



TN : HAVELLS Sales Performance 02/05/2026 8:09 AM

MTD Sales
11.34 L

Brand Share %
8.44 %

Information:

MTD : 01-05-2026 To 01-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.44 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	7.22	21.85 %
Air-Cool	2.39	4.68 %
Iron	0.67	45.22 %
Small-Ap	0.37	12.99 %
W-Purifi	0.33	2.74 %
W.Heater	0.29	10.20 %
Mixie	0.07	0.21 %
Total	11.34	8.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	2.35	11.21 %
TRICHY-01	2.16	10.71 %
CHENNAI-01	2.12	12.01 %
SOUTH-03	1.37	8.68 %
WEST-01	0.79	4.98 %
NORTH ARCOT	0.70	8.64 %
SOUTH ARCOT	0.67	8.63 %
WEST-02	0.60	3.80 %
CHENNAI-02	0.58	4.72 %
Total	11.34	8.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	1.78	34.63 %
Air-Cool	0.18	2.54 %
W.Heater	0.15	33.13 %
Iron	0.13	46.80 %
Small-Ap	0.11	16.21 %
Total	2.35	11.21 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.14	6.89 %
APK2	0.05	7.22 %
SNL1	0.03	3.18 %
MMT1	0.02	3.49 %
ARM1	0.02	7.63 %
APK1	0.01	2.48 %
SKD1	0.01	3.77 %
COL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
RPM1		0.00 %
SGT1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TCN1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
Total	2.35	11.21 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	1.35	23.80 %
Air-Cool	0.62	7.73 %
W-Purifi	0.09	6.53 %
Iron	0.09	48.79 %
Total	2.16	10.71 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.17	6.95 %
TVR1	0.04	8.09 %
PTK1	0.04	4.18 %
TRY4	0.02	5.52 %
KRN1	0.02	7.01 %
MVM1	0.02	2.36 %
AYR1	0.01	1.36 %
APM1		0.00 %
MDI1		0.00 %
MSI1		0.00 %
NGT1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
NMM1	-0.02	-2.88 %
Total	2.16	10.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	0.87	13.27 %
Fan	0.65	15.73 %
W-Purifi	0.24	7.71 %
Small-Ap	0.16	39.50 %
W.Heater	0.14	31.12 %
Iron	0.06	39.67 %
Total	2.12	12.01 %

Branch *	MTD Sales L	Brand Share %
CH49	0.08	8.43 %
CH35	0.04	7.91 %
CH39	0.04	5.55 %
CH25	0.02	4.73 %
MRM1	0.02	8.09 %
CH16	0.01	3.20 %
CH08		0.00 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CH45		0.00 %
Total	2.12	12.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	1.11	22.60 %
Iron	0.10	43.02 %
Small-Ap	0.10	14.84 %
Air-Cool	0.07	1.35 %
Total	1.37	8.68 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.04	7.74 %
PNI1	0.04	8.33 %
MDU3	0.03	7.76 %
BNR1	0.02	6.18 %
MDU5	0.02	3.41 %
MDU4	0.02	6.18 %
TPT1	0.02	1.79 %
DGL2	0.02	3.37 %
KPT1	0.01	3.23 %
MNM1	0.01	1.87 %
ADP1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KKD3		0.00 %
KYK1		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TMM1		0.00 %
USL1		0.00 %
Total	1.37	8.68 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	0.68	19.20 %
Air-Cool	0.07	1.15 %
Iron	0.04	41.79 %
Total	0.79	4.98 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.07	4.50 %
SUL1	0.06	4.85 %
CBE2	0.04	4.17 %
CBE5	0.02	2.38 %
CNR1	0.02	5.76 %
MPM1	0.02	3.52 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UAM1		0.00 %
UMP1		0.00 %
Total	0.79	4.98 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.50	22.45 %
Air-Cool	0.17	4.80 %
Iron	0.03	31.99 %
Total	0.70	8.64 %

Branch *	MTD Sales L	Brand Share %
VNB1	0.03	6.10 %
VEL2	0.02	5.53 %
KPM2	0.01	2.00 %
CGM1	0.01	3.38 %
VSI1	0.01	5.71 %
ANI1		0.00 %
ARC2		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	0.70	8.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.41	26.37 %
Air-Cool	0.15	4.08 %
Mixie	0.07	3.32 %
Iron	0.05	39.90 %
Total	0.67	8.63 %

Branch *	MTD Sales L	Brand Share %
KML1	0.03	3.77 %
ULP1	0.03	7.38 %
POY2	0.02	4.46 %
VPM1	0.02	7.27 %
MKM1	0.02	6.51 %
TRK1	0.01	4.85 %
KLM1		0.00 %
NVL2		0.00 %
PRT1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
Total	0.67	8.63 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	0.46	15.32 %
Air-Cool	0.10	1.70 %
Iron	0.04	31.09 %
Total	0.60	3.80 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.07	8.14 %
KRI1	0.04	3.47 %
MCR1	0.04	6.74 %
DPR2	0.02	3.54 %
SGG1	0.02	6.69 %
SLM2	0.01	2.05 %
ATU1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KAM1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
SLM3		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
Total	0.60	3.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	0.29	9.88 %
Air-Cool	0.15	3.18 %
Iron	0.14	65.04 %
Total	0.58	4.72 %

Branch *	MTD Sales L	Brand Share %
MJR1	0.07	6.93 %
CH15	0.06	4.13 %
CH24	0.05	7.05 %
CH43	0.04	4.94 %
CH21	0.04	4.90 %
CH18	0.02	2.41 %
CH34	0.02	3.32 %
CH03	0.02	4.26 %
CH44	0.01	3.45 %
CH01		0.00 %
CH20		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
CH41		0.00 %
CH46		0.00 %
CH50		0.00 %
MC05		0.00 %
UKI1		0.00 %
Total	0.58	4.72 %