

MTD Sales  
**35.11 L**

Brand Share %  
**4.12 %**

Information:

MTD : 01-03-2026 To 28-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **4.12 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	14.32	4.36 %
Fan	12.16	3.63 %
W.Heater	4.94	4.68 %
Iron	3.62	10.69 %
R.Heater	0.08	100.00 %
<b>Total</b>	<b>35.11</b>	<b>4.12 %</b>

Sales Zone	MTD Sales L	Brand Share %
WEST-01	6.13	5.16 %
SOUTH-03	5.29	4.18 %
SOUTH-01	4.47	3.43 %
NORTH ARCOT	4.15	6.68 %
WEST-02	3.47	3.19 %
CHENNAI-02	3.26	5.67 %
CHENNAI-01	3.22	2.58 %
TRICHY-01	2.81	3.36 %
SOUTH ARCOT	2.30	5.73 %
<b>Total</b>	<b>35.11</b>	<b>4.12 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cool	3.47	5.60 %
Fan	1.86	5.19 %
W.Heater	0.69	6.04 %
R.Heater	0.08	100.00 %
Iron	0.03	1.02 %
<b>Total</b>	<b>6.13</b>	<b>5.16 %</b>

Branch *	MTD Sales L	Brand Share %
PLI1	0.27	4.10 %
KMR1	0.18	2.05 %
TPR3	0.13	3.06 %
AVI1	0.12	1.84 %
MPM1	0.11	2.74 %
PPI1	0.10	3.89 %
CBE6	0.07	1.75 %
CBE5	0.07	3.45 %
DPM2	0.03	0.87 %
ANR1	0.03	2.74 %
KMD1	0.03	1.29 %
CNR1	0.02	3.53 %
KGM1	0.02	0.91 %
GBM1	0.01	0.59 %
SUL1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
<b>Total</b>	<b>6.13</b>	<b>5.16 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cool	3.47	6.95 %
Fan	0.89	1.68 %
Iron	0.60	9.76 %
W.Heater	0.34	3.16 %
<b>Total</b>	<b>5.29</b>	<b>4.18 %</b>

Branch *	MTD Sales L	Brand Share %
TMM1	0.23	3.00 %
KKD3	0.15	3.84 %
TEN2	0.14	2.58 %
TPT1	0.13	2.91 %
BTU1	0.08	3.70 %
KRR1	0.07	1.89 %
MDU4	0.07	2.10 %
PKM1	0.05	1.55 %
MDU7	0.04	1.24 %
CMR1	0.04	2.66 %
ADP1	0.03	1.22 %
PNV2	0.03	2.36 %
ATG1	0.03	1.17 %
USL1	0.03	1.53 %
TDI1	0.02	1.19 %
MDU2	0.02	0.26 %
DKI1	0.02	0.73 %
KYK1	0.01	0.79 %
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 %
WHMD		0.00 %
<b>Total</b>	<b>5.29</b>	<b>4.18 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	1.32	2.64 %
Air-Cool	1.20	2.27 %
W.Heater	1.09	8.76 %
Iron	0.86	13.82 %
Total	4.47	3.43 %

Branch *	MTD Sales L	Brand Share %
TKS2	0.32	2.93 %
TVL1	0.32	2.79 %
TUT1	0.31	2.98 %
RND1	0.18	3.93 %
NGR1	0.17	3.40 %
VNR2	0.17	2.93 %
RPM1	0.16	3.76 %
KYR1	0.15	3.54 %
TKS1	0.14	2.30 %
SVK1	0.12	3.88 %
VLY1	0.11	3.52 %
MAR1	0.09	2.98 %
ASM1	0.09	3.35 %
VKM1	0.06	2.39 %
TUT2	0.05	1.14 %
APK1	0.05	1.72 %
MMT1	0.04	2.12 %
ERL2	0.04	2.37 %
PKD1	0.03	1.57 %
VNR1	0.03	0.95 %
SKD1	0.02	1.97 %
COL1	0.02	2.66 %
S2SD	0.02	3.71 %
TCN1	0.01	0.50 %
STU2	0.01	0.61 %
PDI1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	4.47	3.43 %

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.31	9.43 %
Air-Cool	0.92	4.86 %
W.Heater	0.90	6.83 %
Iron	0.01	0.45 %
Total	4.15	6.68 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.11	1.75 %
WJD1	0.06	2.57 %
WJP1	0.05	2.60 %
CYR1	0.05	3.91 %
KPM2		0.00 %
Total	4.15	6.68 %

## WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	2.48	4.13 %
Fan	0.84	2.47 %
W.Heater	0.12	1.39 %
Iron	0.03	0.88 %
<b>Total</b>	<b>3.47</b>	<b>3.19 %</b>

Branch *	MTD Sales L	Brand Share %
SLM2	0.18	3.96 %
SLM1	0.17	2.32 %
SLM3	0.14	3.22 %
MCR1	0.11	2.95 %
HSR2	0.09	1.71 %
ERD2	0.07	1.04 %
VKL1	0.07	2.89 %
SGG1	0.06	3.24 %
TCG1	0.06	3.07 %
HRR1	0.05	3.12 %
TRM1	0.04	1.30 %
PLC1	0.04	1.71 %
HSR1	0.04	1.22 %
BMD1	0.04	1.69 %
EPI1	0.04	0.79 %
KVP1	0.03	1.32 %
CMI1	0.02	0.73 %
DPR1	0.01	1.17 %
MTR1	0.01	0.55 %
OML1	0.01	0.40 %
PMP1	0.01	0.33 %
APN1		0.00 %
EDP1		0.00 %
KAM1		0.00 %
PDR1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>3.47</b>	<b>3.19 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.34	5.93 %
W.Heater	0.84	6.45 %
Air-Cool	0.56	3.98 %
Iron	0.52	20.91 %
<b>Total</b>	<b>3.26</b>	<b>5.67 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	0.16	3.64 %
CH34	0.10	3.50 %
CH21	0.07	1.38 %
CH24	0.07	2.37 %
CH20	0.07	3.65 %
CH43	0.06	1.77 %
CH50	0.06	1.99 %
CH31	0.03	3.79 %
CH36	0.02	1.69 %
CH51	0.01	3.20 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
<b>Total</b>	<b>3.26</b>	<b>5.67 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.84	2.56 %
Iron	0.57	16.85 %
W.Heater	0.51	2.10 %
Air-Cool	0.31	1.81 %
<b>Total</b>	<b>3.22</b>	<b>2.58 %</b>

Branch *	MTD Sales L	Brand Share %
CH05	0.16	2.22 %
CH25	0.13	3.75 %
AVD1	0.09	4.11 %
CH45	0.09	3.01 %
CH22	0.08	3.67 %
CGL1	0.06	3.24 %
TKM1	0.05	2.99 %
CH28	0.05	1.14 %
CH35	0.04	2.93 %
CH26	0.04	3.25 %
GUD1	0.02	0.75 %
MRM1	0.01	0.70 %
CH48	0.01	0.46 %
WHC3	0.01	0.93 %
KNR1	0.01	1.08 %
CH37		1.17 %
CH14		0.00 %
CH29		0.00 %
CH38		0.00 %
CZWH		0.00 %
MC10		0.00 %
SKL1		0.00 %
WCHN		0.00 %
<b>Total</b>	<b>3.22</b>	<b>2.58 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cool	1.69	4.13 %
Iron	0.61	17.24 %
Fan	0.50	1.82 %
<b>Total</b>	<b>2.81</b>	<b>3.36 %</b>

Branch *	MTD Sales L	Brand Share %
TYR1	0.14	2.92 %
KUM1	0.14	3.27 %
TVR1	0.06	2.99 %
TRY4	0.04	0.85 %
JKM1	0.04	1.92 %
AYR1	0.04	1.99 %
TRY3	0.04	1.20 %
NCK1	0.04	2.99 %
MVM1	0.04	0.77 %
MDI1	0.03	1.36 %
KRN1	0.03	1.22 %
MSI1	0.03	1.45 %
NGT1	0.03	1.09 %
PTK1	0.02	0.84 %
PBR2	0.02	0.27 %
KIK1	0.01	0.81 %
PDK1	0.01	0.96 %
APM1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TTP1		0.00 %
<b>Total</b>	<b>2.81</b>	<b>3.36 %</b>

**SOUTH ARCOT**

Property	MTD Sales L	Brand Share %
Fan	1.27	7.72 %
W.Heater	0.44	7.38 %
Iron	0.38	15.24 %
Air-Cool	0.22	1.72 %
<b>Total</b>	<b>2.30</b>	<b>5.73 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	0.15	3.03 %
ULP1	0.07	2.93 %
PRT1	0.06	2.69 %
TRK1	0.05	2.52 %
KML1	0.04	3.02 %
STP1	0.03	1.57 %
SJI2	0.02	0.91 %
VPM1		0.00 %
<b>Total</b>	<b>2.30</b>	<b>5.73 %</b>