

MTD Sales  
12.00 L

Brand Share %  
8.86 %

Information:

MTD : 01-10-2026 To 03-10-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **8.86 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 3.95        | 14.58 %       |
| W.Heater | 2.56        | 12.46 %       |
| W-Purifi | 2.18        | 10.61 %       |
| Iron     | 1.92        | 58.48 %       |
| Chimney  | 0.96        | 9.79 %        |
| Mixie    | 0.25        | 0.60 %        |
| Small-Ap | 0.18        | 3.16 %        |
| Total    | 12.00       | 8.86 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| TRICHY-01   | 2.03        | 13.10 %       |
| SOUTH-01    | 2.03        | 10.41 %       |
| SOUTH-03    | 1.28        | 6.95 %        |
| CHENNAI-01  | 1.25        | 6.03 %        |
| SOUTH ARCOT | 1.22        | 12.66 %       |
| WEST-01     | 1.11        | 8.66 %        |
| NORTH ARCOT | 1.00        | 10.11 %       |
| CHENNAI-02  | 0.88        | 7.72 %        |
| WEST-03     | 0.68        | 11.46 %       |
| WEST-02     | 0.53        | 4.51 %        |
| Total       | 12.00       | 8.86 %        |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 0.63        | 20.74 %       |
| W.Heater | 0.47        | 20.17 %       |
| W-Purifi | 0.29        | 14.40 %       |
| Chimney  | 0.28        | 24.99 %       |
| Iron     | 0.23        | 55.81 %       |
| Mixie    | 0.09        | 1.94 %        |
| Small-Ap | 0.04        | 6.14 %        |
| Total    | 2.03        | 13.10 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| JKM1     | 0.04        | 8.57 %        |
| PDK2     | 0.04        | 7.44 %        |
| TRY3     | 0.04        | 8.25 %        |
| TNJ1     | 0.03        | 3.77 %        |
| TYR1     | 0.02        | 1.88 %        |
| KRN1     | 0.02        | 3.57 %        |
| APM1     |             | 0.00 %        |
| KIK1     |             | 0.00 %        |
| MVM1     |             | 0.00 %        |
| NCK1     |             | 0.00 %        |
| NMM1     |             | 0.00 %        |
| PBR1     |             | 0.00 %        |
| PDK1     |             | 0.00 %        |
| PTK1     |             | 0.00 %        |
| TRY2     |             | 0.00 %        |
| TTP1     |             | 0.00 %        |
| TZSD     |             | 0.00 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 2.03        | 13.10 %       |

# SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 0.96        | 17.60 %       |
| Iron     | 0.42        | 60.76 %       |
| Chimney  | 0.28        | 24.97 %       |
| W-Purifi | 0.23        | 9.72 %        |
| W.Heater | 0.09        | 4.48 %        |
| Small-Ap | 0.04        | 5.09 %        |
| Total    | 2.03        | 10.41 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 0.07        | 3.80 %        |
| NGR1     | 0.04        | 4.21 %        |
| RPM1     | 0.03        | 2.96 %        |
| MAR1     | 0.03        | 3.07 %        |
| SDI1     | 0.02        | 7.17 %        |
| VNR1     | 0.02        | 7.21 %        |
| ARM1     | 0.01        | 2.16 %        |
| KYR1     | 0.01        | 5.06 %        |
| MMT1     | 0.01        | 2.99 %        |
| SNL1     | 0.01        | 6.51 %        |
| TYI1     | 0.01        | 4.69 %        |
| APK1     |             | 0.00 %        |
| ASM1     |             | 0.00 %        |
| PKD1     |             | 0.00 %        |
| S2SD     |             | 0.00 %        |
| SKD1     |             | 0.00 %        |
| TKY1     |             | 0.00 %        |
| VKM1     |             | 0.00 %        |
| VLY1     |             | 0.00 %        |
| UDN1     | -0.01       | -6.24 %       |
| Total    | 2.03        | 10.41 %       |

# SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 0.43        | 9.22 %        |
| Iron     | 0.36        | 73.30 %       |
| W.Heater | 0.22        | 8.94 %        |
| W-Purifi | 0.16        | 7.47 %        |
| Small-Ap | 0.05        | 9.17 %        |
| Mixie    | 0.05        | 0.84 %        |
| Total    | 1.28        | 6.95 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU8     | 0.11        | 5.37 %        |
| DGL1     | 0.09        | 8.22 %        |
| KKD3     | 0.04        | 3.77 %        |
| BNR1     | 0.04        | 7.91 %        |
| MDU5     | 0.03        | 4.70 %        |
| KPT1     | 0.03        | 6.59 %        |
| BTU1     | 0.02        | 6.76 %        |
| MDU7     | 0.02        | 7.69 %        |
| TEN1     | 0.02        | 6.94 %        |
| ADP1     | 0.02        | 7.84 %        |
| TPT1     | 0.01        | 2.29 %        |
| DKI1     | 0.01        | 1.91 %        |
| MDU2     | 0.01        | 1.17 %        |
| PKM1     | 0.01        | 3.38 %        |
| MDU6     | 0.01        | 1.26 %        |
| ATG1     |             | 0.00 %        |
| DGL2     |             | 0.00 %        |
| KYK1     |             | 0.00 %        |
| MDU3     |             | 0.00 %        |
| MDU4     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| MPA1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| PNV2     |             | 0.00 %        |
| PVI1     |             | 0.00 %        |
| SGP1     |             | 0.00 %        |
| SVG1     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| TDI1     |             | 0.00 %        |
| WHMD     |             | 0.00 %        |
| Total    | 1.28        | 6.95 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| W-Purifi | 0.43        | 6.60 %        |
| Fan      | 0.31        | 11.72 %       |
| W.Heater | 0.24        | 7.19 %        |
| Iron     | 0.22        | 60.36 %       |
| Mixie    | 0.05        | 0.89 %        |
| Total    | 1.25        | 6.03 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH47     | 0.13        | 7.87 %        |
| GUD1     | 0.07        | 8.67 %        |
| CH49     | 0.06        | 2.90 %        |
| CH42     | 0.06        | 4.56 %        |
| CH05     | 0.03        | 1.64 %        |
| AVD1     | 0.03        | 4.86 %        |
| CH48     | 0.03        | 2.17 %        |
| CH19     | 0.03        | 2.50 %        |
| CH25     | 0.03        | 3.13 %        |
| TKM1     | 0.02        | 6.37 %        |
| CH07     | 0.02        | 1.79 %        |
| CH38     | 0.02        | 7.74 %        |
| GUD2     | 0.02        | 2.18 %        |
| CH28     | 0.02        | 3.38 %        |
| CH16     | 0.01        | 1.22 %        |
| CGL1     |             | 0.00 %        |
| CH22     |             | 0.00 %        |
| CH26     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| CH30     |             | 0.00 %        |
| CH39     |             | 0.00 %        |
| CH45     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| KNR1     |             | 0.00 %        |
| Total    | 1.25        | 6.03 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 0.56        | 31.72 %       |
| W-Purifi | 0.31        | 22.83 %       |
| W.Heater | 0.22        | 9.50 %        |
| Iron     | 0.12        | 75.22 %       |
| Total    | 1.22        | 12.66 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 0.05        | 4.62 %        |
| POY2     | 0.04        | 3.09 %        |
| TRK1     | 0.02        | 2.78 %        |
| MKM1     | 0.02        | 4.20 %        |
| TVM2     | 0.01        | 5.63 %        |
| 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    | 1.22        | 12.66 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| W.Heater | 0.49        | 20.53 %       |
| Fan      | 0.36        | 14.81 %       |
| W-Purifi | 0.15        | 6.86 %        |
| Iron     | 0.07        | 32.33 %       |
| Small-Ap | 0.04        | 6.65 %        |
| Total    | 1.11        | 8.66 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 0.13        | 5.83 %        |
| UMP1     | 0.04        | 7.30 %        |
| SNR1     | 0.03        | 6.78 %        |
| CNR1     | 0.02        | 8.25 %        |
| SUL1     | 0.02        | 4.94 %        |
| PPI1     | 0.02        | 5.14 %        |
| MPM1     | 0.02        | 3.57 %        |
| PDM1     | 0.02        | 6.80 %        |
| CBE1     | 0.01        | 2.67 %        |
| CBE4     | 0.01        | 0.30 %        |
| ANR1     |             | 0.00 %        |
| CBE3     |             | 0.00 %        |
| DPM2     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| KGI1     |             | 0.00 %        |
| KMD1     |             | 0.00 %        |
| UAM1     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 1.11        | 8.66 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 0.45        | 26.22 %       |
| Iron     | 0.18        | 67.17 %       |
| W-Purifi | 0.18        | 12.22 %       |
| W.Heater | 0.16        | 9.61 %        |
| Mixie    | 0.03        | 0.85 %        |
| Total    | 1.00        | 10.11 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLG1     | 0.03        | 8.26 %        |
| KPM2     | 0.03        | 4.66 %        |
| WJD1     | 0.02        | 6.59 %        |
| ABR1     | 0.02        | 4.30 %        |
| AKM1     | 0.01        | 1.20 %        |
| CGM1     | 0.01        | 2.96 %        |
| TRL1     | 0.01        | 2.81 %        |
| CYR1     | 0.01        | 2.63 %        |
| ANI1     |             | 0.00 %        |
| BGR1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| GDM1     |             | 0.00 %        |
| PLR1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| SBR1     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| VNB1     |             | 0.00 %        |
| VSI1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| WJP1     |             | 0.00 %        |
| Total    | 1.00        | 10.11 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| W.Heater | 0.30        | 16.72 %       |
| W-Purifi | 0.26        | 22.21 %       |
| Fan      | 0.13        | 6.25 %        |
| Chimney  | 0.12        | 29.91 %       |
| Iron     | 0.06        | 32.39 %       |
| Total    | 0.88        | 7.72 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 0.04        | 3.57 %        |
| CH18     | 0.04        | 5.38 %        |
| CH50     | 0.03        | 6.11 %        |
| CH21     | 0.01        | 2.06 %        |
| CH37     | 0.01        | 3.44 %        |
| CH03     | 0.01        | 1.40 %        |
| CH01     |             | 0.00 %        |
| CH06     |             | 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 %        |
| CH46     |             | 0.00 %        |
| MJR1     |             | 0.00 %        |
| PON1     |             | 0.00 %        |
| UKI1     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 0.88        | 7.72 %        |

