

MTD Sales
23.45 L

Brand Share %
4.25 %

Information:

MTD : 01-03-2026 To 19-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.25 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	9.51	4.29 %
Air-Cool	7.23	3.70 %
W.Heater	3.94	5.09 %
Iron	2.69	11.30 %
R.Heater	0.08	100.00 %
Total	23.45	4.25 %

Sales Zone	MTD Sales L	Brand Share %
NORTH ARCOT	3.58	8.03 %
WEST-01	3.26	4.70 %
SOUTH-03	3.12	3.96 %
SOUTH-01	2.87	3.64 %
CHENNAI-02	2.61	6.96 %
CHENNAI-01	2.60	2.84 %
WEST-02	1.99	2.76 %
SOUTH ARCOT	1.91	7.22 %
TRICHY-01	1.51	2.91 %
Total	23.45	4.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.14	11.99 %
Air-Cool	0.74	5.87 %
W.Heater	0.70	6.71 %
Iron	0.01	0.62 %
Total	3.58	8.03 %

Branch *	MTD Sales L	Brand Share %
WJD1	0.06	3.97 %
SLG1	0.05	4.15 %
TRL1	0.05	1.16 %
WJP1	0.03	1.54 %
KPM2		0.00 %
Total	3.58	8.03 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.64	4.85 %
Fan	1.07	5.09 %
W.Heater	0.44	5.41 %
R.Heater	0.08	100.00 %
Iron	0.03	1.13 %
Total	3.26	4.70 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.12	2.25 %
TPR3	0.09	3.54 %
AVI1	0.06	1.72 %
MPM1	0.05	2.35 %
UMP1	0.04	2.80 %
CBE4	0.04	1.25 %
CBE6	0.04	1.93 %
DPM2	0.03	1.47 %
KMD1	0.03	2.39 %
KGM1	0.02	1.74 %
CNR1	0.01	2.22 %
CBE5		0.00 %
GBM1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
Total	3.26	4.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	1.80	6.08 %
Fan	0.67	2.08 %
Iron	0.40	9.03 %
W.Heater	0.25	3.25 %
Total	3.12	3.96 %

Branch *	MTD Sales L	Brand Share %
TEN2	0.11	3.46 %
TPT1	0.09	3.15 %
KRR1	0.07	3.36 %
KKD3	0.07	3.03 %
TEN1	0.06	3.32 %
PKM1	0.05	2.41 %
PNV2	0.03	3.21 %
MDU7	0.03	1.74 %
MNM1	0.03	4.08 %
USL1	0.03	2.05 %
TDI1	0.02	1.66 %
MDU2	0.02	0.39 %
DKI1	0.02	1.15 %
TMM1	0.02	0.39 %
KYK1	0.01	1.40 %
ATG1	0.01	0.55 %
ADP1		0.00 %
BNR1		0.00 %
KPT1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PVI1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
Total	3.12	3.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
W.Heater	1.01	10.47 %
Fan	0.81	2.79 %
Iron	0.60	14.12 %
Air-Cool	0.44	1.49 %
Total	2.87	3.64 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.20	3.05 %
TKS2	0.14	2.31 %
KYR1	0.11	3.83 %
VNR2	0.10	2.85 %
SDI1	0.09	4.24 %
RPM1	0.09	2.87 %
TKS1	0.08	2.72 %
ASM1	0.07	3.80 %
VLV1	0.07	4.10 %
TUT2	0.04	1.55 %
APK1	0.04	2.50 %
VKM1	0.03	3.04 %
ERL2	0.03	2.48 %
PKD1	0.03	2.46 %
VNR1	0.03	1.24 %
SKD1	0.02	2.28 %
TCN1	0.01	0.77 %
STU2	0.01	1.08 %
TKY1	0.01	1.02 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
TY11		0.00 %
UDN1		0.00 %
Total	2.87	3.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.20	8.25 %
W.Heater	0.65	6.83 %
Iron	0.38	24.46 %
Air-Cool	0.37	4.65 %
Total	2.61	6.96 %

Branch *	MTD Sales L	Brand Share %
CH03	0.07	2.46 %
CH21	0.07	2.08 %
CH24	0.05	2.81 %
CH43	0.04	2.08 %
CH50	0.03	1.28 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
Total	2.61	6.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.55	2.74 %
Iron	0.44	19.38 %
W.Heater	0.44	2.56 %
Air-Cool	0.18	1.66 %
Total	2.60	2.84 %

Branch *	MTD Sales L	Brand Share %
CH05	0.15	3.11 %
CH22	0.06	3.96 %
CH28	0.04	1.34 %
MRM1	0.01	1.06 %
CH48	0.01	0.66 %
GUD1	0.01	0.74 %
CH35	0.01	1.21 %
KNR1	0.01	2.00 %
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	2.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	1.17	2.96 %
Fan	0.73	3.29 %
W.Heater	0.06	0.97 %
Iron	0.03	1.16 %
Total	1.99	2.76 %

Branch *	MTD Sales L	Brand Share %
MCR1	0.11	3.99 %
ERD1	0.09	4.23 %
SLM1	0.08	1.63 %
ERD2	0.07	1.76 %
KRI1	0.07	2.88 %
TCG1	0.06	4.10 %
TRM1	0.04	1.88 %
HSR1	0.04	1.61 %
SLM3	0.04	1.28 %
VKL1	0.04	2.07 %
HSR2	0.03	0.84 %
KVP1	0.03	2.28 %
CMI1	0.02	1.31 %
DPR1	0.01	1.69 %
MTR1	0.01	0.73 %
OML1	0.01	0.52 %
PLC1	0.01	0.37 %
PMP1	0.01	0.57 %
APN1		0.00 %
BMD1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KAM1		0.00 %
PDR1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	1.99	2.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.12	9.93 %
W.Heater	0.39	8.53 %
Iron	0.27	15.65 %
Air-Cool	0.13	1.77 %
Total	1.91	7.22 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.12	3.33 %
CDM1	0.07	3.74 %
ULP1	0.07	4.21 %
TRK1	0.05	3.86 %
MKM1	0.01	4.05 %
SJI2	0.01	0.73 %
STP1		0.00 %
VPM1		0.00 %
Total	1.91	7.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	0.76	3.14 %
Iron	0.53	20.84 %
Fan	0.22	1.31 %
Total	1.51	2.91 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.14	4.21 %
JKM1	0.04	2.71 %
AYR1	0.04	2.59 %
TRY3	0.04	1.79 %
KRN1	0.03	1.76 %
MSI1	0.03	2.77 %
NGT1	0.03	1.67 %
PTK1	0.02	1.37 %
MVM1	0.02	0.65 %
PDK1	0.01	1.36 %
KIK1	0.01	0.64 %
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	1.51	2.91 %