

MTD Sales
8.35 L

Brand Share %
8.68 %

Information:

MTD : 01-10-2026 To 02-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.68 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	2.95	15.44 %
W.Heater	1.91	13.40 %
W-Purifi	1.44	9.91 %
Iron	1.27	59.61 %
Chimney	0.56	7.13 %
Mixie	0.13	0.43 %
Small-Ap	0.09	2.73 %
Total	8.35	8.68 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1.30	9.10 %
TRICHY-01	1.12	10.02 %
SOUTH ARCOT	1.00	14.30 %
SOUTH-03	0.97	7.74 %
CHENNAI-01	0.91	6.85 %
CHENNAI-02	0.83	9.10 %
WEST-01	0.71	7.81 %
NORTH ARCOT	0.66	8.78 %
WEST-02	0.45	5.50 %
WEST-03	0.38	9.98 %
Total	8.35	8.68 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	0.57	15.32 %
Iron	0.26	68.37 %
W-Purifi	0.23	10.32 %
Chimney	0.11	11.26 %
W.Heater	0.09	6.04 %
Small-Ap	0.04	7.35 %
Total	1.30	9.10 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.05	3.29 %
RND2	0.04	8.52 %
VNR2	0.03	8.28 %
RPM1	0.03	3.28 %
NGR1	0.03	3.71 %
KVT1	0.03	1.75 %
RND1	0.02	8.21 %
TCN1	0.02	6.51 %
MMT1	0.01	3.31 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
MAR1		0.00 %
PKD1		0.00 %
SKD1		0.00 %
TKY1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
UDN1	-0.01	-18.35 %
Total	1.30	9.10 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	0.49	21.45 %
W.Heater	0.32	22.48 %
Chimney	0.17	16.67 %
Iron	0.14	49.80 %
Total	1.12	10.02 %

Branch *	MTD Sales L	Brand Share %
PDK2	0.04	7.93 %
JKM1	0.03	7.41 %
TNJ1	0.03	5.93 %
TRY3	0.02	5.15 %
TYR1	0.02	2.27 %
KRN1	0.02	4.08 %
AYR1	0.01	3.01 %
APM1		0.00 %
KIK1		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 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
WTRZ		0.00 %
Total	1.12	10.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.48	33.62 %
W-Purifi	0.22	25.57 %
W.Heater	0.22	10.52 %
Iron	0.07	70.54 %
Total	1.00	14.30 %

Branch *	MTD Sales L	Brand Share %
POY1	0.05	6.26 %
POY2	0.04	4.17 %
TRK1	0.02	2.85 %
MKM1	0.02	4.20 %
PRT1	0.01	3.08 %
TVM2	0.01	6.81 %
CDM1		0.00 %
KML1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VCM2		0.00 %
Total	1.00	14.30 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	0.43	12.60 %
W.Heater	0.22	18.92 %
Iron	0.19	60.92 %
W-Purifi	0.08	5.28 %
Mixie	0.05	1.21 %
Total	0.97	7.74 %

Branch *	MTD Sales L	Brand Share %
MDU8	0.10	5.87 %
DGL1	0.08	8.03 %
KKD3	0.03	4.33 %
TEN1	0.02	8.62 %
KPT1	0.01	5.48 %
ADP1	0.01	4.55 %
DKI1	0.01	2.86 %
ATG1		0.00 %
BTU1		0.00 %
DGL2		0.00 %
KYK1		0.00 %
MDU2		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU6		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	0.97	7.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
W-Purifi	0.29	7.01 %
Fan	0.24	13.66 %
W.Heater	0.18	9.91 %
Iron	0.15	56.18 %
Mixie	0.05	1.36 %
Total	0.91	6.85 %

Branch *	MTD Sales L	Brand Share %
CH47	0.08	7.64 %
CH49	0.06	4.52 %
CH48	0.03	2.54 %
CH19	0.03	3.84 %
AVD1	0.02	4.05 %
CH07	0.02	2.52 %
GUD2	0.02	3.65 %
CH28	0.02	4.86 %
CH05	0.02	1.44 %
CH25	0.01	1.90 %
CGL1		0.00 %
CH16		0.00 %
CH22		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
CH39		0.00 %
CH45		0.00 %
KNR1		0.00 %
TKM1		0.00 %
Total	0.91	6.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	0.26	17.46 %
W-Purifi	0.26	25.26 %
Fan	0.13	7.48 %
Chimney	0.12	20.49 %
Iron	0.06	37.97 %
Total	0.83	9.10 %

Branch *	MTD Sales L	Brand Share %
CH15	0.04	3.95 %
CH21	0.01	2.28 %
CH37	0.01	4.73 %
CH50	0.01	2.76 %
CH01		0.00 %
CH03		0.00 %
CH06		0.00 %
CH18		0.00 %
CH20		0.00 %
CH23		0.00 %
CH24		0.00 %
CH31		0.00 %
CH34		0.00 %
CH35		0.00 %
CH36		0.00 %
CH43		0.00 %
CH44		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
WHC3		0.00 %
Total	0.83	9.10 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	0.35	18.70 %
Fan	0.26	16.53 %
Iron	0.06	47.88 %
Small-Ap	0.04	13.11 %
Total	0.71	7.81 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.05	2.63 %
SNR1	0.03	6.78 %
PPI1	0.02	5.34 %
MPM1	0.02	4.97 %
PDM1	0.02	7.60 %
CBE1	0.01	5.02 %
ANR1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SUL1		0.00 %
UAM1		0.00 %
Total	0.71	7.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.24	22.16 %
W-Purifi	0.18	13.80 %
Iron	0.17	84.38 %
W.Heater	0.04	3.14 %
Mixie	0.03	1.14 %
Total	0.66	8.78 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.03	5.58 %
WJD1	0.02	7.80 %
ABR1	0.02	5.19 %
AKM1	0.01	1.26 %
CGM1	0.01	4.94 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	0.66	8.78 %

WEST-02

Property	MTD Sales L	Brand Share %
W-Purifi	0.17	24.39 %
W.Heater	0.14	11.33 %
Iron	0.10	48.24 %
Fan	0.04	2.99 %
Total	0.45	5.50 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.07	6.34 %
DPR2	0.02	5.66 %
VPD1	0.02	8.40 %
KVP1	0.02	2.39 %
MTR1	0.01	5.47 %
EDP1	0.01	4.12 %
APN1		0.00 %
BMD1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KAM1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
PNG1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
TRM1		0.00 %
Total	0.45	5.50 %

WEST-03

Property	MTD Sales L	Brand Share %
Chimney	0.17	46.93 %
Iron	0.08	66.28 %
W.Heater	0.07	34.30 %
Fan	0.07	7.93 %
Total	0.38	9.98 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.02	5.51 %
KMM1		0.00 %
NKL2		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
TPR2		0.00 %
TPR4		0.00 %
VKL1		0.00 %
Total	0.38	9.98 %