



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

MTD Sales
40.31 L

Brand Share %
12.51 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **12.51 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	19.82	16.06 %
Fan	13.02	16.70 %
Iron	2.96	56.19 %
W.Heater	2.24	18.95 %
W-Purifi	1.65	6.62 %
Mixie	0.37	0.56 %
W-Disp	0.26	6.18 %
Total	40.31	12.51 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	8.49	14.69 %
SOUTH-03	7.92	15.11 %
TRICHY-01	5.12	12.61 %
WEST-02	4.56	10.46 %
CHENNAI-02	3.31	16.14 %
WEST-01	2.86	6.95 %
CHENNAI-01	2.85	8.93 %
SOUTH ARCOT	2.82	19.07 %
NORTH ARCOT	2.40	12.26 %
Total	40.31	12.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.95	18.61 %
Fan	3.17	21.07 %
Iron	0.73	69.21 %
W.Heater	0.28	15.69 %
W-Disp	0.13	62.71 %
W-Purifi	0.13	2.12 %
Mixie	0.11	1.00 %
Total	8.49	14.69 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.47	11.17 %
TUT2	0.17	6.64 %
APK2	0.12	10.98 %
ERL2	0.10	9.38 %
STU2	0.09	7.07 %
SDI1	0.07	6.49 %
COL1	0.06	8.15 %
RPM1	0.04	4.37 %
TCN1	0.04	2.16 %
ASM1	0.04	3.92 %
TKY1	0.04	2.73 %
PDI1	0.03	2.67 %
VKM1	0.02	3.46 %
SVK1	0.02	1.76 %
PKD1	0.02	4.53 %
KSM1	0.02	2.98 %
SKD1	0.02	4.87 %
KYR1	0.01	0.86 %
S2SD		0.00 %
SGT1		0.00 %
UDN1		0.00 %
Total	8.49	14.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	4.16	19.64 %
Fan	2.41	15.08 %
Iron	0.61	65.40 %
W-Purifi	0.31	11.16 %
W.Heater	0.28	17.97 %
W-Disp	0.13	65.69 %
Mixie	0.03	0.30 %
Total	7.92	15.11 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.39	10.04 %
MDU6	0.20	8.18 %
TMM1	0.18	6.46 %
CBM1	0.15	9.21 %
KKD3	0.14	7.85 %
TEN1	0.10	7.18 %
MDU7	0.10	5.55 %
SVG1	0.09	11.68 %
BNR1	0.08	10.97 %
MNM1	0.07	12.01 %
BTU1	0.07	10.30 %
ATG1	0.06	7.78 %
TDI1	0.06	8.82 %
MPA1	0.06	2.35 %
CMR1	0.03	2.57 %
MLR1	0.02	6.92 %
SGP1	0.02	4.34 %
PKM1	0.01	1.88 %
DGL2	0.01	1.23 %
MDU4	0.01	0.66 %
ADP1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU5		0.00 %
NTM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
Total	7.92	15.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	2.92	17.64 %
Fan	1.74	18.87 %
Iron	0.27	37.28 %
W-Purifi	0.20	11.98 %
Total	5.12	12.61 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.31	8.31 %
TVR2	0.21	8.01 %
PTK1	0.13	10.11 %
PBR1	0.08	9.16 %
KRN1	0.07	7.89 %
JKM1	0.07	7.46 %
NGT1	0.07	5.44 %
TNJ1	0.06	2.63 %
ORU1	0.05	4.15 %
PDK1	0.04	5.63 %
TTP1	0.04	5.97 %
TVR1	0.03	5.58 %
KIK1	0.03	4.56 %
NCK1	0.02	1.90 %
NMM1	0.02	2.73 %
APM1	0.01	2.35 %
AYR1		0.00 %
MSI1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
TRY3	-0.01	-0.74 %
Total	5.12	12.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	3.26	14.72 %
Fan	0.87	9.48 %
Iron	0.31	60.34 %
W.Heater	0.11	14.17 %
Total	4.56	10.46 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.23	10.03 %
VPD1	0.14	11.51 %
KRI1	0.09	3.79 %
EPI1	0.09	5.67 %
KAM1	0.08	8.44 %
APN1	0.06	6.60 %
RSP1	0.05	5.76 %
MCR1	0.05	4.28 %
BMD1	0.04	4.38 %
DPR1	0.03	3.90 %
SGG1	0.03	3.31 %
TCG1	0.02	1.57 %
PLC1	0.01	1.10 %
PMP1	0.01	1.89 %
PDR1	0.01	1.52 %
CMI1	0.01	1.10 %
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 %
VKL1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	4.56	10.46 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	1.09	29.02 %
Fan	0.74	13.90 %
W.Heater	0.68	41.72 %
W-Purifi	0.48	16.97 %
Iron	0.26	53.65 %
Mixie	0.06	1.12 %
Total	3.31	16.14 %

