

MTD Sales
25.05 L

Brand Share %
4.10 %

Information:

MTD : 01-03-2026 To 21-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.10 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	9.84	3.97 %
Air-Cool	8.16	3.80 %
W.Heater	4.05	4.77 %
Iron	2.92	10.97 %
R.Heater	0.08	100.00 %
Total	25.05	4.10 %

Sales Zone	MTD Sales L	Brand Share %
NORTH ARCOT	3.78	7.92 %
WEST-01	3.66	4.70 %
SOUTH-03	3.42	3.84 %
SOUTH-01	3.16	3.61 %
CHENNAI-01	2.68	2.63 %
CHENNAI-02	2.65	6.42 %
WEST-02	2.17	2.78 %
SOUTH ARCOT	1.92	6.55 %
TRICHY-01	1.60	2.74 %
Total	25.05	4.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.22	11.64 %
Air-Cool	0.80	6.12 %
W.Heater	0.75	6.62 %
Iron	0.01	0.59 %
Total	3.78	7.92 %

Branch *	MTD Sales L	Brand Share %
WJD1	0.06	3.97 %
TRL1	0.05	1.08 %
WJP1	0.03	1.54 %
KPM2		0.00 %
Total	3.78	7.92 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.91	5.11 %
Fan	1.21	5.08 %
W.Heater	0.44	4.65 %
R.Heater	0.08	100.00 %
Iron	0.03	1.00 %
Total	3.66	4.70 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.14	2.49 %
TPR3	0.09	3.41 %
AVI1	0.08	1.88 %
MPM1	0.05	2.16 %
CBE4	0.04	1.13 %
CBE6	0.04	1.61 %
DPM2	0.03	1.32 %
KMD1	0.03	2.39 %
KGM1	0.02	1.35 %
CNR1	0.01	1.98 %
GBM1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	3.66	4.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	2.01	6.18 %
Fan	0.70	1.86 %
Iron	0.43	8.90 %
W.Heater	0.28	3.27 %
Total	3.42	3.84 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.15	3.94 %
TEN2	0.13	3.88 %
TPT1	0.09	2.70 %
KRR1	0.07	2.98 %
PKM1	0.05	2.27 %
MDU7	0.04	1.59 %
PNV2	0.03	2.98 %
MNM1	0.03	3.13 %
USL1	0.03	1.77 %
TDI1	0.02	1.44 %
MDU2	0.02	0.36 %
DKI1	0.02	1.14 %
TMM1	0.02	0.34 %
KYK1	0.01	1.16 %
ATG1	0.01	0.50 %
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	3.42	3.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
W.Heater	1.03	10.29 %
Fan	0.83	2.54 %
Iron	0.70	14.50 %
Air-Cool	0.59	1.78 %
Total	3.16	3.61 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.31	4.03 %
TUT1	0.26	3.77 %
TKS2	0.15	2.08 %
KYR1	0.11	3.61 %
VNR2	0.11	2.83 %
SDI1	0.09	3.89 %
RPM1	0.09	2.75 %
SVK1	0.09	3.89 %
TKS1	0.08	2.37 %
APK2	0.07	4.01 %
ASM1	0.07	3.56 %
TUT2	0.05	1.63 %
APK1	0.04	2.29 %
VKM1	0.03	2.05 %
ERL2	0.03	2.35 %
PKD1	0.03	2.01 %
VNR1	0.03	1.16 %
SKD1	0.02	2.23 %
TCN1	0.01	0.67 %
STU2	0.01	0.98 %
TKY1	0.01	0.84 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
Total	3.16	3.61 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.61	2.58 %
Iron	0.46	18.58 %
W.Heater	0.44	2.30 %
Air-Cool	0.18	1.46 %
Total	2.68	2.63 %

Branch *	MTD Sales L	Brand Share %
CH05	0.15	2.83 %
CH45	0.09	3.81 %
CH22	0.08	4.05 %
TKM1	0.05	3.91 %
CH28	0.04	1.18 %
MRM1	0.01	0.95 %
CH48	0.01	0.59 %
GUD1	0.01	0.62 %
CH35	0.01	1.19 %
KNR1	0.01	1.68 %
CH14		0.00 %
CH29		0.00 %
CH38		0.00 %
CZWH		0.00 %
SKL1		0.00 %
WHC3		0.00 %
CH37	-0.01	-3.66 %
Total	2.68	2.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.23	7.57 %
W.Heater	0.65	6.38 %
Iron	0.40	21.64 %
Air-Cool	0.37	4.13 %
Total	2.65	6.42 %

Branch *	MTD Sales L	Brand Share %
CH03	0.08	2.63 %
CH21	0.07	2.06 %
CH50	0.06	2.48 %
CH24	0.05	2.55 %
CH43	0.04	1.91 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	2.65	6.42 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	1.36	3.21 %
Fan	0.73	2.98 %
W.Heater	0.06	0.88 %
Iron	0.03	1.07 %
Total	2.17	2.78 %

Branch *	MTD Sales L	Brand Share %
MCR1	0.11	3.84 %
ERD1	0.09	3.72 %
SLM1	0.08	1.51 %
ERD2	0.07	1.53 %
TCG1	0.06	4.00 %
TRM1	0.04	1.66 %
HSR1	0.04	1.47 %
SLM3	0.04	1.18 %
VKL1	0.04	2.03 %
HSR2	0.03	0.82 %
KVP1	0.03	2.01 %
CMI1	0.02	1.18 %
DPR1	0.01	1.69 %
MTR1	0.01	0.70 %
OML1	0.01	0.48 %
PLC1	0.01	0.37 %
PMP1	0.01	0.54 %
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	2.17	2.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.10	8.94 %
W.Heater	0.39	8.05 %
Iron	0.30	15.00 %
Air-Cool	0.13	1.56 %
Total	1.92	6.55 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.12	3.22 %
CDM1	0.07	3.32 %
ULP1	0.07	3.96 %
TRK1	0.05	3.48 %
KML1	0.04	4.05 %
MKM1	0.01	3.37 %
SJI2	0.01	0.64 %
STP1		0.00 %
VPM1		0.00 %
Total	1.92	6.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	0.82	3.03 %
Iron	0.55	19.31 %
Fan	0.22	1.14 %
Total	1.60	2.74 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.14	3.85 %
JKM1	0.04	2.38 %
AYR1	0.04	2.33 %
TRY3	0.04	1.76 %
KRN1	0.03	1.55 %
MSI1	0.03	2.04 %
NGT1	0.03	1.56 %
MVM1	0.02	0.81 %
PTK1	0.02	1.09 %
PDK1	0.01	1.19 %
KIK1	0.01	0.57 %
TRY4	0.01	0.18 %
PBR2	0.01	0.13 %
APM1		0.00 %
MDI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TTP1		0.00 %
Total	1.60	2.74 %