

MTD Sales  
147.80 L

Brand Share %  
10.07 %

Information:

MTD : 01-09-2026 To 30-09-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **10.07 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 62.28       | 21.36 %       |
| W.Heater | 25.38       | 13.70 %       |
| Iron     | 21.20       | 57.32 %       |
| W-Purifi | 18.89       | 10.14 %       |
| Chimney  | 12.72       | 12.75 %       |
| Mixie    | 4.57        | 1.04 %        |
| Small-Ap | 2.15        | 4.06 %        |
| Air-Cool | 0.69        | 1.22 %        |
| W-Disp   | -0.08       | -0.21 %       |
| Total    | 147.80      | 10.07 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 26.04       | 9.99 %        |
| CHENNAI-01  | 22.14       | 10.53 %       |
| TRICHY-01   | 20.42       | 12.32 %       |
| CHENNAI-02  | 13.74       | 9.61 %        |
| WEST-01     | 13.73       | 13.16 %       |
| NORTH ARCOT | 13.64       | 12.29 %       |
| SOUTH-03    | 13.54       | 7.11 %        |
| SOUTH ARCOT | 13.34       | 13.69 %       |
| WEST-03     | 5.85        | 9.16 %        |
| WEST-02     | 5.37        | 4.45 %        |
| Total       | 147.80      | 10.07 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 12.53       | 20.19 %       |
| Iron     | 4.65        | 58.02 %       |
| Chimney  | 3.00        | 22.11 %       |
| W.Heater | 2.62        | 12.31 %       |
| W-Purifi | 2.47        | 7.21 %        |
| Mixie    | 0.55        | 0.62 %        |
| Small-Ap | 0.27        | 3.49 %        |
| Air-Cool | -0.05       | -0.57 %       |
| Total    | 26.04       | 9.99 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KVT1     | 1.76        | 9.49 %        |
| NGR1     | 1.50        | 9.70 %        |
| RND2     | 0.83        | 8.07 %        |
| TCN1     | 0.64        | 7.80 %        |
| SNL1     | 0.58        | 9.97 %        |
| TUT2     | 0.55        | 7.22 %        |
| VLY1     | 0.41        | 6.06 %        |
| SVK1     | 0.41        | 7.15 %        |
| TKS1     | 0.40        | 3.91 %        |
| RPM1     | 0.33        | 4.41 %        |
| MAR1     | 0.30        | 3.78 %        |
| MMT1     | 0.27        | 6.22 %        |
| KYR1     | 0.27        | 6.11 %        |
| APK1     | 0.25        | 8.61 %        |
| TKY1     | 0.22        | 5.87 %        |
| KSM1     | 0.21        | 6.75 %        |
| ASM1     | 0.18        | 6.03 %        |
| UDN1     | 0.17        | 7.17 %        |
| STU2     | 0.16        | 4.97 %        |
| KGL1     | 0.16        | 5.89 %        |
| VNR1     | 0.15        | 4.37 %        |
| SKD1     | 0.14        | 3.78 %        |
| COL1     | 0.12        | 4.96 %        |
| SGT1     | 0.07        | 4.34 %        |
| S2SD     | 0.05        | 1.87 %        |
| WHTV     |             | 0.00 %        |
| Total    | 26.04       | 9.99 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 9.68        | 28.04 %       |
| W.Heater | 5.42        | 14.85 %       |
| W-Purifi | 3.09        | 8.49 %        |
| Iron     | 2.41        | 63.51 %       |
| Chimney  | 0.80        | 8.51 %        |
| Mixie    | 0.39        | 0.68 %        |
| Small-Ap | 0.20        | 1.86 %        |
| Air-Cool | 0.15        | 8.17 %        |
| Total    | 22.14       | 10.53 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH42     | 1.07        | 9.55 %        |
| CH16     | 1.07        | 7.87 %        |
| CH19     | 0.97        | 9.80 %        |
| CH49     | 0.83        | 5.99 %        |
| CH48     | 0.75        | 6.34 %        |
| CH45     | 0.58        | 7.62 %        |
| CH22     | 0.52        | 6.12 %        |
| MRM1     | 0.51        | 9.44 %        |
| GUD1     | 0.35        | 3.85 %        |
| CH25     | 0.34        | 3.76 %        |
| SKL1     | 0.31        | 7.86 %        |
| GUD2     | 0.31        | 6.83 %        |
| CH05     | 0.29        | 2.21 %        |
| CH39     | 0.23        | 5.40 %        |
| CZWH     | 0.22        | 6.54 %        |
