



TN : HAVELLS Sales Performance 01/04/2026 8:09 AM

MTD Sales
163.30 L

Brand Share %
10.34 %

Information:

MTD : 01-03-2026 To 31-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.34 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	56.51	13.40 %
Fan	52.82	13.26 %
Iron	19.59	52.16 %
W.Heater	17.99	15.62 %
W-Purifi	13.88	9.26 %
Mixie	1.66	0.43 %
W-Disp	0.84	5.15 %
Small-Ap	0.01	0.02 %
Total	163.30	10.34 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.49	11.44 %
SOUTH-03	25.94	11.20 %
WEST-01	25.02	12.77 %
CHENNAI-01	17.83	8.23 %
TRICHY-01	17.13	10.89 %
WEST-02	15.73	8.09 %
NORTH ARCOT	11.94	10.67 %
CHENNAI-02	11.82	9.22 %
SOUTH ARCOT	7.40	9.66 %
Total	163.30	10.34 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	12.61	19.23 %
Air-Cool	9.62	13.75 %
Iron	3.48	49.32 %
W-Purifi	2.51	7.50 %
W.Heater	1.82	13.62 %
Mixie	0.37	0.56 %
W-Disp	0.07	4.37 %
Total	30.49	11.44 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.73	8.73 %
NGR1	0.70	5.65 %
KYR1	0.64	8.88 %
APK2	0.47	8.56 %
PDI1	0.40	6.59 %
RPM1	0.39	4.88 %
SVK1	0.38	5.61 %
SDI1	0.36	5.95 %
STU2	0.32	7.89 %
TCN1	0.31	5.34 %
ERL2	0.28	6.18 %
ASM1	0.27	5.16 %
PKD1	0.24	6.45 %
VNR1	0.23	4.55 %
MMT1	0.22	5.09 %
SGT1	0.22	6.43 %
UDN1	0.13	6.37 %
VKM1	0.12	2.41 %
TKY1	0.08	2.17 %
SKD1	0.06	1.68 %
KSM1	0.03	2.44 %
S2SD		0.00 %
WHTV		0.00 %
Total	30.49	11.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	8.86	13.90 %
Fan	8.11	12.72 %
Iron	3.35	50.44 %
W.Heater	3.12	26.54 %
W-Purifi	1.97	9.00 %
Mixie	0.37	0.68 %
W-Disp	0.16	8.04 %
Total	25.94	11.20 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.77	8.55 %
TMM1	1.06	8.57 %
MDU5	0.82	9.84 %
KKD3	0.81	8.98 %
MDU7	0.64	9.68 %
CBM1	0.48	6.31 %
USL1	0.45	10.07 %
MDU4	0.44	9.01 %
ATG1	0.39	8.19 %
TDI1	0.36	9.08 %
BNR1	0.29	7.78 %
ODM1	0.27	9.10 %
BTU1	0.27	7.18 %
ADP1	0.26	5.42 %
TEN1	0.26	4.99 %
KPT1	0.26	5.08 %
PKM1	0.24	6.11 %
MPA1	0.22	4.50 %
MLR1	0.20	4.96 %
DGL2	0.20	3.64 %
CMR1	0.17	7.05 %
PNV2	0.16	5.65 %
NTM1	0.16	5.09 %
PVI1	0.14	5.86 %
KYK1	0.14	5.79 %
SGP1	0.11	5.67 %
KRR1	0.07	1.19 %
SZSD		0.00 %
WHMD		0.00 %
Total	25.94	11.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	12.42	15.26 %
Fan	6.51	15.34 %
W-Purifi	2.36	21.62 %
Iron	2.22	63.39 %
W.Heater	1.38	10.98 %
Mixie	0.12	0.33 %
Total	25.02	12.77 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.95	8.88 %
SNR1	0.92	8.89 %
CBE4	0.60	5.57 %
CBE6	0.53	7.60 %
CBE1	0.52	6.19 %
PDM1	0.45	7.37 %
SUL1	0.40	4.44 %
MPM1	0.32	4.62 %
CBE5	0.30	9.93 %
KMD1	0.19	6.10 %
ANR1	0.18	9.59 %
UMP1	0.18	3.58 %
GBM1	0.14	5.37 %
PPI1	0.13	2.80 %
UAM1	0.11	4.17 %
CNR1	0.11	10.29 %
KGM1	0.09	2.45 %
DPM2	0.08	1.42 %
GDR1	0.07	8.05 %
CBE3	0.03	1.09 %
TPR4	0.03	0.96 %
KGI1	0.01	1.32 %
WZSD		0.00 %
WHCB	-0.03	10.26 %
Total	25.02	12.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	6.39	8.39 %
W.Heater	4.23	16.00 %
Air-Cool	3.17	14.90 %
Iron	1.86	48.75 %
W-Purifi	1.76	6.16 %
W-Disp	0.31	8.57 %
Mixie	0.09	0.19 %
Small-Ap	0.01	0.14 %
Total	17.83	8.23 %