Branch *	MTD Sales L	Brand Share %
CH18	0.08	8.27 %
CH17	0.07	4.86 %
CH34	0.06	6.76 %
CH41	0.06	9.48 %
CH44	0.06	7.91 %
CH33	0.04	7.20 %
MJR1	0.03	3.57 %
PON1	0.03	9.11 %
CH15	0.02	1.02 %
UKI1	0.02	7.36 %
CH27	0.01	3.40 %
CH20	0.01	1.45 %
CH46	0.01	2.30 %
CH36	0.01	1.00 %
CH06		0.00 %
CH23		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
MC06		0.00 %
Total	3.31	16.14 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	1.24	5.65 %
Fan	1.18	16.07 %
Iron	0.22	63.99 %
W.Heater	0.16	11.94 %
Mixie	0.06	0.75 %
Total	2.86	6.95 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.51	8.96 %
PLI1	0.21	8.57 %
UMP1	0.18	11.11 %
SNR1	0.11	3.43 %
AVI1	0.09	4.34 %
SUL1	0.06	2.82 %
CBE4	0.06	3.41 %
KGM1	0.03	3.46 %
PDM1	0.02	2.08 %
UAM1	0.02	4.11 %
PPI1	0.02	4.89 %
ANR1	0.02	2.58 %
KMD1	0.02	2.13 %
TPR3	0.02	0.99 %
CBE1	0.01	0.34 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
MPM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	2.86	6.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.09	17.11 %
Air-Cool	0.74	12.25 %
W.Heater	0.51	25.38 %
Iron	0.29	56.03 %
Mixie	0.13	1.78 %
W-Purifi	0.09	1.35 %
Total	2.85	8.93 %

Branch *	MTD Sales L	Brand Share %
CH42	0.19	9.31 %
CH45	0.18	11.31 %
GUD1	0.14	12.49 %
CH05	0.13	5.91 %
CH07	0.11	6.80 %
CH48	0.11	8.57 %
CH19	0.10	5.65 %
GUD2	0.06	10.84 %
CH16	0.06	3.15 %
CH35	0.05	5.67 %
CH25	0.05	5.77 %
MRM1	0.04	3.76 %
SKL1	0.04	6.08 %
CH38	0.02	2.09 %
CH08	0.02	1.26 %
CH22	0.02	2.93 %
CH28	0.02	1.19 %
CH26	0.01	3.25 %
CH29		0.00 %
CH30		0.00 %
CH37		0.00 %
CZWH		0.00 %
KNR1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	2.85	8.93 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.29	28.55 %
Air-Cool	1.21	26.90 %
W.Heater	0.15	17.46 %
W-Purifi	0.10	100.00 %
Iron	0.07	21.31 %
Total	2.82	19.07 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.09	10.28 %
POY2	0.06	6.35 %
KML1	0.05	5.56 %
CDM1	0.04	5.57 %
TRK1	0.03	3.71 %
PRT1	0.02	4.19 %
KLM1	0.02	5.75 %
TDM1	0.01	2.84 %
POY1	0.01	1.82 %
TVM2	0.01	2.59 %
NVL2		0.00 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	2.82	19.07 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	1.25	20.82 %
Fan	0.53	10.67 %
W-Purifi	0.35	17.77 %
Iron	0.20	52.28 %
W.Heater	0.08	6.08 %
Total	2.40	12.26 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.26	9.47 %
TRR1	0.17	8.37 %
ARC2	0.04	7.77 %
WJP1	0.03	3.37 %
KPM1	0.02	4.02 %
VEL1	0.01	1.55 %
GDM1	0.01	4.59 %
TRT1	0.01	2.54 %
PLR1	0.01	1.55 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
Total	2.40	12.26 %