

MTD Sales
29.99 L

Brand Share %
4.16 %

Information:

MTD : 01-03-2026 To 24-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.16 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| Air-Cool | 11.31 | 4.29 % |
| Fan | 10.83 | 3.74 % |
| W.Heater | 4.56 | 4.85 % |
| Iron | 3.21 | 10.55 % |
| R.Heater | 0.08 | 100.00 % |
| Total | 29.99 | 4.16 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| WEST-01 | 5.08 | 5.30 % |
| SOUTH-03 | 4.25 | 3.97 % |
| NORTH ARCOT | 3.92 | 7.12 % |
| SOUTH-01 | 3.77 | 3.52 % |
| CHENNAI-02 | 3.01 | 6.18 % |
| WEST-02 | 2.94 | 3.21 % |
| CHENNAI-01 | 2.81 | 2.53 % |
| TRICHY-01 | 2.18 | 3.13 % |
| SOUTH ARCOT | 2.02 | 5.82 % |
| Total | 29.99 | 4.16 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Air-Cool | 2.86 | 6.06 % |
| Fan | 1.50 | 5.06 % |
| W.Heater | 0.62 | 5.96 % |
| R.Heater | 0.08 | 100.00 % |
| Iron | 0.03 | 0.88 % |
| Total | 5.08 | 5.30 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| KMR1 | 0.14 | 2.09 % |
| CBE4 | 0.14 | 2.95 % |
| TPR3 | 0.13 | 3.49 % |
| MPM1 | 0.09 | 2.47 % |
| AVI1 | 0.08 | 1.49 % |
| CBE6 | 0.04 | 1.28 % |
| DPM2 | 0.03 | 1.12 % |
| ANR1 | 0.03 | 3.85 % |
| KMD1 | 0.03 | 1.85 % |
| CNR1 | 0.02 | 3.88 % |
| KGM1 | 0.02 | 1.24 % |
| GBM1 | | 0.00 % |
| SUL1 | | 0.00 % |
| SYM2 | | 0.00 % |
| WHCB | | 0.00 % |
| Total | 5.08 | 5.30 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Air-Cool | 2.61 | 6.35 % |
| Fan | 0.78 | 1.72 % |
| Iron | 0.53 | 9.66 % |
| W.Heater | 0.34 | 3.79 % |
| Total | 4.25 | 3.97 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| TMM1 | 0.23 | 3.32 % |
| KKD3 | 0.14 | 4.11 % |
| TEN2 | 0.13 | 3.15 % |
| TPT1 | 0.13 | 3.32 % |
| BTU1 | 0.08 | 4.06 % |
| KRR1 | 0.07 | 2.24 % |
| MDU4 | 0.07 | 2.16 % |
| PKM1 | 0.05 | 1.84 % |
| MDU7 | 0.04 | 1.33 % |
| CMR1 | 0.04 | 2.91 % |
| PNV2 | 0.03 | 2.63 % |
| USL1 | 0.03 | 1.69 % |
| TDI1 | 0.02 | 1.27 % |
| MDU2 | 0.02 | 0.29 % |
| DKI1 | 0.02 | 0.89 % |
| KYK1 | 0.01 | 0.91 % |
| ATG1 | 0.01 | 0.47 % |
| ADP1 | | 0.00 % |
| BNR1 | | 0.00 % |
| KPT1 | | 0.00 % |
| MLR1 | | 0.00 % |
| MPA1 | | 0.00 % |
| NKI1 | | 0.00 % |
| NTM1 | | 0.00 % |
| PVI1 | | 0.00 % |
| SVG1 | | 0.00 % |
| SZSD | | 0.00 % |
| Total | 4.25 | 3.97 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan | 2.27 | 10.35 % |
| W.Heater | 0.84 | 6.91 % |
| Air-Cool | 0.80 | 4.98 % |
| Iron | 0.01 | 0.50 % |
| Total | 3.92 | 7.12 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| TRL1 | 0.11 | 2.04 % |
| WJD1 | 0.06 | 2.88 % |
| CYR1 | 0.05 | 4.16 % |
| WJP1 | 0.03 | 1.48 % |
| KPM2 | | 0.00 % |
| Total | 3.92 | 7.12 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| W.Heater | 1.09 | 9.65 % |
| Air-Cool | 0.99 | 2.40 % |
| Fan | 0.95 | 2.29 % |
| Iron | 0.74 | 13.34 % |
| Total | 3.77 | 3.52 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVL1 | 0.32 | 3.47 % |
| TUT1 | 0.26 | 3.04 % |
| TKS2 | 0.21 | 2.25 % |
| TKS1 | 0.14 | 3.04 % |
| VNR2 | 0.13 | 3.03 % |
| KYR1 | 0.11 | 3.05 % |
| SNL1 | 0.10 | 3.58 % |
| VL1 | 0.10 | 3.78 % |
| SDI1 | 0.09 | 3.35 % |
| SVK1 | 0.09 | 3.16 % |
| ASM1 | 0.07 | 3.24 % |
| TUT2 | 0.05 | 1.32 % |
| APK1 | 0.05 | 1.99 % |
| VKM1 | 0.04 | 2.20 % |
| ERL2 | 0.04 | 2.48 % |
| PKD1 | 0.03 | 1.71 % |
| VNR1 | 0.03 | 1.05 % |
| COL1 | 0.02 | 3.26 % |
| SKD1 | 0.02 | 1.81 % |
| S2SD | 0.02 | 3.97 % |
| TCN1 | 0.01 | 0.57 % |
| STU2 | 0.01 | 0.76 % |
| KSM1 | | 0.00 % |
| MMT1 | | 0.00 % |