Branch *	MTD Sales L	Brand Share %
CH25	0.73	9.22 %
CH49	0.61	6.06 %
CH38	0.47	9.24 %
CH08	0.47	6.12 %
CH42	0.45	4.45 %
CH45	0.42	7.33 %
CH16	0.40	5.27 %
CH39	0.39	10.20 %
CH19	0.38	4.14 %
MRM1	0.20	5.13 %
GUD2	0.19	5.63 %
CH30	0.19	5.84 %
CH35	0.18	5.40 %
CH22	0.14	3.11 %
CH48	0.13	1.89 %
GUD1	0.10	1.45 %
CH26	0.05	2.33 %
WHC3	0.03	2.07 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	17.83	8.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	7.28	14.25 %
Fan	5.19	15.55 %
Iron	1.89	49.19 %
W-Purifi	1.89	14.79 %
W.Heater	0.49	7.48 %
Mixie	0.31	0.73 %
W-Disp	0.08	6.80 %
Total	17.13	10.89 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.75	7.95 %
NGT1	0.53	10.31 %
KUM1	0.43	4.92 %
MDI1	0.34	6.27 %
ORU1	0.33	7.91 %
TVR2	0.29	3.50 %
KIK1	0.27	7.98 %
JKM1	0.25	5.64 %
PTK1	0.24	5.12 %
TRY3	0.20	3.38 %
NCK1	0.18	7.13 %
KRN1	0.18	3.68 %
MSI1	0.16	4.18 %
TVR1	0.12	4.08 %
PDK1	0.12	6.95 %
TNJ1	0.09	1.04 %
TTP1	0.07	1.74 %
NMM1	0.06	1.30 %
TRY2	0.02	3.15 %
AYR1	0.02	0.63 %
APM1	0.02	0.78 %
TZSD		0.00 %
WTRZ		0.00 %
Total	17.13	10.89 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	6.93	9.07 %
Fan	3.79	8.90 %
Iron	2.49	59.21 %
W.Heater	1.65	17.21 %
W-Purifi	0.63	7.73 %
Mixie	0.14	0.29 %
W-Disp	0.09	8.71 %
Total	15.73	8.09 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.70	9.57 %
KRI1	0.39	5.56 %
SLM3	0.38	5.02 %
TRM1	0.37	6.47 %
ATU1	0.36	5.82 %
APN1	0.33	6.05 %
EPI1	0.32	4.02 %
OML1	0.24	4.04 %
WZWH	0.20	9.95 %
VKL1	0.20	4.74 %
EDP1	0.19	6.24 %
PLC1	0.17	3.24 %
MCR1	0.16	2.75 %
DPR2	0.14	4.55 %
KVP1	0.14	3.70 %
KAM1	0.13	3.94 %
VPD1	0.11	2.45 %
HRR1	0.11	3.07 %
KMM1	0.11	2.90 %
SGG1	0.09	3.66 %
SGI1	0.09	2.04 %
TCG1	0.08	2.53 %
HSR1	0.07	1.03 %
MTR1	0.07	1.57 %
RSP1	0.07	1.00 %
DPR1	0.06	2.02 %
PMP1	0.06	1.87 %
CMI1	0.05	1.23 %
PDR1	0.05	1.55 %
WHKP		0.00 %
WHPD		0.00 %
Total	15.73	8.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	4.08	14.34 %
Air-Cool	3.62	14.81 %
W.Heater	1.51	10.89 %
Iron	1.50	51.23 %
W-Purifi	1.19	11.26 %
Mixie	0.04	0.16 %
Total	11.94	10.67 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.66	10.12 %
KPM2	0.59	7.95 %
ABR1	0.27	6.03 %
VNB1	0.26	7.32 %
WJP1	0.24	5.48 %
CYR1	0.23	10.09 %
TRT1	0.22	6.22 %
VEL1	0.21	3.21 %
PLR1	0.19	6.70 %
SLG1	0.18	6.83 %
VSI1	0.14	6.43 %
BGR1	0.13	2.74 %
UGI1	0.12	4.13 %
WJD1	0.09	2.35 %
PTU1	0.07	4.22 %
GDM1	0.07	1.94 %
CPT1	0.05	1.93 %
CGM1	0.03	0.93 %
ANI1		0.00 %
WHVL		0.00 %
Total	11.94	10.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.64	13.85 %
W.Heater	2.83	20.03 %
Air-Cool	2.49	14.07 %
Iron	1.41	50.36 %
W-Purifi	1.11	5.64 %
Mixie	0.21	0.55 %
W-Disp	0.13	5.22 %
Total	11.82	9.22 %

Branch *	MTD Sales L	Brand Share %
CH03	1.17	7.43 %
CH34	0.63	9.62 %
CH43	0.44	5.73 %
CH18	0.32	4.97 %
CH15	0.30	2.41 %
CH41	0.25	5.65 %
PON1	0.24	9.57 %
CH33	0.19	5.11 %
CH46	0.16	5.64 %
UKI1	0.15	7.03 %
CH44	0.10	2.93 %
CH06	0.08	1.86 %
CH36	0.07	2.30 %
CH23	0.04	2.34 %
CH20	0.04	0.85 %
CH27	0.03	1.13 %
CH01	0.01	5.30 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
CH31	-0.12	-7.98 %
Total	11.82	9.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.49	12.60 %
Air-Cool	2.11	13.45 %
Iron	1.38	50.31 %
W.Heater	0.96	13.85 %
W-Purifi	0.45	12.02 %
Total	7.40	9.66 %

Branch *	MTD Sales L	Brand Share %
POY1	0.40	6.25 %
POY2	0.35	6.56 %
TRK1	0.24	6.80 %
NVL2	0.23	4.49 %
ULP1	0.23	5.12 %
VCM1	0.19	7.51 %
PRT1	0.18	4.36 %
MKM1	0.17	10.02 %
KML1	0.12	4.50 %
CDM1	0.08	1.67 %
KLM1	0.08	2.51 %
STP1	0.08	2.40 %
TDM1	0.07	2.33 %
VPM1	0.06	4.70 %
TVM2	0.04	2.69 %
TVM1	0.03	2.58 %
Total	7.40	9.66 %