



# TN : HAVELLS Sales Performance 03/04/2026 8:09 AM

MTD Sales  
22.36 L

Brand Share %  
12.02 %

Information:

MTD : 01-04-2026 To 02-04-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **12.02 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	11.86	17.42 %
Fan	6.55	15.35 %
Iron	1.77	57.26 %
W.Heater	1.26	17.63 %
W-Purifi	0.73	4.74 %
Mixie	0.19	0.43 %
<b>Total</b>	<b>22.36</b>	<b>12.02 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	4.66	13.79 %
SOUTH-03	4.30	14.52 %
TRICHY-01	3.23	12.67 %
WEST-02	2.92	10.90 %
WEST-01	1.83	7.61 %
CHENNAI-02	1.46	14.61 %
CHENNAI-01	1.36	8.16 %
SOUTH ARCOT	1.36	15.56 %
NORTH ARCOT	1.26	11.41 %
<b>Total</b>	<b>22.36</b>	<b>12.02 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	2.19	18.24 %
Fan	1.67	20.75 %
Iron	0.47	71.58 %
W.Heater	0.28	27.52 %
Mixie	0.06	0.85 %
<b>Total</b>	<b>4.66</b>	<b>13.79 %</b>

Branch *	MTD Sales L	Brand Share %
TVL1	0.41	11.23 %
TUT1	0.29	9.79 %
TUT2	0.14	8.91 %
STU2	0.07	7.05 %
RND1	0.05	9.35 %
TYI1	0.04	11.52 %
TCN1	0.04	3.62 %
SDI1	0.03	5.98 %
SVK1	0.02	3.16 %
PKD1	0.02	8.64 %
TKY1	0.02	3.02 %
KSM1	0.02	3.84 %
SKD1	0.02	6.24 %
TKS1	0.01	1.94 %
PDI1	0.01	3.95 %
RPM1	0.01	2.16 %
ERL2	0.01	1.84 %
COL1	0.01	1.95 %
KYR1	0.01	1.68 %
ASM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
<b>Total</b>	<b>4.66</b>	<b>13.79 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cool	2.84	24.32 %
Fan	0.88	10.21 %
Iron	0.38	69.15 %
W-Purifi	0.18	12.42 %
Mixie	0.03	0.43 %
<b>Total</b>	<b>4.30</b>	<b>14.52 %</b>

Branch *	MTD Sales L	Brand Share %
KKD3	0.11	9.59 %
DGL1	0.08	4.10 %
MDU7	0.07	6.21 %
TMM1	0.06	3.48 %
ATG1	0.04	8.84 %
MPA1	0.04	2.44 %
BNR1	0.03	7.41 %
CMR1	0.03	5.75 %
TDI1	0.02	6.01 %
BTU1	0.01	5.10 %
PKM1	0.01	3.44 %
MLR1	0.01	5.04 %
ADP1		0.00 %
DGL2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MNM1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
<b>Total</b>	<b>4.30</b>	<b>14.52 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cool	1.89	19.23 %
Fan	0.97	17.04 %
W-Purifi	0.20	31.77 %
Iron	0.17	40.56 %
<b>Total</b>	<b>3.23</b>	<b>12.67 %</b>

Branch *	MTD Sales L	Brand Share %
KUM1	0.15	5.88 %
TYR1	0.13	9.59 %
TVR2	0.09	5.81 %
PTK1	0.09	10.34 %
KRN1	0.04	6.18 %
TNJ1	0.04	2.47 %
TVR1	0.03	7.43 %
MDI1	0.03	2.85 %
NGT1	0.03	5.14 %
JKM1	0.03	3.95 %
PDK1	0.03	5.46 %
NCK1	0.02	2.35 %
NMM1	0.02	4.17 %
ORU1	0.02	1.61 %
KIK1	0.01	2.97 %
PBR1	0.01	2.06 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TZSD		0.00 %
<b>Total</b>	<b>3.23</b>	<b>12.67 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Air-Cool	2.23	17.98 %
Fan	0.42	7.36 %
Iron	0.20	71.05 %
W.Heater	0.07	10.64 %
<b>Total</b>	<b>2.92</b>	<b>10.90 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.20	10.65 %
KRI1	0.08	5.07 %
KAM1	0.06	8.80 %
TRM1	0.05	10.34 %
DPR1	0.03	6.74 %
BMD1	0.02	6.95 %
EPI1	0.02	2.58 %
VPD1	0.02	2.70 %
SGG1	0.02	2.45 %
PLC1	0.01	1.70 %
RSP1	0.01	2.60 %
PDR1	0.01	3.25 %
CMI1	0.01	1.91 %
APN1		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 %
SGI1		0.00 %
TCG1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
<b>Total</b>	<b>2.92</b>	<b>10.90 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Fan	0.86	21.69 %
Air-Cool	0.67	5.48 %
Iron	0.16	70.12 %
W.Heater	0.08	9.57 %
Mixie	0.06	1.01 %
<b>Total</b>	<b>1.83</b>	<b>7.61 %</b>

