

MTD Sales
16.06 L

Brand Share %
8.64 %

Information:

MTD : 01-10-2026 To 04-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.64 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	5.48	15.23 %
W.Heater	3.14	11.81 %
Iron	2.89	56.97 %
W-Purifi	2.64	10.03 %
Chimney	1.34	9.65 %
Mixie	0.39	0.67 %
Small-Ap	0.18	2.02 %
Total	16.06	8.64 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	2.72	10.36 %
TRICHY-01	2.41	12.01 %
SOUTH ARCOT	1.99	14.33 %
CHENNAI-01	1.83	6.27 %
WEST-01	1.53	9.15 %
SOUTH-03	1.46	5.78 %
NORTH ARCOT	1.29	9.62 %
CHENNAI-02	1.25	7.70 %
WEST-03	0.79	8.89 %
WEST-02	0.79	4.93 %
Total	16.06	8.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	1.33	19.19 %
Iron	0.59	60.65 %
Chimney	0.28	17.28 %
W-Purifi	0.23	7.30 %
W.Heater	0.20	7.94 %
Mixie	0.05	0.58 %
Small-Ap	0.04	3.87 %
Total	2.72	10.36 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.13	5.09 %
RPM1	0.03	2.57 %
MAR1	0.03	1.80 %
ARM1	0.02	3.67 %
SDI1	0.02	5.70 %
VL11	0.02	6.34 %
VNR1	0.02	5.30 %
VKM1	0.01	2.58 %
KYR1	0.01	3.48 %
MMT1	0.01	1.90 %
ASM1	0.01	4.30 %
TY11	0.01	3.58 %
APK1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SKD1		0.00 %
UDN1	-0.01	-6.24 %
Total	2.72	10.36 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	0.84	20.95 %
W.Heater	0.54	18.00 %
Iron	0.33	53.99 %
W-Purifi	0.29	11.65 %
Chimney	0.28	22.22 %
Mixie	0.09	1.43 %
Small-Ap	0.04	4.95 %
Total	2.41	12.01 %

Branch *	MTD Sales L	Brand Share %
KRN1	0.05	8.20 %
PDK2	0.05	7.21 %
KUM2	0.03	8.35 %
TNJ1	0.03	3.59 %
MVM1	0.03	2.80 %
TYR1	0.02	1.67 %
ORU1	0.01	6.50 %
PTK1	0.01	0.52 %
APM1		0.00 %
KIK1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	2.41	12.01 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.74	30.84 %
W-Purifi	0.44	24.22 %
W.Heater	0.37	12.41 %
Chimney	0.25	15.45 %
Iron	0.19	72.89 %
Total	1.99	14.33 %

Branch *	MTD Sales L	Brand Share %
POY2	0.05	2.76 %
POY1	0.05	3.92 %
TRK1	0.03	3.47 %
MKM1	0.02	4.12 %
TVM2	0.01	4.83 %
KML1	0.01	0.95 %
CDM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VCM2		0.00 %
Total	1.99	14.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
W-Purifi	0.56	6.78 %
Fan	0.45	12.11 %
Iron	0.36	61.07 %
W.Heater	0.24	5.68 %
Chimney	0.13	9.63 %
Mixie	0.10	1.12 %
Total	1.83	6.27 %

Branch *	MTD Sales L	Brand Share %
CH47	0.17	8.15 %
GUD1	0.07	6.36 %
CH42	0.07	4.73 %
MRM1	0.06	7.60 %
CH49	0.06	1.94 %
CH05	0.05	2.13 %
CH28	0.05	3.75 %
CH38	0.05	7.28 %
CH48	0.04	2.08 %
CH07	0.04	2.42 %
CH45	0.03	1.93 %
CGL1	0.03	7.93 %
CH19	0.03	2.01 %
CH25	0.03	2.26 %
TKM1	0.02	4.57 %
GUD2	0.02	1.59 %
CH39	0.02	4.26 %
CH16	0.01	1.07 %
CH22		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
CZWH		0.00 %
KNR1		0.00 %
Total	1.83	6.27 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	0.53	17.99 %
Fan	0.47	14.88 %
W-Purifi	0.32	12.64 %
Iron	0.12	36.89 %
Mixie	0.05	1.03 %
Small-Ap	0.04	4.98 %
Total	1.53	9.15 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.19	7.38 %
CBE1	0.03	3.65 %
SNR1	0.03	5.59 %
MPM1	0.03	4.72 %
CNR1	0.02	6.64 %
SUL1	0.02	2.41 %
CBE4	0.02	0.60 %
PDM1	0.02	6.36 %
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	1.53	9.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	0.58	9.17 %
Iron	0.49	57.86 %
W.Heater	0.25	7.05 %
Small-Ap	0.05	6.93 %
Mixie	0.05	0.63 %
W-Purifi	0.04	1.66 %
Total	1.46	5.78 %

