

MTD Sales  
39.55 L

Brand Share %  
4.08 %

Information:

MTD : 01-03-2026 To 30-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **4.08 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	16.63	4.24 %
Fan	13.41	3.56 %
W.Heater	5.57	4.98 %
Iron	3.87	10.64 %
R.Heater	0.08	100.00 %
<b>Total</b>	<b>39.55</b>	<b>4.08 %</b>

Sales Zone	MTD Sales L	Brand Share %
WEST-01	7.11	5.15 %
SOUTH-03	5.83	4.04 %
SOUTH-01	5.07	3.30 %
NORTH ARCOT	4.60	6.66 %
WEST-02	3.84	3.00 %
CHENNAI-02	3.74	5.91 %
CHENNAI-01	3.68	2.76 %
TRICHY-01	3.17	3.33 %
SOUTH ARCOT	2.52	5.55 %
<b>Total</b>	<b>39.55</b>	<b>4.08 %</b>

## WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.90	5.15 %
Fan	2.10	5.18 %
W.Heater	1.00	8.34 %
R.Heater	0.08	100.00 %
Iron	0.03	0.98 %
<b>Total</b>	<b>7.11</b>	<b>5.15 %</b>

Branch *	MTD Sales L	Brand Share %
TPR2	0.30	4.04 %
CBE4	0.26	3.92 %
KMR1	0.22	2.27 %
CBE6	0.15	3.09 %
TPR3	0.13	2.75 %
AVI1	0.12	1.63 %
MPM1	0.11	2.48 %
PPI1	0.10	3.15 %
DPM2	0.03	0.77 %
ANR1	0.03	2.38 %
KMD1	0.03	1.20 %
CNR1	0.02	3.31 %
KGM1	0.02	0.70 %
GBM1	0.01	0.51 %
SUL1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
<b>Total</b>	<b>7.11</b>	<b>5.15 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cool	3.74	6.37 %
Fan	0.95	1.59 %
Iron	0.65	10.04 %
W.Heater	0.48	4.25 %
<b>Total</b>	<b>5.83</b>	<b>4.04 %</b>

Branch *	MTD Sales L	Brand Share %
TMM1	0.23	2.70 %
KKD3	0.15	3.63 %
TEN2	0.14	2.29 %
TPT1	0.13	2.78 %
MDU4	0.08	2.06 %
BTU1	0.08	3.30 %
MNM1	0.08	3.87 %
KRR1	0.07	1.54 %
ADP1	0.07	2.09 %
MDU7	0.05	1.29 %
PKM1	0.05	1.49 %
PNV2	0.03	2.21 %
ATG1	0.03	1.06 %
USL1	0.03	1.21 %
TDI1	0.02	0.88 %
MDU2	0.02	0.23 %
DKI1	0.02	0.69 %
KYK1	0.01	0.67 %
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>5.83</b>	<b>4.04 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	1.55	2.62 %
Air-Cool	1.47	2.26 %
W.Heater	1.14	8.69 %
Iron	0.90	13.30 %
Total	5.07	3.30 %

Branch *	MTD Sales L	Brand Share %
TKS2	0.32	2.53 %
TVL1	0.32	2.40 %
TUT1	0.31	2.60 %
RND1	0.18	3.54 %
VNR2	0.18	2.54 %
RPM1	0.16	3.26 %
KYR1	0.15	3.07 %
SNL1	0.15	4.06 %
TKS1	0.14	1.86 %
SVK1	0.13	3.62 %
VLY1	0.12	3.39 %
ASM1	0.09	2.67 %
VKM1	0.06	1.85 %
TUT2	0.05	0.99 %
APK1	0.05	1.67 %
ERL2	0.05	2.29 %
MMT1	0.04	1.83 %
STU2	0.04	1.58 %
PKD1	0.03	1.44 %
VNR1	0.03	0.85 %
SKD1	0.02	1.58 %
COL1	0.02	2.40 %
TCN1	0.01	0.41 %
PDI1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	5.07	3.30 %

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.37	8.74 %
Air-Cool	1.17	5.19 %
W.Heater	1.04	7.62 %
Iron	0.03	0.92 %
Total	4.60	6.66 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.23	3.39 %
TRR1	0.20	4.02 %
PLR1	0.08	3.87 %
ANI1	0.07	3.92 %
WJD1	0.06	2.33 %
WJP1	0.05	2.31 %
KPM2		0.00 %
Total	4.60	6.66 %

## WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	2.75	3.85 %
Fan	0.93	2.31 %
W.Heater	0.12	1.23 %
Iron	0.04	1.04 %
Total	3.84	3.00 %

Branch *	MTD Sales L	Brand Share %
RSP1	0.20	4.01 %
SLM2	0.18	3.47 %
SLM1	0.17	1.94 %
SLM3	0.14	2.76 %
MCR1	0.11	2.62 %
HSR2	0.09	1.58 %
PMP1	0.08	3.36 %
ERD2	0.07	0.81 %
VKL1	0.07	2.42 %
SGG1	0.06	3.24 %
TCG1	0.06	2.81 %
HRR1	0.05	2.66 %
TRM1	0.04	1.05 %
PLC1	0.04	1.47 %
HSR1	0.04	1.01 %
BMD1	0.04	1.44 %
EPI1	0.04	0.67 %
KVP1	0.03	1.21 %
CMI1	0.02	0.66 %
DPR1	0.01	0.80 %
MTR1	0.01	0.44 %
OML1	0.01	0.34 %
APN1		0.00 %
EDP1		0.00 %
KAM1		0.00 %
PDR1		0.00 %
VPD1		0.00 %
Total	3.84	3.00 %

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.48	6.10 %
Air-Cool	0.86	5.22 %
W.Heater	0.84	6.05 %
Iron	0.56	20.69 %
Total	3.74	5.91 %

Branch *	MTD Sales L	Brand Share %
CH17	0.10	3.84 %
CH34	0.10	3.15 %
CH21	0.08	1.38 %
CH43	0.07	1.72 %
CH24	0.07	2.16 %
CH50	0.06	1.90 %
CH33	0.05	2.57 %
CH31	0.03	3.63 %
CH36	0.02	1.55 %
CH51	0.01	3.20 %
CH01		0.00 %
CH32		0.00 %
Total	3.74	5.91 %

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.07	2.77 %
Iron	0.61	16.71 %
W.Heater	0.51	1.98 %
Air-Cool	0.50	2.44 %
<b>Total</b>	<b>3.68</b>	<b>2.76 %</b>

Branch *	MTD Sales L	Brand Share %
CH05	0.17	2.14 %
CH25	0.13	3.65 %
AVD1	0.09	3.92 %
CH45	0.09	2.73 %
CGL1	0.06	2.66 %
CH28	0.06	1.27 %
CH35	0.05	3.02 %
TKM1	0.05	2.74 %
CH26	0.04	2.42 %
GUD1	0.02	0.66 %
MRM1	0.01	0.68 %
CH48	0.01	0.41 %
CH38	0.01	0.47 %
KNR1	0.01	0.90 %
CH37		0.98 %
CH14		0.00 %
CH29		0.00 %
CZWH		0.00 %
MC10		0.00 %
SKL1		0.00 %
WCHN		0.00 %
<b>Total</b>	<b>3.68</b>	<b>2.76 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.99	4.14 %
Iron	0.65	17.32 %
Fan	0.53	1.69 %
<b>Total</b>	<b>3.17</b>	<b>3.33 %</b>

Branch *	MTD Sales L	Brand Share %
TYR1	0.14	2.58 %
MVM1	0.12	2.16 %
TRY4	0.07	1.22 %
TVR1	0.07	3.11 %
PTK1	0.05	2.35 %
JKM1	0.05	1.77 %
AYR1	0.04	1.78 %
TRY3	0.04	0.98 %
NCK1	0.04	2.23 %
MDI1	0.03	1.22 %
KRN1	0.03	1.06 %
MSI1	0.03	1.26 %
NGT1	0.03	0.99 %
PBR2	0.02	0.31 %
KIK1	0.01	0.76 %
PDK1	0.01	0.85 %
APM1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TTP1		0.00 %
<b>Total</b>	<b>3.17</b>	<b>3.33 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.42	7.55 %
W.Heater	0.44	6.89 %
Iron	0.40	15.18 %
Air-Cool	0.25	1.74 %
<b>Total</b>	<b>2.52</b>	<b>5.55 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	0.15	2.86 %
KKI2	0.13	3.90 %
ULP1	0.09	2.88 %
PRT1	0.06	2.30 %
KLM1	0.05	3.93 %
TRK1	0.05	2.21 %
KML1	0.04	2.58 %
STP1	0.03	1.32 %
SJI2	0.02	0.84 %
VPM1		0.00 %
<b>Total</b>	<b>2.52</b>	<b>5.55 %</b>