| TKM1     | 0.21        | 9.50 %        |
| CH08     | 0.20        | 4.96 %        |
| CH30     | 0.18        | 2.86 %        |
| CH38     | 0.15        | 2.65 %        |
| CH26     | 0.12        | 5.49 %        |
| CH40     |             | 0.00 %        |
| Total    | 22.14       | 10.53 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 9.06        | 26.38 %       |
| W.Heater | 3.50        | 14.61 %       |
| W-Purifi | 2.99        | 14.85 %       |
| Iron     | 2.03        | 52.37 %       |
| Chimney  | 1.78        | 16.33 %       |
| Mixie    | 0.83        | 1.65 %        |
| Small-Ap | 0.23        | 5.47 %        |
| Total    | 20.42       | 12.32 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MVM1     | 0.88        | 6.95 %        |
| KIK1     | 0.40        | 6.70 %        |
| PDK2     | 0.38        | 7.43 %        |
| KUM2     | 0.34        | 6.83 %        |
| ORU1     | 0.30        | 9.87 %        |
| TNJ1     | 0.29        | 4.42 %        |
| TVR1     | 0.27        | 8.13 %        |
| TYR1     | 0.24        | 4.33 %        |
| TRY3     | 0.22        | 6.27 %        |
| PTK1     | 0.18        | 2.23 %        |
| PBR1     | 0.18        | 5.23 %        |
| PDK1     | 0.17        | 7.82 %        |
| TTP1     | 0.15        | 5.31 %        |
| KRN1     | 0.12        | 4.59 %        |
| MSI1     | 0.11        | 5.70 %        |
| AYR1     | 0.08        | 2.82 %        |
| NMM1     | 0.03        | 0.89 %        |
| APM1     | 0.01        | 0.51 %        |
| TZSD     |             | 0.16 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 20.42       | 12.32 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 5.05        | 21.82 %       |
| W.Heater | 2.61        | 12.10 %       |
| W-Purifi | 2.41        | 12.06 %       |
| Iron     | 1.85        | 61.06 %       |
| Chimney  | 1.15        | 15.60 %       |
| Small-Ap | 0.33        | 4.03 %        |
| Mixie    | 0.30        | 0.74 %        |
| Air-Cool | 0.04        | 0.40 %        |
| Total    | 13.74       | 9.61 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 0.96        | 7.77 %        |
| CH18     | 0.66        | 5.53 %        |
| CH34     | 0.53        | 8.57 %        |
| CH03     | 0.50        | 4.63 %        |
| CH50     | 0.46        | 6.00 %        |
| CH20     | 0.34        | 6.92 %        |
| CH35     | 0.28        | 5.51 %        |
| PON1     | 0.24        | 6.21 %        |
| CH43     | 0.20        | 3.30 %        |
| CH27     | 0.20        | 7.74 %        |
| CH36     | 0.20        | 6.95 %        |
| CH46     | 0.16        | 6.28 %        |
| CH37     | 0.14        | 5.31 %        |
| CH12     | 0.13        | 2.13 %        |
| CH06     | 0.07        | 1.41 %        |
| CH23     | 0.05        | 4.90 %        |
| CH31     | 0.05        | 5.43 %        |
| UKI1     | 0.04        | 1.72 %        |
| CH44     | 0.03        | 0.91 %        |
| CH51     | 0.01        | 3.53 %        |
| MC06     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| WCHN     | -0.23       | 8.62 %        |
| Total    | 13.74       | 9.61 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| W.Heater | 3.76        | 26.94 %       |
| W-Purifi | 2.90        | 29.72 %       |
| Fan      | 2.47        | 18.22 %       |
| Chimney  | 2.07        | 18.07 %       |
| Iron     | 1.57        | 59.31 %       |
| Mixie    | 0.50        | 1.47 %        |
| Small-Ap | 0.43        | 10.26 %       |
| Air-Cool | 0.03        | 0.40 %        |
| Total    | 13.73       | 13.16 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE4     | 0.52        | 6.20 %        |
| SNR1     | 0.47        | 8.46 %        |
| CBE1     | 0.33        | 5.45 %        |
| MPM1     | 0.28        | 4.66 %        |
| SUL1     | 0.14        | 2.85 %        |
| CBE5     | 0.14        | 4.45 %        |
| PPI1     | 0.14        | 7.19 %        |
