



TN : HAVELLS Sales Performance 02/04/2026 8:09 AM

MTD Sales
14.61 L

Brand Share %
11.05 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **11.05 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	7.69	16.83 %
Fan	3.97	13.25 %
Iron	1.10	56.27 %
W.Heater	1.06	20.25 %
W-Purifi	0.73	5.88 %
Mixie	0.06	0.16 %
Total	14.61	11.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	3.10	12.66 %
SOUTH-03	2.65	13.68 %
TRICHY-01	2.12	11.51 %
WEST-02	2.08	10.22 %
CHENNAI-01	1.12	8.33 %
SOUTH ARCOT	1.02	15.25 %
WEST-01	0.94	6.27 %
CHENNAI-02	0.92	13.51 %
NORTH ARCOT	0.65	8.72 %
Total	14.61	11.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.39	16.43 %
Fan	1.19	20.12 %
Iron	0.26	65.44 %
W.Heater	0.21	27.77 %
Mixie	0.06	1.20 %
Total	3.10	12.66 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.28	9.72 %
TUT1	0.21	8.90 %
TUT2	0.06	5.89 %
TCN1	0.04	7.96 %
SDI1	0.03	6.26 %
STU2	0.03	3.95 %
SVK1	0.02	3.85 %
TKY1	0.02	3.13 %
KSM1	0.02	3.84 %
RND1	0.02	4.79 %
ERL2	0.01	3.46 %
KYR1	0.01	1.79 %
ASM1		0.00 %
COL1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
RPM1		0.00 %
SGT1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	3.10	12.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	1.63	22.88 %
Fan	0.58	9.80 %
Iron	0.26	64.89 %
W-Purifi	0.18	23.43 %
Total	2.65	13.68 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.08	6.42 %
ATG1	0.03	8.83 %
TDI1	0.02	9.56 %
BNR1	0.02	5.36 %
CMR1	0.02	4.15 %
BTU1	0.01	6.65 %
DKI1	0.01	4.86 %
TMM1	0.01	1.19 %
MPA1	0.01	0.79 %
MLR1	0.01	5.68 %
ADP1		0.00 %
DGL2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MDU7		0.00 %
MNM1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
Total	2.65	13.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.22	17.45 %
Fan	0.60	15.35 %
W-Purifi	0.20	31.77 %
Iron	0.09	32.43 %
Total	2.12	11.51 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.11	6.78 %
TVR2	0.06	5.23 %
KRN1	0.04	6.27 %
MVM1	0.04	3.23 %
TVR1	0.03	9.43 %
MDI1	0.03	3.74 %
JKM1	0.03	4.82 %
PTK1	0.02	4.59 %
ORU1	0.02	1.78 %
PDK1	0.01	3.39 %
PBR1	0.01	2.66 %
NCK1	0.01	1.27 %
AYR1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
TNJ1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
Total	2.12	11.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	1.67	17.94 %
Fan	0.23	5.53 %
Iron	0.11	78.10 %
W.Heater	0.07	15.43 %
Total	2.08	10.22 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.09	9.11 %
KRI1	0.08	5.35 %
KAM1	0.06	10.90 %
BMD1	0.02	8.69 %
EPI1	0.02	2.58 %
VPD1	0.02	4.02 %
SGG1	0.02	3.35 %
PLC1	0.01	2.26 %
CMI1	0.01	2.01 %
APN1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
Total	2.08	10.22 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	0.47	19.78 %
Fan	0.34	16.02 %
W.Heater	0.26	22.19 %
Iron	0.05	36.36 %
Total	1.12	8.33 %

Branch *	MTD Sales L	Brand Share %
CH42	0.08	7.69 %
CH05	0.05	7.21 %
CH48	0.04	7.75 %
CH16	0.03	3.81 %
MRM1	0.02	4.24 %
CH45	0.02	4.67 %
CH35	0.02	8.41 %
CH26	0.01	5.56 %
TKM1	0.01	4.95 %
CH08		0.00 %
CH19		0.00 %
CH22		0.00 %
CH25		0.00 %
CH28		0.00 %
CH29		0.00 %
CH30		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CZWH		0.00 %
GUD2		0.00 %
KNR1		0.00 %
Total	1.12	8.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	0.45	28.17 %
Fan	0.35	17.18 %
W-Purifi	0.10	100.00 %
W.Heater	0.08	19.75 %
Iron	0.04	34.34 %
Total	1.02	15.25 %

Branch *	MTD Sales L	Brand Share %
PRT1	0.02	10.09 %
SJJ2	0.02	4.54 %
TDM1	0.01	6.19 %
POY1	0.01	2.15 %
KML1	0.01	2.18 %
TVM2	0.01	10.76 %
CDM1		0.00 %
KLM1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
POY2		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
Total	1.02	15.25 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	0.45	17.30 %
Air-Cool	0.30	4.37 %
Iron	0.11	69.32 %
W.Heater	0.08	12.14 %
Total	0.94	6.27 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.06	5.42 %
SUL1	0.03	4.46 %
KGM1	0.03	6.28 %
SNR1	0.03	3.17 %
CBE6	0.03	4.93 %
PDM1	0.02	5.56 %
UAM1	0.02	6.11 %
AVI1	0.02	1.78 %
KMD1	0.02	4.45 %
PPI1	0.01	8.89 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
MPM1		0.00 %
PLI1		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	0.94	6.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	0.36	52.96 %
Fan	0.19	13.84 %
Air-Cool	0.15	18.81 %
W-Purifi	0.13	12.51 %
Iron	0.09	50.72 %
Total	0.92	13.51 %

Branch *	MTD Sales L	Brand Share %
CH41	0.02	8.92 %
UKI1	0.02	9.78 %
CH27	0.01	4.49 %
CH12	0.01	3.67 %
CH46	0.01	3.83 %
CH01		0.00 %
CH06		0.00 %
CH15		0.00 %
CH18		0.00 %
CH20		0.00 %
CH23		0.00 %
CH31		0.00 %
CH36		0.00 %
CH43		0.00 %
CH44		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	0.92	13.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	0.40	19.42 %
W-Purifi	0.12	14.75 %
Iron	0.09	63.94 %
Fan	0.04	2.13 %
Total	0.65	8.72 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.06	7.37 %
VNB1	0.01	3.61 %
WJP1	0.01	2.69 %
PLR1	0.01	3.10 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
Total	0.65	8.72 %