



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

MTD Sales
34.59 L

Brand Share %
10.02 %

Information:

MTD : 01-05-2026 To 04-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.02 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	18.78	21.56 %
Air-Cool	9.95	7.13 %
W-Purifi	2.01	6.98 %
Iron	1.99	44.97 %
W.Heater	0.90	12.30 %
Small-Ap	0.82	11.36 %
Mixie	0.13	0.18 %
Total	34.59	10.02 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	6.81	12.06 %
SOUTH-01	5.71	11.35 %
TRICHY-01	5.62	12.08 %
SOUTH-03	3.57	8.93 %
CHENNAI-02	3.13	8.86 %
SOUTH ARCOT	3.08	11.85 %
NORTH ARCOT	3.00	10.84 %
WEST-02	2.06	5.92 %
WEST-01	1.60	5.74 %
Total	34.59	10.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.02	13.22 %
Fan	2.05	15.35 %
W-Purifi	0.68	9.21 %
W.Heater	0.44	19.92 %
Small-Ap	0.29	23.34 %
Iron	0.27	46.11 %
Mixie	0.06	0.72 %
Total	6.81	12.06 %

Branch *	MTD Sales L	Brand Share %
CH42	0.26	6.47 %
CH49	0.24	10.00 %
CH08	0.22	7.76 %
CH30	0.12	8.02 %
CH25	0.11	5.18 %
CH39	0.10	3.92 %
MRM1	0.10	6.76 %
CH19	0.07	2.08 %
CH35	0.06	4.89 %
TKM1	0.05	6.03 %
CH28	0.04	1.58 %
CH45	0.01	0.56 %
CH22		0.00 %
CH26		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
WCHN		0.00 %
Total	6.81	12.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	4.06	30.51 %
Iron	0.56	56.69 %
Air-Cool	0.46	2.70 %
W-Purifi	0.23	4.26 %
W.Heater	0.21	22.50 %
Small-Ap	0.20	15.51 %
Total	5.71	11.35 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.48	9.74 %
VNR2	0.28	9.53 %
NGR1	0.18	7.54 %
TUT2	0.17	9.95 %
TCN1	0.08	7.41 %
SNL1	0.08	5.67 %
TKY1	0.07	7.17 %
SDI1	0.05	6.77 %
MMT1	0.04	4.55 %
TKS1	0.04	4.09 %
VKM1	0.03	3.32 %
SKD1	0.03	3.74 %
STU2	0.03	4.47 %
APK1	0.03	2.03 %
SVK1	0.02	1.88 %
PDI1	0.02	2.59 %
ASM1	0.02	2.51 %
ARM1	0.02	2.47 %
VLY1	0.02	1.18 %
COL1		0.00 %
KSM1		0.00 %
RPM1		0.00 %
SGT1		0.00 %
Total	5.71	11.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	3.04	22.77 %
Air-Cool	2.15	10.27 %
W-Purifi	0.19	8.06 %
Iron	0.13	38.17 %
Small-Ap	0.10	12.73 %
Total	5.62	12.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.50	8.58 %
TRY3	0.10	9.67 %
PBR1	0.09	8.47 %
NCK1	0.08	8.82 %
TVR1	0.08	9.60 %
JKM1	0.07	7.04 %
PTK1	0.07	3.50 %
TNJ1	0.06	2.50 %
NGT1	0.04	2.17 %
KRN1	0.02	2.83 %
APM1	0.01	1.40 %
AYR1	0.01	0.60 %
MSI1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
NMM1	-0.02	-1.16 %
Total	5.62	12.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	2.61	22.78 %
Air-Cool	0.57	4.29 %
Iron	0.24	40.46 %
Small-Ap	0.15	9.64 %
Total	3.57	8.93 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.24	5.59 %
TPT1	0.09	6.47 %
KKD3	0.08	4.73 %
MDU5	0.07	5.45 %
PNV2	0.07	7.94 %
MDU3	0.07	6.69 %
MNM1	0.06	6.08 %
MPA1	0.06	4.51 %
KPT1	0.05	6.56 %
MDU4	0.04	7.26 %
DKI1	0.04	4.66 %
PNI1	0.04	4.71 %
DGL2	0.04	3.05 %
BNR1	0.03	6.97 %
NKI1	0.03	7.61 %
KYK1	0.03	3.24 %
TMM1	0.02	1.01 %
PKM1	0.02	6.69 %
TDI1	0.02	2.30 %
CBM1		0.00 %
CMR1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
USL1		0.00 %
Total	3.57	8.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.42	16.31 %
Air-Cool	1.11	7.04 %
W-Purifi	0.27	11.91 %
Iron	0.25	55.76 %
W.Heater	0.08	10.61 %
Total	3.13	8.86 %