| PDI1 | | 0.00 % |
| TYI1 | | 0.00 % |
| UDN1 | | 0.00 % |
| Total | 3.77 | 3.52 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan | 1.29 | 6.74 % |
| W.Heater | 0.79 | 6.87 % |
| Air-Cool | 0.50 | 4.31 % |
| Iron | 0.43 | 20.48 % |
| Total | 3.01 | 6.18 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03 | 0.15 | 3.82 % |
| CH34 | 0.10 | 3.88 % |
| CH21 | 0.07 | 1.72 % |
| CH24 | 0.06 | 2.38 % |
| CH43 | 0.06 | 1.97 % |
| CH50 | 0.06 | 2.24 % |
| CH36 | 0.02 | 1.77 % |
| CH01 | | 0.00 % |
| CH32 | | 0.00 % |
| CH33 | | 0.00 % |
| Total | 3.01 | 6.18 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Air-Cool | 2.05 | 4.15 % |
| Fan | 0.81 | 2.76 % |
| W.Heater | 0.06 | 0.76 % |
| Iron | 0.03 | 0.95 % |
| Total | 2.94 | 3.21 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| SLM1 | 0.17 | 2.74 % |
| MCR1 | 0.11 | 3.31 % |
| SLM3 | 0.11 | 3.02 % |
| ERD2 | 0.07 | 1.26 % |
| VKL1 | 0.07 | 3.40 % |
| SGG1 | 0.06 | 3.86 % |
| TCG1 | 0.06 | 3.56 % |
| HRR1 | 0.05 | 3.64 % |
| TRM1 | 0.04 | 1.43 % |
| HSR1 | 0.04 | 1.34 % |
| EPI1 | 0.04 | 0.96 % |
| HSR2 | 0.03 | 0.76 % |
| KVP1 | 0.03 | 1.57 % |
| CMI1 | 0.02 | 0.80 % |
| DPR1 | 0.01 | 1.31 % |
| MTR1 | 0.01 | 0.61 % |
| OML1 | 0.01 | 0.43 % |
| PLC1 | 0.01 | 0.33 % |
| PMP1 | 0.01 | 0.42 % |
| APN1 | | 0.00 % |
| BMD1 | | 0.00 % |
| EDP1 | | 0.00 % |
| KAM1 | | 0.00 % |
| PDR1 | | 0.00 % |
| VPD1 | | 0.00 % |
| WHPD | | 0.00 % |
| WZWH | | 0.00 % |
| Total | 2.94 | 3.21 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan | 1.69 | 2.55 % |
| Iron | 0.52 | 17.60 % |
| W.Heater | 0.44 | 2.06 % |
| Air-Cool | 0.18 | 1.26 % |
| Total | 2.81 | 2.53 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| CH05 | 0.16 | 2.81 % |
| CH45 | 0.09 | 3.46 % |
| CH22 | 0.08 | 4.00 % |
| CGL1 | 0.06 | 3.54 % |
| TKM1 | 0.05 | 3.66 % |
| CH28 | 0.04 | 1.07 % |
| CH26 | 0.04 | 3.86 % |
| GUD1 | 0.02 | 0.86 % |
| MRM1 | 0.01 | 0.86 % |
| CH48 | 0.01 | 0.53 % |
| CH35 | 0.01 | 0.93 % |
| KNR1 | 0.01 | 1.48 % |
| CH14 | | 0.00 % |
| CH29 | | 0.00 % |
| CH38 | | 0.00 % |
| CZWH | | 0.00 % |
| SKL1 | | 0.00 % |
| WCHN | | 0.00 % |
| WHC3 | | 0.00 % |
| CH37 | -0.01 | -3.66 % |
| Total | 2.81 | 2.53 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Air-Cool | 1.21 | 3.66 % |
| Iron | 0.59 | 18.15 % |
| Fan | 0.38 | 1.65 % |
| Total | 2.18 | 3.13 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| TYR1 | 0.14 | 3.20 % |
| KUM1 | 0.14 | 3.96 % |
| TVR1 | 0.06 | 3.61 % |
| TRY4 | 0.04 | 1.00 % |
| JKM1 | 0.04 | 2.26 % |
| AYR1 | 0.04 | 2.27 % |
| TRY3 | 0.04 | 1.52 % |
| NCK1 | 0.04 | 3.62 % |
| KRN1 | 0.03 | 1.45 % |
| MSI1 | 0.03 | 1.83 % |
| NGT1 | 0.03 | 1.30 % |
| MVM1 | 0.03 | 0.77 % |
| PTK1 | 0.02 | 0.90 % |
| PBR2 | 0.02 | 0.31 % |
| KIK1 | 0.01 | 0.99 % |
| PDK1 | 0.01 | 1.08 % |
| APM1 | | 0.00 % |
| MDI1 | | 0.00 % |
| NMM1 | | 0.00 % |
| ORU1 | | 0.00 % |
| PBR1 | | 0.00 % |
| TTP1 | | 0.00 % |
| Total | 2.18 | 3.13 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan | 1.17 | 8.34 % |
| W.Heater | 0.39 | 7.02 % |
| Iron | 0.33 | 14.55 % |
| Air-Cool | 0.13 | 1.23 % |
| Total | 2.02 | 5.82 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| CUD1 | 0.12 | 2.81 % |
| CDM1 | 0.07 | 2.92 % |
| ULP1 | 0.07 | 3.13 % |
| PRT1 | 0.06 | 3.40 % |
| TRK1 | 0.05 | 3.11 % |
| KML1 | 0.04 | 3.88 % |
| SJI2 | 0.02 | 1.02 % |
| STP1 | | 0.00 % |
| VPM1 | | 0.00 % |
| Total | 2.02 | 5.82 % |