## WEST-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Chimney  | 0.28        | 41.64 %       |
| W.Heater | 0.22        | 39.27 %       |
| Iron     | 0.12        | 69.99 %       |
| Fan      | 0.07        | 4.49 %        |
| Total    | 0.68        | 11.46 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TPR1     | 0.02        | 2.92 %        |
| KMM1     | 0.01        | 4.30 %        |
| VKL1     | 0.01        | 2.40 %        |
| KGM1     |             | 0.00 %        |
| NKL2     |             | 0.00 %        |
| RSP1     |             | 0.00 %        |
| SGG1     |             | 0.00 %        |
| TCG1     |             | 0.00 %        |
| TPR2     |             | 0.00 %        |
| TPR4     |             | 0.00 %        |
| Total    | 0.68        | 11.46 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| W-Purifi | 0.17        | 15.36 %       |
| W.Heater | 0.14        | 9.55 %        |
| Iron     | 0.13        | 41.88 %       |
| Fan      | 0.05        | 2.83 %        |
| Mixie    | 0.03        | 0.87 %        |
| Total    | 0.53        | 4.51 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR2     | 0.11        | 6.74 %        |
| VPD1     | 0.03        | 6.61 %        |
| DPR2     | 0.02        | 5.32 %        |
| PNG1     | 0.02        | 3.26 %        |
| OML1     | 0.02        | 8.38 %        |
| KVP1     | 0.02        | 1.88 %        |
| DPR1     | 0.01        | 5.27 %        |
| TRM1     | 0.01        | 2.91 %        |
| MTR1     | 0.01        | 2.93 %        |
| EDP1     | 0.01        | 3.51 %        |
| 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 %        |
| SLM2     |             | 0.00 %        |
| SLM3     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| Total    | 0.53        | 4.51 %        |