

MTD Sales
20.97 L

Brand Share %
9.25 %

Information:

MTD : 01-05-2026 To 02-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **9.25 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	12.56	22.24 %
Air-Cool	4.38	4.95 %
W-Purifi	1.39	6.78 %
Iron	1.15	43.56 %
Small-Ap	0.71	13.66 %
W.Heater	0.65	12.21 %
Mixie	0.13	0.27 %
Total	20.97	9.25 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	4.55	12.71 %
SOUTH-01	3.63	11.21 %
TRICHY-01	3.07	9.30 %
NORTH ARCOT	2.05	11.57 %
SOUTH ARCOT	2.04	12.73 %
SOUTH-03	1.95	7.72 %
CHENNAI-02	1.37	6.55 %
WEST-01	1.22	5.83 %
WEST-02	1.09	4.41 %
Total	20.97	9.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.83	13.01 %
Fan	1.37	17.01 %
W-Purifi	0.59	11.88 %
W.Heater	0.30	19.01 %
Small-Ap	0.29	30.42 %
Iron	0.10	31.49 %
Mixie	0.06	1.09 %
Total	4.55	12.71 %

Branch *	MTD Sales L	Brand Share %
CH42	0.19	6.97 %
CH49	0.13	8.89 %
CH08	0.10	5.76 %
CH30	0.09	7.69 %
CH35	0.05	5.39 %
CH39	0.04	2.33 %
TKM1	0.03	7.48 %
CH25	0.02	1.97 %
CH16	0.01	1.10 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH28		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CH45		0.00 %
CZWH		0.00 %
KNR1		0.00 %
WCHN		0.00 %
Total	4.55	12.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	2.73	32.50 %
Iron	0.31	56.66 %
W.Heater	0.21	26.09 %
Small-Ap	0.20	21.12 %
Air-Cool	0.18	1.72 %
Total	3.63	11.21 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.23	8.99 %
VNR2	0.17	8.51 %
TVL1	0.17	5.56 %
NGR1	0.08	6.94 %
TKY1	0.04	5.58 %
SDI1	0.03	7.38 %
SNL1	0.03	3.16 %
TCN1	0.03	7.31 %
STU2	0.03	5.19 %
PDI1	0.02	4.68 %
ASM1	0.02	4.33 %
MMT1	0.02	2.80 %
ARM1	0.02	4.06 %
VLY1	0.02	1.90 %
TKS1	0.01	2.24 %
APK1	0.01	1.78 %
SKD1	0.01	2.17 %
COL1		0.00 %
KSM1		0.00 %
RPM1		0.00 %
SGT1		0.00 %
SVK1		0.00 %
VKM1		0.00 %
Total	3.63	11.21 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.29	23.69 %
Air-Cool	0.55	3.98 %
W-Purifi	0.09	5.16 %
Iron	0.09	43.95 %
Small-Ap	0.04	7.39 %
Total	3.07	9.30 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.35	9.23 %
TNJ2	0.19	8.13 %
MDI1	0.13	7.86 %
JKM1	0.07	9.03 %
ORU1	0.07	7.85 %
MVM1	0.07	6.08 %
TNJ1	0.06	3.10 %
TRY4	0.05	7.91 %
PTK1	0.04	2.13 %
PBR1	0.03	3.88 %
KRN1	0.02	4.32 %
NGT1	0.02	2.10 %
AYR1	0.01	0.87 %
APM1		0.00 %
MSI1		0.00 %
PDK1		0.00 %
NMM1	-0.02	-1.74 %
Total	3.07	9.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.97	21.34 %
Air-Cool	0.84	10.94 %
W-Purifi	0.13	7.14 %
Iron	0.11	46.22 %
Total	2.05	11.57 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.12	5.44 %
KPM2	0.11	5.78 %
VNB1	0.05	8.22 %
TRR1	0.03	3.30 %
VSI1	0.02	5.05 %
ANI1	0.01	2.35 %
CGM1	0.01	1.75 %
ARC2		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	2.05	11.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.33	33.54 %
Air-Cool	0.35	4.74 %
W-Purifi	0.14	17.04 %
Iron	0.10	37.47 %
W.Heater	0.07	31.35 %
Mixie	0.07	2.05 %
Total	2.04	12.73 %

Branch *	MTD Sales L	Brand Share %
POY2	0.09	7.98 %
SJI2	0.07	8.04 %
VCM1	0.04	6.57 %
ULP1	0.04	6.45 %
VPM1	0.02	2.80 %
MKM1	0.02	5.46 %
TVM1	0.01	2.57 %
KLM1		0.00 %
NVL2		0.00 %
PRT1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VCM2		0.00 %
Total	2.04	12.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	1.58	21.23 %
Air-Cool	0.14	1.75 %
Iron	0.13	39.68 %
Small-Ap	0.10	9.71 %
Total	1.95	7.72 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.21	8.55 %
DGL1	0.11	5.00 %
PNV2	0.07	8.23 %
TPT1	0.05	5.13 %
KPT1	0.05	8.46 %
MPA1	0.04	5.69 %
DKI1	0.04	7.14 %
PNI1	0.04	5.21 %
MDU5	0.04	4.39 %
KKD3	0.03	3.97 %
MDU3	0.03	5.19 %
DGL2	0.02	2.04 %
BNR1	0.02	4.92 %
NKI1	0.02	7.12 %
MDU4	0.02	4.20 %
MNM1	0.01	1.32 %
CBM1		0.00 %
CMR1		0.00 %
KYK1		0.00 %
MLR1		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	1.95	7.72 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	0.73	14.12 %
W-Purifi	0.27	15.01 %
Air-Cool	0.21	2.57 %
Iron	0.16	57.35 %
Total	1.37	6.55 %

Branch *	MTD Sales L	Brand Share %
CH24	0.11	9.06 %
CH15	0.08	3.32 %
CH33	0.05	7.78 %
CH43	0.04	2.99 %
CH20	0.04	3.78 %
CH18	0.03	1.89 %
CH06	0.02	5.70 %
CH34	0.02	2.03 %
CH50	0.02	2.37 %
CH44	0.01	1.93 %
MJR1	0.01	0.41 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH41		0.00 %
CH46		0.00 %
CH51		0.00 %
MC05		0.00 %
UKI1		0.00 %
Total	1.37	6.55 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	0.88	18.93 %
Iron	0.08	47.26 %
Air-Cool	0.07	0.90 %
W-Purifi	0.07	9.78 %
W.Heater	0.07	6.70 %
Small-Ap	0.05	9.05 %
Total	1.22	5.83 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.13	7.76 %
AVI1	0.10	4.92 %
PDM1	0.08	8.81 %
CBE2	0.08	5.16 %
TPR3	0.05	7.06 %
CBE5	0.03	3.84 %
TPR2	0.03	3.33 %
CNR1	0.02	4.52 %
MPM1	0.02	2.74 %
SYM2	0.01	4.23 %
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 %
KMD1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	1.22	5.83 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	0.68	14.78 %
Air-Cool	0.20	1.94 %
W-Purifi	0.10	5.87 %
Iron	0.06	23.37 %
Small-Ap	0.04	23.31 %
Total	1.09	4.41 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.10	3.60 %
ERD1	0.07	8.24 %
KRI1	0.05	3.27 %
DPR2	0.05	5.70 %
SLM2	0.04	5.49 %
MCR1	0.04	6.92 %
HSR2	0.02	1.91 %
SGG1	0.02	3.90 %
EDP1	0.01	3.47 %
CMI1		0.00 %
DPR1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		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	1.09	4.41 %