



TN : HAVELLS Sales Performance 01/05/2026 8:09 AM

MTD Sales
359.82 L

Brand Share %
12.13 %

Information:

MTD : 01-04-2026 To 30-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.13 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	178.05	12.42 %
Fan	139.93	19.54 %
Iron	15.61	50.00 %
W-Purifi	12.69	8.22 %
W.Heater	8.93	16.55 %
Small-Ap	2.30	4.64 %
Mixie	1.59	0.39 %
W-Disp	0.55	1.71 %
Chimney	0.18	0.21 %
Total	359.82	12.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	71.27	14.21 %
SOUTH-03	56.05	12.29 %
TRICHY-01	48.55	13.67 %
CHENNAI-01	40.05	13.10 %
WEST-02	37.81	8.67 %
WEST-01	33.35	10.30 %
CHENNAI-02	25.87	13.23 %
SOUTH ARCOT	24.97	13.78 %
NORTH ARCOT	21.89	10.39 %
Total	359.82	12.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	33.50	15.71 %
Fan	29.15	20.29 %
Iron	3.83	56.67 %
W-Purifi	2.90	8.64 %
W.Heater	0.72	10.49 %
Small-Ap	0.70	7.13 %
Mixie	0.34	0.47 %
W-Disp	0.13	4.62 %
Total	71.27	14.21 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.30	9.79 %
SVK1	1.49	9.10 %
VLY1	1.38	10.23 %
TUT2	1.16	6.24 %
KYR1	1.07	9.47 %
RPM1	1.06	7.36 %
TCN1	0.98	7.88 %
PDI1	0.85	10.59 %
MMT1	0.76	9.61 %
SDI1	0.75	8.20 %
ASM1	0.71	8.80 %
STU2	0.70	8.58 %
ERL2	0.61	9.04 %
PKD1	0.53	6.92 %
UDN1	0.47	11.01 %
KSM1	0.46	10.93 %
TKY1	0.43	6.84 %
COL1	0.28	7.33 %
SKD1	0.18	2.86 %
Total	71.27	14.21 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	25.41	19.32 %
Air-Cool	24.23	11.40 %
Iron	2.84	55.38 %
W-Purifi	1.71	7.32 %
W.Heater	1.13	21.94 %
Small-Ap	0.44	5.38 %
Mixie	0.16	0.29 %
W-Disp	0.13	4.89 %
Total	56.05	12.29 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.62	10.78 %
DGL1	2.60	7.15 %
TPT1	1.83	11.84 %
KKD3	1.46	7.69 %
MDU7	1.33	11.28 %
DKI1	1.19	11.86 %
MDU4	1.16	8.48 %
ADP1	0.92	9.85 %
MDU5	0.89	6.11 %
DGL2	0.84	7.78 %
TEN1	0.81	6.53 %
BNR1	0.74	9.14 %
PVI1	0.67	11.64 %
MPA1	0.63	6.14 %
TDI1	0.62	8.13 %
SVG1	0.59	8.61 %
KPT1	0.57	4.90 %
USL1	0.55	7.85 %
BTU1	0.53	10.74 %
ATG1	0.50	5.78 %
NTM1	0.34	6.13 %
KYK1	0.32	4.77 %
MLR1	0.31	5.89 %
SGP1	0.20	3.92 %
KRR1	0.12	1.21 %
PKM1	0.10	2.04 %
CMR1	0.07	1.25 %
WHMD	-0.01	2.02 %
Total	56.05	12.29 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	27.24	14.44 %
Fan	17.97	20.49 %
Iron	1.49	43.10 %
W-Purifi	1.42	13.43 %
W.Heater	0.25	10.15 %
Small-Ap	0.18	3.28 %
Total	48.55	13.67 %

Branch *	MTD Sales L	Brand Share %
PTK1	1.20	8.33 %
PBR1	1.15	12.00 %
KRN1	0.92	9.78 %
JKM1	0.84	6.91 %
ORU1	0.82	7.97 %
KIK1	0.71	9.19 %
NCK1	0.71	8.75 %
PDK1	0.68	9.30 %
TVR1	0.63	10.49 %
TTP1	0.44	8.77 %
TNJ1	0.39	2.22 %
TRY3	0.39	3.34 %
MSI1	0.15	1.74 %
NMM1	0.09	0.97 %
APM1	0.05	0.91 %
TZSD	0.05	10.76 %
AYR1	0.04	0.50 %
TRY2		0.00 %
WTRZ		0.00 %
Total	48.55	13.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	18.42	17.35 %
Fan	14.42	20.17 %
W-Purifi	2.17	6.95 %
W.Heater	1.97	16.64 %
Iron	1.92	51.25 %
Small-Ap	0.54	5.50 %
Mixie	0.29	0.58 %
Chimney	0.18	1.49 %
W-Disp	0.14	1.59 %
Total	40.05	13.10 %

Branch *	MTD Sales L	Brand Share %
CH47	2.47	12.00 %
CH42	1.82	10.25 %
CH07	1.59	10.94 %
CH08	1.23	8.58 %
GUD1	1.02	9.86 %
CH19	0.92	6.14 %
CH16	0.87	7.62 %
CH35	0.72	8.86 %
MRM1	0.60	6.11 %
CH25	0.44	4.66 %
GUD2	0.35	4.81 %
CH30	0.22	3.31 %
CH22	0.12	1.45 %
KNR1	0.07	2.35 %
CH38	0.04	0.43 %
CH37	0.03	0.91 %
CH40	0.02	10.74 %
CH26	0.01	0.35 %
CZWH		0.00 %
MC09		0.00 %
Total	40.05	13.10 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	23.19	8.95 %
Fan	12.26	14.67 %
Iron	1.36	46.97 %
W.Heater	0.64	13.96 %
W-Purifi	0.34	3.04 %
Mixie	0.03	0.06 %
Total	37.81	8.67 %