Branch *	MTD Sales L	Brand Share %
PLI1	0.12	7.16 %
SNR1	0.11	5.12 %
AVI1	0.09	7.34 %
CBE4	0.06	4.48 %
CBE6	0.04	4.37 %
SUL1	0.03	2.80 %
KGM1	0.03	6.28 %
PDM1	0.02	2.98 %
UAM1	0.02	5.46 %
GBM1	0.02	7.25 %
KMD1	0.02	4.17 %
PPI1	0.01	8.89 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
MPM1		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>1.83</b>	<b>7.61 %</b>

CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	0.42	38.14 %
Air-Cool	0.37	28.12 %
Fan	0.36	15.91 %
W-Purifi	0.13	8.68 %
Iron	0.12	57.14 %
Mixie	0.06	1.80 %
<b>Total</b>	<b>1.46</b>	<b>14.61 %</b>

Branch *	MTD Sales L	Brand Share %
CH18	0.07	10.67 %
CH17	0.07	11.83 %
MJR1	0.03	6.41 %
CH50	0.02	11.15 %
UKI1	0.02	9.78 %
CH27	0.01	4.17 %
CH20	0.01	2.59 %
CH46	0.01	3.46 %
CH06		0.00 %
CH15		0.00 %
CH23		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH43		0.00 %
CH44		0.00 %
GPD1		0.00 %
PON1		0.00 %
<b>Total</b>	<b>1.46</b>	<b>14.61 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	0.53	16.63 %
Fan	0.40	14.02 %
W.Heater	0.33	22.67 %
Iron	0.10	41.53 %
Total	1.36	8.16 %

Branch *	MTD Sales L	Brand Share %
CH07	0.09	9.39 %
CH42	0.08	6.74 %
GUD1	0.07	11.60 %
CH05	0.05	5.97 %
SKL1	0.04	11.66 %
CH16	0.03	2.99 %
MRM1	0.02	3.66 %
CH45	0.02	3.63 %
CH08	0.02	2.41 %
CH35	0.02	8.41 %
CH26	0.01	4.18 %
TKM1	0.01	4.95 %
CH39		0.43 %
CH19		0.00 %
CH22		0.00 %
CH28		0.00 %
CH29		0.00 %
CH30		0.00 %
CH37		0.00 %
CH38		0.00 %
CZWH		0.00 %
GUD2		0.00 %
KNR1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	1.36	8.16 %

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	0.57	26.13 %
Fan	0.57	22.34 %
W-Purifi	0.10	100.00 %
W.Heater	0.08	16.65 %
Iron	0.04	17.10 %
Total	1.36	15.56 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.06	8.76 %
PRT1	0.02	8.60 %
SJ12	0.02	4.46 %
TDM1	0.01	5.18 %
POY1	0.01	1.90 %
KML1	0.01	1.93 %
TVM2	0.01	10.76 %
CDM1		0.00 %
KLM1		0.00 %
NVL2		0.00 %
POY2		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	1.36	15.56 %

**NORTH ARCOT**

Property	MTD Sales L	Brand Share %
Air-Cool	0.57	17.16 %
Fan	0.43	14.08 %
Iron	0.13	47.38 %
W-Purifi	0.12	11.02 %
<b>Total</b>	<b>1.26</b>	<b>11.41 %</b>

Branch *	MTD Sales L	Brand Share %
TRR1	0.16	11.96 %
VEL1	0.01	3.20 %
GDM1	0.01	7.26 %
WJP1	0.01	2.41 %
PLR1	0.01	2.38 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
KPM2		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRT1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
<b>Total</b>	<b>1.26</b>	<b>11.41 %</b>