



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

MTD Sales
30.38 L

Brand Share %
12.04 %

Information:

MTD : 01-04-2026 To 03-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.04 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	15.25	16.23 %
Fan	9.73	16.40 %
Iron	2.33	55.68 %
W.Heater	1.69	17.74 %
W-Purifi	0.96	4.64 %
Mixie	0.28	0.51 %
W-Disp	0.13	5.65 %
Total	30.38	12.04 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	6.29	13.78 %
SOUTH-03	6.00	14.81 %
TRICHY-01	4.19	13.03 %
WEST-02	3.59	10.22 %
WEST-01	2.27	6.80 %
SOUTH ARCOT	2.11	18.20 %
CHENNAI-01	2.09	8.97 %
CHENNAI-02	2.04	13.54 %
NORTH ARCOT	1.79	11.56 %
Total	30.38	12.04 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	2.75	17.39 %
Fan	2.47	21.19 %
Iron	0.58	67.09 %
W.Heater	0.28	16.87 %
W-Disp	0.13	62.71 %
Mixie	0.08	0.94 %
Total	6.29	13.78 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.33	9.14 %
TUT2	0.15	7.17 %
TKS1	0.13	10.32 %
APK2	0.12	11.70 %
STU2	0.07	5.78 %
RND1	0.07	9.02 %
SDI1	0.06	7.36 %
COL1	0.04	6.71 %
TCN1	0.04	2.79 %
ASM1	0.04	5.22 %
TKY1	0.04	4.11 %
VKM1	0.02	3.71 %
SVK1	0.02	2.43 %
PKD1	0.02	6.56 %
KSM1	0.02	3.13 %
SKD1	0.02	4.40 %
PDI1	0.01	2.23 %
RPM1	0.01	1.78 %
ERL2	0.01	1.33 %
KYR1	0.01	1.34 %
S2SD		0.00 %
SGT1		0.00 %
UDN1		0.00 %
Total	6.29	13.78 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	3.29	20.38 %
Fan	1.75	14.36 %
Iron	0.48	63.87 %
W-Purifi	0.31	13.65 %
W.Heater	0.15	12.90 %
Mixie	0.03	0.37 %
Total	6.00	14.81 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.20	11.00 %
TMM1	0.19	8.63 %
DGL1	0.14	4.34 %
CBM1	0.14	9.50 %
KKD3	0.11	8.21 %
BNR1	0.07	11.98 %
MDU7	0.07	4.88 %
SVG1	0.06	11.51 %
MPA1	0.05	2.28 %
ATG1	0.04	7.36 %
TDI1	0.04	8.80 %
CMR1	0.03	2.67 %
SGP1	0.02	8.81 %
BTU1	0.01	4.84 %
PKM1	0.01	2.56 %
ODM1	0.01	4.92 %
MDU4	0.01	0.83 %
MLR1	0.01	3.14 %
ADP1		0.00 %
DGL2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU5		0.00 %
NTM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
TEN1		0.00 %
Total	6.00	14.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	2.41	18.86 %
Fan	1.35	18.73 %
Iron	0.23	41.68 %
W-Purifi	0.20	16.33 %
Total	4.19	13.03 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.31	9.13 %
TVR2	0.14	7.33 %
MDI1	0.12	10.17 %
PTK1	0.10	10.73 %
JKM1	0.06	7.08 %
NGT1	0.06	6.16 %
ORU1	0.05	5.29 %
PBR1	0.05	6.97 %
PDK1	0.04	6.69 %
KRN1	0.04	4.82 %
TNJ1	0.04	2.06 %
TVR1	0.03	6.82 %
NCK1	0.02	2.18 %
NMM1	0.02	3.46 %
KIK1	0.01	2.53 %
APM1	0.01	4.18 %
AYR1		0.00 %
MSI1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TZSD		0.00 %
Total	4.19	13.03 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	2.68	15.78 %
Fan	0.54	7.51 %
Iron	0.26	61.34 %
W.Heater	0.11	14.17 %
Total	3.59	10.22 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.23	10.68 %
KRI1	0.09	4.72 %
KAM1	0.08	8.44 %
APN1	0.06	7.53 %
VPD1	0.04	4.17 %
MCR1	0.03	4.40 %
DPR1	0.03	4.64 %
RSP1	0.03	3.91 %
BMD1	0.02	4.12 %
EPI1	0.02	1.77 %
SGG1	0.02	2.45 %
PLC1	0.01	1.25 %
PMP1	0.01	6.94 %
PDR1	0.01	2.02 %
CMI1	0.01	1.38 %
DPR2		0.00 %
EDP1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
OML1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	3.59	10.22 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	0.98	17.52 %
Air-Cool	0.89	5.02 %
Iron	0.18	63.68 %
W.Heater	0.16	12.84 %
Mixie	0.06	0.83 %
Total	2.27	6.80 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.39	10.46 %
PLI1	0.18	8.19 %
UMP1	0.13	9.76 %
CBE6	0.11	8.76 %
SNR1	0.11	3.98 %
AVI1	0.09	5.17 %
CBE4	0.06	3.46 %
SUL1	0.03	2.10 %
KGM1	0.03	4.76 %
PDM1	0.02	2.42 %
UAM1	0.02	4.72 %
GBM1	0.02	6.68 %
KMD1	0.02	2.29 %
PPI1	0.01	4.04 %
CBE1	0.01	0.41 %
ANR1		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 %
WZSD		0.00 %
Total	2.27	6.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.91	26.99 %
Air-Cool	0.90	28.06 %
W.Heater	0.15	23.76 %
W-Purifi	0.10	100.00 %
Iron	0.05	20.83 %
Total	2.11	18.20 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.04	5.89 %
POY2	0.03	3.53 %
PRT1	0.02	6.32 %
KLM1	0.02	7.53 %
TDM1	0.01	3.58 %
POY1	0.01	1.82 %
KML1	0.01	1.66 %
TVM2	0.01	3.57 %
NVL2		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	2.11	18.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	0.83	19.46 %
Air-Cool	0.62	14.27 %
W.Heater	0.40	22.55 %
Iron	0.17	51.83 %
Mixie	0.07	1.14 %
Total	2.09	8.97 %