Branch *	MTD Sales L	Brand Share %
HSR2	2.04	10.65 %
ERD1	1.86	10.72 %
SLM2	1.76	11.79 %
SLM3	1.21	5.82 %
KRI1	1.05	4.90 %
DPR1	0.84	8.85 %
KVP1	0.77	7.13 %
MCR1	0.68	7.46 %
EPI1	0.68	5.71 %
BMD1	0.56	7.64 %
PLC1	0.55	4.16 %
RSP1	0.53	4.60 %
APN1	0.50	4.28 %
EDP1	0.44	5.56 %
KAM1	0.37	2.53 %
VPD1	0.31	2.63 %
OML1	0.30	3.00 %
SGG1	0.17	2.40 %
KMM1	0.16	2.05 %
MTR1	0.13	1.77 %
HSR1	0.11	0.80 %
TCG1	0.11	1.48 %
CMI1	0.06	0.80 %
SGI1	0.05	0.74 %
PMP1	0.03	0.33 %
HRR1	0.02	0.33 %
PDR1	0.02	0.32 %
VKL1	0.02	0.23 %
WHKP		0.00 %
WHPD		0.00 %
Total	37.81	8.67 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	17.66	9.17 %
Fan	12.86	23.13 %
Iron	0.87	49.06 %
W-Purifi	0.79	7.21 %
W.Heater	0.71	9.37 %
Mixie	0.21	0.55 %
W-Disp	0.14	4.73 %
Small-Ap	0.10	2.27 %
Total	33.35	10.30 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.38	7.63 %
TPR3	1.33	11.39 %
CBE6	1.13	9.41 %
MPM1	1.04	7.91 %
AVI1	0.90	7.20 %
UMP1	0.87	8.84 %
SUL1	0.59	4.30 %
CBE4	0.58	3.69 %
PPI1	0.56	6.24 %
CBE1	0.50	3.89 %
CBE5	0.49	5.72 %
PDM1	0.39	4.22 %
KMD1	0.25	3.39 %
UAM1	0.16	3.78 %
GBM1	0.11	1.54 %
TPR4	0.09	1.07 %
ANR1	0.06	0.88 %
KGM1	0.06	0.56 %
CNR1	0.04	2.38 %
CBE3	0.04	0.85 %
GDR1	0.03	3.92 %
DPM2	0.01	0.23 %
KGI1	0.01	1.07 %
WHCB	-0.04	3.12 %
Total	33.35	10.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	12.48	16.80 %
Fan	8.19	17.39 %
W.Heater	2.26	32.62 %
Iron	1.19	45.23 %
W-Purifi	1.12	6.96 %
Mixie	0.34	0.97 %
Small-Ap	0.30	6.28 %
Total	25.87	13.23 %

Branch *	MTD Sales L	Brand Share %
CH18	1.47	10.15 %
CH17	0.87	8.42 %
CH15	0.82	4.96 %
CH34	0.56	6.40 %
PON1	0.48	10.43 %
CH20	0.40	5.48 %
CH33	0.35	4.51 %
CH41	0.34	7.35 %
CH46	0.16	3.84 %
CH44	0.15	2.57 %
CH31	0.07	2.02 %
CH06	0.04	0.77 %
CH27	0.04	1.18 %
CH36	0.04	0.72 %
UKI1	0.03	0.70 %
CH23	0.03	0.69 %
MC06	0.02	4.84 %
CH01	0.01	4.96 %
CH51		0.00 %
Total	25.87	13.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	11.90	13.48 %
Fan	10.70	24.07 %
W-Purifi	0.97	15.26 %
Iron	0.80	33.70 %
W.Heater	0.55	15.78 %
Mixie	0.04	0.15 %
Total	24.97	13.78 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.72	7.10 %
SJI2	0.72	8.72 %
KML1	0.67	8.76 %
PRT1	0.43	3.89 %
VPM1	0.40	11.20 %
MKM1	0.37	11.83 %
CDM1	0.26	3.36 %
VCM1	0.21	4.74 %
TDM1	0.05	0.74 %
TVM1	0.04	1.08 %
KLM1	0.04	0.64 %
TVM2	0.03	0.99 %
WHUT		0.00 %
Total	24.97	13.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	9.42	9.51 %
Fan	8.97	17.53 %
Iron	1.31	53.52 %
W-Purifi	1.26	11.50 %
W.Heater	0.70	13.86 %
Mixie	0.18	0.65 %
Small-Ap	0.04	1.48 %
Total	21.89	10.39 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.98	10.16 %
TRR1	1.92	10.53 %
ABR1	0.92	8.31 %
VEL1	0.72	5.60 %
ARC2	0.71	9.65 %
SLG1	0.62	9.83 %
KPM1	0.50	9.07 %
WJP1	0.35	4.18 %
BGR1	0.31	4.18 %
WJD1	0.17	2.98 %
CPT1	0.17	3.72 %
UGI1	0.16	4.59 %
ANI1	0.07	1.64 %
GDM1	0.06	0.82 %
CGM1	0.06	1.11 %
TRT1	0.06	1.05 %
PLR1	0.04	0.73 %
CYR1	0.02	0.39 %
VSI1	0.01	0.28 %
PTU1		0.00 %
WHVL		0.00 %
Total	21.89	10.39 %