| KGI1     | 0.13        | 6.96 %        |
| KMD1     | 0.11        | 6.53 %        |
| PDM1     | 0.10        | 4.63 %        |
| UMP1     | 0.09        | 2.32 %        |
| UAM1     | 0.07        | 1.58 %        |
| ANR1     | 0.06        | 4.81 %        |
| DPM2     | 0.04        | 1.32 %        |
| WZSD     | 0.03        | 0.57 %        |
| CNR1     | 0.01        | 0.67 %        |
| CBE3     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 13.73       | 13.16 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 6.84        | 30.90 %       |
| W.Heater | 1.93        | 11.53 %       |
| W-Purifi | 1.46        | 9.69 %        |
| Iron     | 1.40        | 54.17 %       |
| Chimney  | 1.30        | 13.02 %       |
| Mixie    | 0.56        | 1.95 %        |
| Small-Ap | 0.15        | 3.09 %        |
| Total    | 13.64       | 12.29 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRR1     | 0.93        | 9.48 %        |
| KPM2     | 0.53        | 5.93 %        |
| VEL2     | 0.52        | 6.69 %        |
| AKM1     | 0.41        | 8.20 %        |
| CGM1     | 0.20        | 9.86 %        |
| VEL1     | 0.16        | 3.93 %        |
| CPT1     | 0.14        | 5.08 %        |
| PLR1     | 0.13        | 5.07 %        |
| VSI1     | 0.06        | 2.46 %        |
| UGI1     | 0.05        | 2.79 %        |
| WJP1     | 0.05        | 2.02 %        |
| WJD1     | 0.05        | 1.48 %        |
| CYR1     | 0.04        | 1.84 %        |
| GDM1     | 0.04        | 1.31 %        |
| ANI1     | 0.03        | 1.51 %        |
| BGR1     | 0.02        | 0.59 %        |
| KPM1     | 0.02        | 1.49 %        |
| PTU1     | 0.01        | 1.43 %        |
| TRT1     | 0.01        | 0.60 %        |
| WHVL     |             | 0.00 %        |
| Total    | 13.64       | 12.29 %       |

# SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 6.22        | 12.06 %       |
| Iron     | 2.95        | 57.04 %       |
| W.Heater | 2.04        | 11.50 %       |
| W-Purifi | 0.91        | 3.87 %        |
| Chimney  | 0.82        | 6.14 %        |
| Mixie    | 0.33        | 0.63 %        |
| Small-Ap | 0.29        | 5.78 %        |
| Air-Cool | 0.05        | 0.69 %        |
| W-Disp   | -0.08       | -1.50 %       |
| Total    | 13.54       | 7.11 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| DGL1     | 1.34        | 9.20 %        |
| ATG1     | 0.42        | 9.02 %        |
| DKI1     | 0.38        | 8.42 %        |
| TMM1     | 0.34        | 4.46 %        |
| KKD3     | 0.34        | 3.12 %        |
| MDU5     | 0.33        | 4.66 %        |
| PVI1     | 0.30        | 5.71 %        |
| MDU3     | 0.29        | 6.50 %        |
| NKI1     | 0.28        | 7.23 %        |
| MDU7     | 0.28        | 4.57 %        |
| MDU6     | 0.27        | 3.24 %        |
| KRR1     | 0.27        | 6.20 %        |
| BNR1     | 0.26        | 7.62 %        |
| DGL2     | 0.23        | 6.94 %        |
| TEN1     | 0.23        | 5.02 %        |
| BTU1     | 0.22        | 6.23 %        |
| KPT1     | 0.20        | 8.83 %        |
| MPA1     | 0.19        | 5.67 %        |
| TPT1     | 0.18        | 3.60 %        |
| CBM1     | 0.17        | 3.64 %        |
| USL1     | 0.16        | 5.41 %        |
| NTM1     | 0.14        | 7.93 %        |
| ADP1     | 0.14        | 3.84 %        |
| PKM1     | 0.13        | 3.28 %        |
| SVG1     | 0.13        | 5.78 %        |
| TDI1     | 0.12        | 4.97 %        |
| PNV2     | 0.12        | 4.21 %        |
| MLR1     | 0.11        | 3.38 %        |
| PNI1     | 0.10        | 3.06 %        |
| MDU4     | 0.09        | 3.32 %        |
| CMR1     | 0.06        | 3.10 %        |
| SGP1     | 0.05        | 2.42 %        |
| KYK1     | 0.03        | 1.21 %        |
| ODM1     | 0.03        | 1.18 %        |
| SZSD     | 0.01        | 0.35 %        |
| WHMD     |             | 0.00 %        |