Branch *	MTD Sales L	Brand Share %
MDU8	0.19	6.16 %
MDU1	0.12	7.35 %
DGL1	0.12	7.26 %
TMM1	0.09	8.30 %
MDU7	0.04	6.30 %
KKD3	0.04	3.47 %
DKI1	0.04	6.61 %
BNR1	0.04	6.73 %
MDU5	0.03	3.16 %
KPT1	0.03	6.44 %
MDU2	0.03	1.92 %
TEN1	0.03	6.66 %
BTU1	0.02	5.85 %
ADP1	0.02	7.58 %
CBM1	0.02	7.27 %
DGL2	0.02	2.21 %
PNI1	0.02	4.87 %
NKI1	0.01	2.51 %
PNV2	0.01	3.31 %
TPT1	0.01	1.75 %
PKM1	0.01	2.01 %
MDU6	0.01	1.16 %
MPA1	0.01	0.91 %
ATG1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	1.46	5.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.57	24.36 %
Iron	0.35	73.17 %
W-Purifi	0.18	9.93 %
W.Heater	0.16	7.30 %
Mixie	0.03	0.67 %
Total	1.29	9.62 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.04	8.57 %
KPM2	0.04	5.06 %
SLG1	0.03	5.92 %
ABR1	0.03	7.47 %
WJD1	0.03	7.63 %
AKM1	0.02	2.19 %
TRL1	0.02	3.20 %
BGR1	0.01	7.66 %
VNB1	0.01	3.08 %
VSI1	0.01	3.52 %
ANI1	0.01	4.57 %
CGM1	0.01	2.84 %
CYR1	0.01	2.14 %
CPT1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRT1		0.00 %
WHVL		0.00 %
Total	1.29	9.62 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
W-Purifi	0.41	21.67 %
W.Heater	0.34	13.97 %
Fan	0.24	9.13 %
Iron	0.13	39.42 %
Chimney	0.12	29.91 %
Total	1.25	7.70 %

Branch *	MTD Sales L	Brand Share %
CH15	0.08	5.65 %
CH18	0.04	3.38 %
CH35	0.03	5.33 %
CH50	0.03	3.57 %
CH24	0.02	1.98 %
CH21	0.01	1.56 %
MJR1	0.01	1.76 %
PON1	0.01	2.53 %
CH37	0.01	2.32 %
CH03	0.01	0.75 %
CH01		0.00 %
CH06		0.00 %
CH20		0.00 %
CH23		0.00 %
CH31		0.00 %
CH34		0.00 %
CH36		0.00 %
CH43		0.00 %
CH44		0.00 %
CH51		0.00 %
UKI1		0.00 %
WHC3		0.00 %
Total	1.25	7.70 %

WEST-03

Property	MTD Sales L	Brand Share %
Chimney	0.28	24.39 %
W.Heater	0.22	29.95 %
Iron	0.16	68.73 %
Fan	0.14	6.62 %
Total	0.79	8.89 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.09	7.74 %
TPR1	0.02	1.72 %
TPR3	0.02	6.97 %
PDR1	0.01	6.77 %
KMM1	0.01	3.78 %
VKL1	0.01	2.21 %
KGM1		0.00 %
NKL2		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
TPR4		0.00 %
Total	0.79	8.89 %

WEST-02

Property	MTD Sales L	Brand Share %
W.Heater	0.29	15.04 %
Iron	0.18	40.44 %
W-Purifi	0.17	12.02 %
Fan	0.11	4.78 %
Mixie	0.03	0.59 %
Total	0.79	4.93 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.15	8.05 %
ATU1	0.11	8.47 %
VPD1	0.03	3.34 %
DPR2	0.02	3.64 %
PNG1	0.02	3.00 %
MTR1	0.02	2.81 %
KVP1	0.02	1.79 %
DPR1	0.01	3.98 %
TRM1	0.01	2.04 %
EDP1	0.01	2.98 %
APN1		0.00 %
BMD1		0.00 %
EPI1		0.00 %
HRR1		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	0.79	4.93 %