

MTD Sales
3.91 L

Brand Share %
9.47 %

Information:

MTD : 01-10-2026 To 01-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **9.47 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	1.52	17.77 %
W-Purifi	0.76	12.97 %
Chimney	0.56	16.69 %
Iron	0.56	58.84 %
W.Heater	0.37	6.12 %
Mixie	0.10	0.77 %
Small-Ap	0.04	3.03 %
Total	3.91	9.47 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	0.88	11.71 %
TRICHY-01	0.51	10.53 %
CHENNAI-02	0.50	13.23 %
CHENNAI-01	0.42	8.25 %
NORTH ARCOT	0.39	10.04 %
WEST-01	0.29	8.49 %
SOUTH ARCOT	0.25	8.88 %
WEST-03	0.23	12.34 %
SOUTH-03	0.22	4.48 %
WEST-02	0.22	7.09 %
Total	3.91	9.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	0.26	13.94 %
W-Purifi	0.23	18.06 %
Iron	0.18	70.64 %
Chimney	0.11	12.13 %
W.Heater	0.07	10.75 %
Small-Ap	0.04	19.22 %
Total	0.88	11.71 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.04	4.50 %
RPM1	0.02	3.52 %
VNR2	0.02	6.61 %
MMT1	0.01	3.61 %
RND1	0.01	3.45 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KVT1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
NGR1		0.00 %
PKD1		0.00 %
SDI1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
TKS1		0.00 %
TKY1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
Total	0.88	11.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	0.26	25.37 %
Chimney	0.17	29.51 %
Iron	0.08	55.10 %
Total	0.51	10.53 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.03	8.71 %
TNJ2	0.03	8.73 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
MDI1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TYR1		0.00 %
WTRZ		0.00 %
Total	0.51	10.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
W-Purifi	0.26	43.02 %
Chimney	0.12	45.72 %
Fan	0.08	13.18 %
W.Heater	0.03	6.92 %
Total	0.50	13.23 %

Branch *	MTD Sales L	Brand Share %
CH01		0.00 %
CH03		0.00 %
CH06		0.00 %
CH12		0.00 %
CH15		0.00 %
CH18		0.00 %
CH20		0.00 %
CH21		0.00 %
CH23		0.00 %
CH24		0.00 %
CH32		0.00 %
CH34		0.00 %
CH35		0.00 %
CH36		0.00 %
CH37		0.00 %
CH43		0.00 %
CH44		0.00 %
CH50		0.00 %
MJR1		0.00 %
PON1		0.00 %
WHC3		0.00 %
Total	0.50	13.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	0.19	20.63 %
W.Heater	0.12	15.34 %
Iron	0.07	74.92 %
Mixie	0.05	4.78 %
Total	0.42	8.25 %

Branch *	MTD Sales L	Brand Share %
CH49	0.03	8.50 %
CH19	0.03	4.82 %
AVD1	0.02	8.65 %
CH07	0.02	4.39 %
CH25	0.01	2.68 %
CGL1		0.00 %
CH05		0.00 %
CH16		0.00 %
CH22		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH30		0.00 %
CH39		0.00 %
CH45		0.00 %
CH47		0.00 %
GUD2		0.00 %
KNR1		0.00 %
TKM1		0.00 %
Total	0.42	8.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
W-Purifi	0.18	30.14 %
Fan	0.12	28.59 %
Iron	0.05	82.22 %
W.Heater	0.04	4.50 %
Total	0.39	10.04 %

Branch *	MTD Sales L	Brand Share %
ABR1		0.00 %
AKM1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	0.39	10.04 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	0.23	25.35 %
W.Heater	0.04	4.86 %
Iron	0.02	24.10 %
Total	0.29	8.49 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.04	9.15 %
CBE2	0.01	2.87 %
KMR1	0.01	5.71 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
SUL1		0.00 %
UAM1		0.00 %
Total	0.29	8.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.22	36.37 %
Iron	0.03	73.27 %
Total	0.25	8.88 %

Branch *	MTD Sales L	Brand Share %
PRT1	0.01	3.08 %
POY1	0.01	2.11 %
CDM1		0.00 %
KKI2		0.00 %
KML1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
POY2		0.00 %
SJI2		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
Total	0.25	8.88 %

WEST-03

Property	MTD Sales L	Brand Share %
Chimney	0.17	100.00 %
Fan	0.03	10.63 %
Iron	0.03	57.01 %
Total	0.23	12.34 %

Branch *	MTD Sales L	Brand Share %
AVI1		0.00 %
ERD1		0.00 %
KMM1		0.00 %
NKL2		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
TPR1		0.00 %
VKL1		0.00 %
Total	0.23	12.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	0.11	8.10 %
Iron	0.07	57.28 %
Mixie	0.05	2.81 %
Total	0.22	4.48 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.02	2.89 %
KKD3	0.01	6.10 %
TMM1	0.01	4.71 %
ADP1		0.00 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU2		0.00 %
MDU3		0.00 %
MDU5		0.00 %
MDU6		0.00 %
MDU7		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
Total	0.22	4.48 %

WEST-02

Property	MTD Sales L	Brand Share %
W-Purifi	0.09	33.84 %
W.Heater	0.07	10.40 %
Iron	0.04	50.10 %
Fan	0.02	3.24 %
Total	0.22	7.09 %

Branch *	MTD Sales L	Brand Share %
KVP1	0.02	6.56 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KAM1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
PNG1		0.00 %
SLM1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
TRM1		0.00 %
VPD1		0.00 %
Total	0.22	7.09 %