



TN : HAVELLS Sales Performance 04/05/2026 8:09 AM

MTD Sales
29.71 L

Brand Share %
9.75 %

Information:

MTD : 01-05-2026 To 03-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **9.75 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	16.68	21.81 %
Air-Cool	8.06	6.57 %
W-Purifi	1.69	6.68 %
Iron	1.55	42.63 %
W.Heater	0.82	12.74 %
Small-Ap	0.77	12.01 %
Mixie	0.13	0.20 %
Total	29.71	9.75 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	5.93	12.10 %
TRICHY-01	4.77	11.37 %
SOUTH-01	4.69	10.87 %
SOUTH-03	2.97	8.60 %
SOUTH ARCOT	2.76	12.24 %
CHENNAI-02	2.74	8.76 %
NORTH ARCOT	2.62	10.91 %
WEST-02	1.63	5.07 %
WEST-01	1.60	6.13 %
Total	29.71	9.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	2.58	12.90 %
Fan	1.86	16.07 %
W-Purifi	0.59	9.76 %
W.Heater	0.37	19.59 %
Small-Ap	0.29	25.46 %
Iron	0.18	37.67 %
Mixie	0.06	0.80 %
Total	5.93	12.10 %

Branch *	MTD Sales L	Brand Share %
CH42	0.26	6.85 %
CH08	0.22	9.10 %
GUD1	0.22	9.45 %
CH30	0.12	9.45 %
CH39	0.10	4.49 %
MRM1	0.10	9.13 %
CH25	0.08	4.17 %
CH35	0.06	4.89 %
CH19	0.04	1.26 %
CH28	0.04	1.82 %
KNR1	0.03	7.94 %
TKM1	0.03	4.46 %
CH45	0.01	0.61 %
CH22		0.00 %
CH26		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
WCHN		0.00 %
Total	5.93	12.10 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.63	21.94 %
Air-Cool	1.73	9.27 %
W-Purifi	0.19	8.06 %
Iron	0.12	41.36 %
Small-Ap	0.10	14.77 %
Total	4.77	11.37 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.43	8.91 %
TRY3	0.10	9.67 %
NCK1	0.08	8.82 %
JKM1	0.07	7.04 %
TNJ1	0.06	2.56 %
PBR1	0.06	6.09 %
TRY4	0.05	6.23 %
PTK1	0.04	1.89 %
NGT1	0.04	2.77 %
KRN1	0.02	2.91 %
AYR1	0.01	0.73 %
APM1		0.00 %
MSI1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
NMM1	-0.02	-1.47 %
Total	4.77	11.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	3.51	31.86 %
Iron	0.42	55.10 %
Air-Cool	0.35	2.37 %
W.Heater	0.21	24.13 %
Small-Ap	0.20	17.16 %
Total	4.69	10.87 %

Branch *	MTD Sales L	Brand Share %
VNR2	0.24	9.71 %
TVL1	0.23	5.40 %
NGR1	0.18	8.96 %
PKD1	0.07	9.63 %
TKY1	0.05	6.81 %
SDI1	0.03	4.63 %
SNL1	0.03	2.76 %
TCN1	0.03	4.45 %
STU2	0.03	4.81 %
PDI1	0.02	2.93 %
ASM1	0.02	2.91 %
MMT1	0.02	2.74 %
TKS1	0.02	2.57 %
ARM1	0.02	2.71 %
VLY1	0.02	1.39 %
APK1	0.01	1.25 %
SKD1	0.01	1.97 %
VKM1	0.01	1.45 %
COL1		0.00 %
KSM1		0.00 %
RPM1		0.00 %
SGT1		0.00 %
SVK1		0.00 %
Total	4.69	10.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	2.27	22.10 %
Air-Cool	0.41	3.72 %
Iron	0.20	40.44 %
Small-Ap	0.10	7.18 %
Total	2.97	8.60 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.15	4.29 %
PNV2	0.07	7.94 %
MDU3	0.07	7.67 %
TPT1	0.06	4.91 %
TEN1	0.05	7.03 %
KPT1	0.05	6.56 %
MPA1	0.04	3.74 %
DKI1	0.04	6.37 %
PNI1	0.04	4.71 %
DGL2	0.04	3.05 %
MNM1	0.04	5.00 %
MDU5	0.04	3.07 %
KKD3	0.03	2.86 %
BNR1	0.03	7.32 %
NKI1	0.03	8.11 %
KYK1	0.03	4.16 %
TMM1	0.02	1.11 %
PKM1	0.02	7.32 %
MDU4	0.02	3.21 %
ODM1	0.02	8.07 %
CBM1		0.00 %
CMR1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
USL1		0.00 %
Total	2.97	8.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.72	29.87 %
Air-Cool	0.68	6.48 %
W-Purifi	0.14	10.97 %
Iron	0.10	32.00 %
W.Heater	0.07	27.41 %
Mixie	0.07	1.57 %
Total	2.76	12.24 %

