

MTD Sales
24.03 L

Brand Share %
4.17 %

Information:

MTD : 01-03-2026 To 20-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.17 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	9.69	4.14 %
Air-Cool	7.42	3.66 %
W.Heater	4.02	4.99 %
Iron	2.82	11.27 %
R.Heater	0.08	100.00 %
Total	24.03	4.17 %

Sales Zone	MTD Sales L	Brand Share %
NORTH ARCOT	3.70	8.10 %
WEST-01	3.39	4.73 %
SOUTH-03	3.16	3.81 %
SOUTH-01	2.98	3.62 %
CHENNAI-01	2.66	2.69 %
CHENNAI-02	2.65	6.72 %
WEST-02	1.99	2.68 %
SOUTH ARCOT	1.92	7.05 %
TRICHY-01	1.58	2.91 %
Total	24.03	4.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.14	11.70 %
Air-Cool	0.80	6.29 %
W.Heater	0.75	7.02 %
Iron	0.01	0.61 %
Total	3.70	8.10 %

Branch *	MTD Sales L	Brand Share %
WJD1	0.06	3.97 %
SLG1	0.05	4.15 %
TRL1	0.05	1.15 %
WJP1	0.03	1.54 %
KPM2		0.00 %
Total	3.70	8.10 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.71	4.93 %
Fan	1.13	5.15 %
W.Heater	0.44	5.17 %
R.Heater	0.08	100.00 %
Iron	0.03	1.09 %
Total	3.39	4.73 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.12	2.12 %
TPR3	0.09	3.47 %
AVI1	0.06	1.69 %
MPM1	0.05	2.35 %
UMP1	0.04	2.80 %
CBE4	0.04	1.22 %
CBE6	0.04	1.77 %
DPM2	0.03	1.44 %
KMD1	0.03	2.39 %
KGM1	0.02	1.58 %
CNR1	0.01	2.22 %
CBE5		0.00 %
GBM1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	3.39	4.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	1.80	5.82 %
Fan	0.70	2.03 %
Iron	0.41	8.87 %
W.Heater	0.25	3.12 %
Total	3.16	3.81 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.15	4.14 %
TEN2	0.13	4.08 %
TPT1	0.09	3.01 %
KKD3	0.08	3.00 %
KRR1	0.07	3.07 %
TEN1	0.06	3.21 %
PKM1	0.05	2.41 %
MDU7	0.04	1.87 %
PNV2	0.03	3.10 %
MNM1	0.03	3.53 %
USL1	0.03	2.02 %
TDI1	0.02	1.65 %
MDU2	0.02	0.37 %
DKI1	0.02	1.15 %
TMM1	0.02	0.36 %
KYK1	0.01	1.20 %
ATG1	0.01	0.54 %
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	3.16	3.81 %

SOUTH-01

Property	MTD Sales L	Brand Share %
W.Heater	1.03	10.65 %
Fan	0.84	2.77 %
Iron	0.67	14.64 %
Air-Cool	0.44	1.42 %
Total	2.98	3.62 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.25	3.67 %
TKS2	0.15	2.25 %
KYR1	0.11	3.85 %
VNR2	0.11	2.98 %
RPM1	0.09	2.84 %
TKS1	0.08	2.70 %
ASM1	0.07	3.62 %
TUT2	0.04	1.49 %
APK1	0.04	2.47 %
VKM1	0.03	2.45 %
ERL2	0.03	2.40 %
PKD1	0.03	2.29 %
VNR1	0.03	1.24 %
SKD1	0.02	2.26 %
TCN1	0.01	0.75 %
STU2	0.01	1.03 %
TKY1	0.01	0.90 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
Total	2.98	3.62 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.58	2.58 %
Iron	0.46	19.47 %
W.Heater	0.44	2.43 %
Air-Cool	0.18	1.53 %
Total	2.66	2.69 %

Branch *	MTD Sales L	Brand Share %
CH05	0.15	3.04 %
CH45	0.09	3.91 %
CH28	0.04	1.24 %
MRM1	0.01	1.02 %
CH48	0.01	0.62 %
GUD1	0.01	0.68 %
CH35	0.01	1.21 %
KNR1	0.01	1.90 %
CH14		0.00 %
CH29		0.00 %
CH38		0.00 %
CZWH		0.00 %
SKL1		0.00 %
WHC3		0.00 %
CH37	-0.01	-3.66 %
Total	2.66	2.69 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.23	7.99 %
W.Heater	0.65	6.49 %
Iron	0.39	23.25 %
Air-Cool	0.37	4.44 %
Total	2.65	6.72 %

Branch *	MTD Sales L	Brand Share %
CH03	0.07	2.44 %
CH21	0.07	2.24 %
CH50	0.06	2.55 %
CH24	0.05	2.69 %
CH43	0.04	1.93 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	2.65	6.72 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	1.17	2.90 %
Fan	0.73	3.20 %
W.Heater	0.06	0.91 %
Iron	0.03	1.11 %
Total	1.99	2.68 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.16	4.15 %
MCR1	0.11	3.88 %
ERD1	0.09	3.97 %
SLM1	0.08	1.58 %
ERD2	0.07	1.66 %
KRI1	0.07	2.81 %
TCG1	0.06	4.05 %
TRM1	0.04	1.79 %
HSR1	0.04	1.59 %
SLM3	0.04	1.27 %
VKL1	0.04	2.05 %
HSR2	0.03	0.84 %
KVP1	0.03	2.26 %
CMI1	0.02	1.23 %
DPR1	0.01	1.69 %
MTR1	0.01	0.71 %
OML1	0.01	0.51 %
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	2.68 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.12	9.69 %
W.Heater	0.39	8.41 %
Iron	0.28	15.35 %
Air-Cool	0.13	1.71 %
Total	1.92	7.05 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.12	3.27 %
CDM1	0.07	3.61 %
ULP1	0.07	4.06 %
TRK1	0.05	3.67 %
MKM1	0.01	4.05 %
SJI2	0.01	0.73 %
STP1		0.00 %
VPM1		0.00 %
Total	1.92	7.05 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	0.82	3.26 %
Iron	0.54	20.26 %
Fan	0.22	1.23 %
Total	1.58	2.91 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.14	4.07 %
JKM1	0.04	2.45 %
AYR1	0.04	2.59 %
TRY3	0.04	1.77 %
KRN1	0.03	1.73 %
MSI1	0.03	2.34 %
NGT1	0.03	1.59 %
MVM1	0.02	0.86 %
PTK1	0.02	1.31 %
PDK1	0.01	1.30 %
KIK1	0.01	0.63 %
TRY4	0.01	0.19 %
PBR2	0.01	0.15 %
APM1		0.00 %
MDI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TTP1		0.00 %
Total	1.58	2.91 %