| Total    | 13.54       | 7.11 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 6.90        | 37.85 %       |
| Iron     | 1.92        | 61.59 %       |
| W.Heater | 1.91        | 11.63 %       |
| W-Purifi | 1.13        | 11.36 %       |
| Mixie    | 0.69        | 2.29 %        |
| Chimney  | 0.67        | 13.63 %       |
| Small-Ap | 0.13        | 3.58 %        |
| Total    | 13.34       | 13.69 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 0.85        | 8.26 %        |
| CDM1     | 0.48        | 7.37 %        |
| TRK1     | 0.46        | 6.41 %        |
| NVL2     | 0.41        | 6.71 %        |
| KML1     | 0.32        | 6.13 %        |
| KLM1     | 0.19        | 3.32 %        |
| PRT1     | 0.16        | 4.56 %        |
| ULP1     | 0.16        | 5.83 %        |
| TVM1     | 0.05        | 2.30 %        |
| TDM1     | 0.04        | 1.23 %        |
| TVM2     | 0.04        | 2.70 %        |
| WHUT     |             | 0.00 %        |
| Total    | 13.34       | 13.69 %       |

## WEST-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| W-Purifi | 1.22        | 19.38 %       |
| Iron     | 1.13        | 73.23 %       |
| Fan      | 1.04        | 10.47 %       |
| W.Heater | 0.81        | 13.22 %       |
| Chimney  | 0.79        | 12.70 %       |
| Air-Cool | 0.46        | 8.71 %        |
| Mixie    | 0.33        | 1.52 %        |
| Small-Ap | 0.07        | 4.38 %        |
| Total    | 5.85        | 9.16 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ERD1     | 0.32        | 4.75 %        |
| NKL2     | 0.30        | 4.37 %        |
| AVI1     | 0.26        | 6.57 %        |
| TPR1     | 0.18        | 3.04 %        |
| SYM2     | 0.15        | 7.24 %        |
| CMI1     | 0.13        | 4.97 %        |
| RSP1     | 0.11        | 3.52 %        |
| KGM1     | 0.09        | 2.93 %        |
| TPR3     | 0.06        | 5.32 %        |
| W3SD     | 0.05        | 8.91 %        |
| VKL1     | 0.04        | 2.48 %        |
| KMM1     | 0.04        | 1.84 %        |
| PDR1     | 0.04        | 1.98 %        |
| SGG1     | 0.03        | 2.01 %        |
| TCG1     | 0.02        | 0.98 %        |
| GBM1     | 0.02        | 1.00 %        |
| Total    | 5.85        | 9.16 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 2.49        | 11.28 %       |
| Iron     | 1.30        | 40.32 %       |
| W.Heater | 0.77        | 7.09 %        |
| Chimney  | 0.33        | 2.65 %        |
| W-Purifi | 0.33        | 2.93 %        |
| Mixie    | 0.10        | 0.27 %        |
| Small-Ap | 0.04        | 1.69 %        |
| Air-Cool | 0.02        | 0.14 %        |
| Total    | 5.37        | 4.45 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 1.15        | 10.00 %       |
| HSR2     | 0.85        | 9.78 %        |
| MCR1     | 0.30        | 6.14 %        |
| TRM1     | 0.28        | 4.36 %        |
| EPI1     | 0.22        | 5.97 %        |
| APN1     | 0.21        | 5.86 %        |
| SLM3     | 0.21        | 3.29 %        |
| ATU1     | 0.20        | 3.91 %        |
| VPD1     | 0.19        | 4.10 %        |
| SLM2     | 0.19        | 4.71 %        |
| OML1     | 0.19        | 5.46 %        |
| DPR1     | 0.18        | 5.64 %        |
| BMD1     | 0.16        | 5.60 %        |
| KVP1     | 0.15        | 4.38 %        |
| DPR2     | 0.15        | 4.26 %        |
| EDP1     | 0.13        | 5.56 %        |
| KRI1     | 0.12        | 1.89 %        |
| KAM1     | 0.11        | 2.59 %        |
| PNG1     | 0.08        | 2.55 %        |
| HRR1     | 0.07        | 1.71 %        |
| HSR1     | 0.06        | 0.85 %        |
| MTR1     | 0.06        | 1.34 %        |
| PLC1     | 0.04        | 0.90 %        |
| PMP1     | 0.03        | 0.99 %        |
| SGI1     | 0.02        | 0.93 %        |
| WZWH     | 0.02        | 0.40 %        |
| WHKP     |             | 0.00 %        |
| Total    | 5.37        | 4.45 %        |