Branch *	MTD Sales L	Brand Share %
CH42	0.12	8.44 %
CH45	0.12	9.86 %
CH07	0.11	10.28 %
CH05	0.11	5.89 %
CH48	0.11	10.74 %
CH19	0.08	5.25 %
CH25	0.05	7.29 %
MRM1	0.04	5.44 %
SKL1	0.04	8.44 %
CH16	0.03	2.01 %
CH35	0.03	4.66 %
GUD2	0.03	5.86 %
CH38	0.02	2.45 %
CH08	0.02	1.58 %
CH26	0.01	3.84 %
CH22		0.00 %
CH28		0.00 %
CH29		0.00 %
CH30		0.00 %
CH37		0.00 %
CZWH		0.00 %
KNR1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	2.09	8.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	0.65	28.37 %
W.Heater	0.45	36.91 %
Fan	0.43	11.24 %
W-Purifi	0.23	10.74 %
Iron	0.22	57.02 %
Mixie	0.06	1.40 %
Total	2.04	13.54 %

Branch *	MTD Sales L	Brand Share %
CH18	0.08	9.70 %
CH17	0.07	5.68 %
CH34	0.06	10.05 %
CH41	0.06	11.05 %
CH43	0.03	4.13 %
MJR1	0.03	4.09 %
CH44	0.03	4.48 %
CH15	0.02	1.60 %
CH50	0.02	4.08 %
UKI1	0.02	7.36 %
CH27	0.01	3.71 %
CH20	0.01	1.59 %
CH46	0.01	3.20 %
CH06		0.00 %
CH23		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH51		0.00 %
Total	2.04	13.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	1.06	22.87 %
Fan	0.47	11.75 %
Iron	0.15	46.22 %
W-Purifi	0.12	7.55 %
Total	1.79	11.56 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.26	11.96 %
TRR1	0.16	10.26 %
ARC2	0.04	11.07 %
KPM1	0.02	8.97 %
VEL1	0.01	2.31 %
GDM1	0.01	7.26 %
WJP1	0.01	1.69 %
TRT1	0.01	2.54 %
PLR1	0.01	1.93 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
PTU1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
Total	1.79	11.56 %