Branch *	MTD Sales L	Brand Share %
CH15	0.24	6.69 %
PON1	0.12	9.97 %
CH43	0.11	5.78 %
CH20	0.07	4.53 %
CH18	0.06	2.64 %
CH17	0.06	6.85 %
CH41	0.05	7.15 %
CH50	0.03	1.97 %
MJR1	0.02	1.00 %
CH06	0.02	2.08 %
CH34	0.02	1.14 %
CH27	0.01	1.17 %
CH23	0.01	1.12 %
CH44	0.01	1.24 %
CH36	0.01	0.67 %
CH46	0.01	0.79 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
UKI1		0.00 %
Total	3.13	8.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.86	27.89 %
Air-Cool	0.80	6.41 %
Iron	0.15	40.68 %
W-Purifi	0.14	10.97 %
W.Heater	0.07	27.41 %
Mixie	0.07	1.42 %
Total	3.08	11.85 %

Branch *	MTD Sales L	Brand Share %
POY2	0.14	8.65 %
CDM1	0.14	8.15 %
KML1	0.09	7.06 %
VCM1	0.07	7.35 %
SJI2	0.07	5.29 %
VPM1	0.06	8.50 %
NVL2	0.05	2.52 %
ULP1	0.04	4.08 %
PRT1	0.02	1.30 %
TVM1	0.01	1.29 %
KLM1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VCM2		0.00 %
Total	3.08	11.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.50	20.10 %
Air-Cool	1.21	10.37 %
Iron	0.16	44.44 %
W-Purifi	0.13	5.26 %
Total	3.00	10.84 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.17	5.38 %
KPM2	0.16	5.18 %
KPM1	0.10	8.37 %
TRR1	0.08	5.82 %
ARC2	0.07	8.37 %
BGR1	0.06	6.90 %
WJD1	0.03	5.62 %
VSI1	0.02	4.32 %
ANI1	0.01	1.95 %
CGM1	0.01	1.14 %
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	3.00	10.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.03	15.46 %
Air-Cool	0.62	4.00 %
W-Purifi	0.23	11.28 %
Iron	0.14	30.46 %
Small-Ap	0.04	20.57 %
Total	2.06	5.92 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.33	9.20 %
ATU1	0.07	6.94 %
BMD1	0.06	9.65 %
PLC1	0.06	3.66 %
SLM2	0.06	6.68 %
MTR1	0.06	6.48 %
KRI1	0.05	2.54 %
APN1	0.04	9.12 %
MCR1	0.04	3.14 %
HSR2	0.04	2.75 %
SGG1	0.03	6.43 %
KAM1	0.02	0.81 %
VPD1	0.02	4.35 %
EPI1	0.01	2.47 %
SLM3	0.01	0.58 %
EDP1	0.01	3.14 %
PDR1	0.01	1.96 %
CMI1		0.00 %
DPR1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
Total	2.06	5.92 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	1.21	19.71 %
W-Purifi	0.14	17.83 %
W.Heater	0.10	5.72 %
Iron	0.10	32.94 %
Small-Ap	0.05	6.36 %
Air-Cool	0.01	0.09 %
Total	1.60	5.74 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.13	6.63 %
CBE2	0.13	6.22 %
AVI1	0.12	5.08 %
PDM1	0.08	8.36 %
PLI1	0.07	5.91 %
TPR3	0.05	6.76 %
CBE5	0.03	2.76 %
UAM1	0.03	5.05 %
TPR2	0.03	2.60 %
CNR1	0.02	2.62 %
KMD1	0.02	8.60 %
SYM2	0.01	1.97 %
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 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WHCB		0.00 %
SNR1	-0.06	-9.77 %
Total	1.60	5.74 %