

MTD Sales
31.50 L

Brand Share %
4.20 %

Information:

MTD : 01-03-2026 To 25-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.20 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	12.26	4.41 %
Fan	11.12	3.70 %
W.Heater	4.71	4.90 %
Iron	3.34	10.65 %
R.Heater	0.08	100.00 %
Total	31.50	4.20 %

Sales Zone	MTD Sales L	Brand Share %
WEST-01	5.62	5.53 %
SOUTH-03	4.51	4.06 %
SOUTH-01	3.96	3.54 %
NORTH ARCOT	3.94	6.93 %
WEST-02	3.11	3.25 %
CHENNAI-02	3.07	6.10 %
CHENNAI-01	2.92	2.57 %
TRICHY-01	2.32	3.19 %
SOUTH ARCOT	2.06	5.75 %
Total	31.50	4.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.25	6.40 %
Fan	1.57	5.02 %
W.Heater	0.69	6.50 %
R.Heater	0.08	100.00 %
Iron	0.03	0.87 %
Total	5.62	5.53 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.18	2.44 %
TPR3	0.13	3.19 %
MPM1	0.09	2.44 %
AVI1	0.08	1.43 %
CBE6	0.04	1.19 %
DPM2	0.03	1.00 %
ANR1	0.03	3.39 %
KMD1	0.03	1.55 %
CNR1	0.02	3.79 %
KGM1	0.02	1.17 %
GBM1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	5.62	5.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	2.82	6.60 %
Fan	0.80	1.70 %
Iron	0.55	9.66 %
W.Heater	0.34	3.68 %
Total	4.51	4.06 %

Branch *	MTD Sales L	Brand Share %
TMM1	0.23	3.23 %
KKD3	0.14	4.06 %
TEN2	0.13	2.94 %
TPT1	0.13	3.26 %
BTU1	0.08	4.03 %
KRR1	0.07	2.17 %
MDU4	0.07	2.14 %
PKM1	0.05	1.81 %
MDU7	0.04	1.30 %
CMR1	0.04	2.91 %
PNV2	0.03	2.61 %
ATG1	0.03	1.28 %
USL1	0.03	1.69 %
TDI1	0.02	1.24 %
MDU2	0.02	0.29 %
DKI1	0.02	0.85 %
KYK1	0.01	0.85 %
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	4.51	4.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
W.Heater	1.09	9.35 %
Fan	1.09	2.48 %
Air-Cool	1.03	2.39 %
Iron	0.76	13.24 %
Total	3.96	3.54 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.32	3.31 %
TUT1	0.31	3.45 %
TKS2	0.27	2.92 %
NGR1	0.16	3.73 %
RPM1	0.16	4.17 %
TKS1	0.14	2.84 %
VNR2	0.13	2.87 %
KYR1	0.11	2.91 %
SNL1	0.10	3.39 %
VLY1	0.10	3.83 %
MAR1	0.09	4.20 %
SVK1	0.09	3.11 %
ASM1	0.08	3.40 %
VKM1	0.05	2.47 %
TUT2	0.05	1.30 %
APK1	0.05	1.90 %
ERL2	0.04	2.35 %
PKD1	0.03	1.67 %
VNR1	0.03	1.00 %
COL1	0.02	2.86 %
SKD1	0.02	1.62 %
S2SD	0.02	3.97 %
TCN1	0.01	0.53 %
STU2	0.01	0.75 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
Total	3.96	3.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.29	10.19 %
W.Heater	0.84	6.70 %
Air-Cool	0.80	4.78 %
Iron	0.01	0.48 %
Total	3.94	6.93 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.11	1.99 %
WJD1	0.06	2.85 %
CYR1	0.05	4.00 %
WJP1	0.03	1.48 %
KPM2		0.00 %
Total	3.94	6.93 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	2.21	4.26 %
Fan	0.81	2.64 %
W.Heater	0.06	0.75 %
Iron	0.03	0.94 %
Total	3.11	3.25 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.17	2.64 %
MCR1	0.11	3.28 %
SLM3	0.11	2.85 %
ERD2	0.07	1.21 %
VKL1	0.07	3.37 %
SGG1	0.06	3.60 %
TCG1	0.06	3.56 %
HRR1	0.05	3.48 %
TRM1	0.04	1.41 %
HSR1	0.04	1.31 %
EPI1	0.04	0.92 %
HSR2	0.03	0.73 %
KVP1	0.03	1.44 %
CMI1	0.02	0.80 %
DPR1	0.01	1.28 %
MTR1	0.01	0.57 %
OML1	0.01	0.43 %
PLC1	0.01	0.30 %
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	3.11	3.25 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.31	6.65 %
W.Heater	0.79	6.73 %
Air-Cool	0.50	4.10 %
Iron	0.48	21.40 %
Total	3.07	6.10 %

Branch *	MTD Sales L	Brand Share %
CH03	0.15	3.91 %
CH34	0.10	3.77 %
CH21	0.07	1.64 %
CH20	0.07	3.84 %
CH43	0.06	2.12 %
CH24	0.06	2.36 %
CH50	0.06	2.16 %
CH31	0.03	3.96 %
CH36	0.02	1.76 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
Total	3.07	6.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.69	2.50 %
Iron	0.55	17.70 %
W.Heater	0.51	2.36 %
Air-Cool	0.18	1.23 %
Total	2.92	2.57 %

Branch *	MTD Sales L	Brand Share %
CH05	0.16	2.64 %
CH25	0.13	4.12 %
CH45	0.09	3.41 %
CH22	0.08	3.99 %
CGL1	0.06	3.52 %
TKM1	0.05	3.51 %
CH28	0.04	1.06 %
CH26	0.04	3.52 %
GUD1	0.02	0.85 %
MRM1	0.01	0.81 %
CH48	0.01	0.50 %
CH35	0.01	0.85 %
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	-3.52 %
Total	2.92	2.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.34	3.82 %
Iron	0.60	18.01 %
Fan	0.38	1.59 %
Total	2.32	3.19 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.14	3.02 %
KUM1	0.14	3.87 %
TVR1	0.06	3.61 %
TRY4	0.04	0.97 %
JKM1	0.04	2.14 %
AYR1	0.04	2.24 %
TRY3	0.04	1.41 %
NCK1	0.04	3.12 %
MVM1	0.04	0.90 %
KRN1	0.03	1.43 %
MSI1	0.03	1.76 %
NGT1	0.03	1.29 %
PTK1	0.02	0.87 %
PBR2	0.02	0.30 %
KIK1	0.01	0.91 %
PDK1	0.01	1.03 %
APM1		0.00 %
MDI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TTP1		0.00 %
Total	2.32	3.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.20	8.39 %
W.Heater	0.39	6.94 %
Iron	0.34	14.77 %
Air-Cool	0.13	1.16 %
Total	2.06	5.75 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.13	2.94 %
CDM1	0.08	3.15 %
ULP1	0.07	3.06 %
PRT1	0.06	3.20 %
TRK1	0.05	3.11 %
KML1	0.04	3.24 %
STP1	0.03	1.99 %
SJI2	0.02	1.02 %
VPM1		0.00 %
Total	2.06	5.75 %