15 %
TRL1	0.05	1.21 %
WJP1	0.03	1.54 %
KPM2		0.00 %
Total	3.58	8.21 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.42	4.34 %
Fan	1.03	5.15 %
W.Heater	0.44	5.57 %
R.Heater	0.08	100.00 %
Iron	0.03	1.16 %
Total	3.00	4.51 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.15	4.14 %
TPR1	0.13	3.18 %
KMR1	0.12	2.37 %
TPR3	0.09	3.54 %
AVI1	0.06	1.74 %
MPM1	0.05	2.41 %
UMP1	0.04	2.91 %
CBE4	0.04	1.26 %
CBE6	0.04	1.93 %
DPM2	0.03	1.57 %
KGM1	0.02	2.03 %
CNR1	0.01	2.22 %
CBE5		0.00 %
GBM1		0.00 %
KMD1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
Total	3.00	4.51 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	1.63	5.78 %
Fan	0.62	2.05 %
Iron	0.35	8.26 %
W.Heater	0.25	3.36 %
Total	2.85	3.83 %

Branch *	MTD Sales L	Brand Share %
TEN2	0.11	3.59 %
TPT1	0.09	3.19 %
KRR1	0.07	3.55 %
PNV2	0.03	3.46 %
MDU7	0.03	2.37 %
MNM1	0.03	4.21 %
USL1	0.03	2.17 %
TDI1	0.02	1.85 %
MDU2	0.02	0.40 %
DKI1	0.02	1.20 %
KYK1	0.01	1.45 %
ATG1	0.01	0.56 %
KKD3	0.01	0.27 %
TMM1	0.01	0.14 %
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 %
PVI1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TEN1		0.00 %
Total	2.85	3.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
W.Heater	1.01	10.89 %
Fan	0.81	2.94 %
Iron	0.57	14.08 %
Air-Cool	0.38	1.37 %
Total	2.77	3.74 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.20	3.24 %
TKS2	0.14	2.51 %
KYR1	0.11	4.26 %
SDI1	0.09	4.27 %
VNR2	0.09	2.63 %
TKS1	0.08	2.80 %
ASM1	0.07	3.80 %
TUT2	0.04	1.68 %
APK1	0.04	2.75 %
VKM1	0.03	3.06 %
ERL2	0.03	2.64 %
PKD1	0.03	2.46 %
VNR1	0.03	1.27 %
RPM1	0.03	0.86 %
SKD1	0.02	2.61 %
TCN1	0.01	0.83 %
STU2	0.01	1.12 %
TKY1	0.01	1.08 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
Total	2.77	3.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.55	4.51 %
W.Heater	0.44	2.64 %
Iron	0.44	20.30 %
Air-Cool	0.18	1.67 %
Total	2.60	3.78 %

Branch *	MTD Sales L	Brand Share %
CH05	0.15	3.11 %
CH22	0.06	4.11 %
TKM1	0.05	4.41 %
CH28	0.04	1.34 %
MRM1	0.01	1.09 %
CH48	0.01	0.70 %
GUD1	0.01	0.74 %
CH35	0.01	1.21 %
KNR1	0.01	2.24 %
CH14		0.00 %
CH29		0.00 %
CH38		0.00 %
CZWH		0.00 %
SKL1		0.00 %
WHC3		0.00 %
CH37	-0.01	-3.66 %
Total	2.60	3.78 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.15	8.23 %
W.Heater	0.64	6.77 %
Air-Cool	0.37	4.89 %
Iron	0.34	23.14 %
Total	2.50	6.93 %

Branch *	MTD Sales L	Brand Share %
CH03	0.07	2.65 %
CH21	0.06	1.82 %
CH24	0.05	2.85 %
CH43	0.04	1.80 %
CH50	0.03	1.35 %
CH23	0.02	3.02 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
Total	2.50	6.93 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	1.10	2.90 %
Fan	0.69	3.29 %
W.Heater	0.06	1.00 %
Iron	0.03	0.97 %
Total	1.87	2.72 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.16	4.39 %
SLM1	0.08	1.70 %
MCR1	0.07	2.77 %
ERD2	0.07	1.81 %
KRI1	0.07	3.01 %
TCG1	0.06	4.10 %
TRM1	0.04	1.91 %
SLM3	0.04	1.36 %
VKL1	0.04	2.19 %
HSR2	0.03	0.89 %
KVP1	0.03	2.67 %
CMI1	0.02	1.42 %
DPR1	0.01	1.69 %
MTR1	0.01	0.76 %
OML1	0.01	0.56 %
PLC1	0.01	0.44 %
PMP1	0.01	0.58 %
APN1		0.00 %
BMD1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HSR1		0.00 %
KAM1		0.00 %
PDR1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	1.87	2.72 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.12	10.34 %
W.Heater	0.39	9.44 %
Iron	0.27	16.08 %
Air-Cool	0.08	1.18 %
Total	1.87	7.42 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.12	3.62 %
CDM1	0.07	3.74 %
ULP1	0.07	4.29 %
TRK1	0.05	3.93 %
MKM1	0.01	4.05 %
SJI2	0.01	0.76 %
STP1		0.00 %
VPM1		0.00 %
Total	1.87	7.42 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	0.69	3.05 %
Iron	0.50	20.71 %
Fan	0.22	1.36 %
Total	1.42	2.87 %

Branch *	MTD Sales L	Brand Share %
TVR2	0.12	4.29 %
TNJ2	0.07	2.72 %
JKM1	0.04	2.71 %
AYR1	0.04	2.63 %
TRY3	0.04	1.84 %
KRN1	0.03	1.81 %
MSI1	0.03	3.01 %
NGT1	0.03	1.79 %
PTK1	0.02	1.46 %
MVM1	0.02	0.69 %
PDK1	0.01	1.44 %
KIK1	0.01	0.67 %
TRY4	0.01	0.22 %
APM1		0.00 %
MDI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PBR2		0.00 %
TTP1		0.00 %
Total	1.42	2.87 %