Branch *	MTD Sales L	Brand Share %
POY2	0.14	9.61 %
KML1	0.09	7.47 %
VCM1	0.07	7.35 %
SJI2	0.07	6.32 %
ULP1	0.04	5.17 %
VPM1	0.03	4.55 %
NVL2	0.02	1.21 %
TVM1	0.01	1.35 %
KLM1		0.00 %
PRT1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VCM2		0.00 %
Total	2.76	12.24 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.25	16.26 %
Air-Cool	0.95	6.82 %
W-Purifi	0.27	14.08 %
Iron	0.18	53.56 %
W.Heater	0.08	13.57 %
Total	2.74	8.76 %

Branch *	MTD Sales L	Brand Share %
CH15	0.21	6.13 %
CH20	0.07	4.98 %
CH33	0.07	8.17 %
CH18	0.06	3.36 %
CH17	0.06	7.41 %
CH43	0.04	2.38 %
CH50	0.03	2.19 %
CH06	0.02	2.41 %
CH34	0.02	1.23 %
CH27	0.01	1.24 %
CH44	0.01	1.42 %
MJR1	0.01	0.30 %
CH01		0.00 %
CH23		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	2.74	8.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.37	21.13 %
Air-Cool	0.98	9.73 %
Iron	0.14	43.36 %
W-Purifi	0.13	5.55 %
Total	2.62	10.91 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.17	6.30 %
KPM2	0.16	6.03 %
KPM1	0.10	9.23 %
BGR1	0.06	6.90 %
TRR1	0.05	3.46 %
VSI1	0.02	5.05 %
ANI1	0.01	2.36 %
WJD1	0.01	3.00 %
CGM1	0.01	1.31 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	2.62	10.91 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	0.93	15.35 %
Air-Cool	0.30	2.12 %
W-Purifi	0.23	12.31 %
Iron	0.13	29.45 %
Small-Ap	0.04	21.14 %
Total	1.63	5.07 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.10	3.09 %
ATU1	0.07	7.73 %
SLM2	0.06	7.01 %
KRI1	0.05	2.54 %
MCR1	0.04	3.47 %
HSR2	0.04	2.86 %
SGG1	0.03	6.43 %
KAM1	0.02	0.88 %
EPI1	0.01	2.47 %
SLM3	0.01	0.68 %
EDP1	0.01	3.14 %
PDR1	0.01	2.67 %
CMI1		0.00 %
DPR1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
Total	1.63	5.07 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	1.14	20.24 %
W-Purifi	0.14	17.83 %
W.Heater	0.10	6.37 %
Iron	0.10	38.91 %
Air-Cool	0.07	0.76 %
Small-Ap	0.05	8.05 %
Total	1.60	6.13 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.13	7.02 %
AVI1	0.12	5.10 %
CBE2	0.11	5.66 %
PDM1	0.08	8.53 %
PLI1	0.07	5.91 %
TPR3	0.05	7.06 %
CBE5	0.03	2.76 %
UAM1	0.03	5.81 %
TPR2	0.03	2.77 %
CNR1	0.02	3.26 %
SYM2	0.01	2.35 %
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 %
PPI1		0.00 %
SNR1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	1.60	6.13 %