



TN : HAVELLS Sales Performance 06/04/2026 8:09 AM

MTD Sales
52.38 L

Brand Share %
12.46 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **12.46 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	26.17	15.26 %
Fan	17.09	16.74 %
Iron	3.75	56.47 %
W.Heater	2.79	20.10 %
W-Purifi	1.88	6.23 %
Mixie	0.43	0.53 %
W-Disp	0.26	5.53 %
Total	52.38	12.46 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.18	15.45 %
SOUTH-03	9.79	14.87 %
TRICHY-01	6.60	13.06 %
WEST-02	5.52	9.48 %
CHENNAI-02	4.66	15.39 %
CHENNAI-01	4.05	9.19 %
SOUTH ARCOT	3.80	19.20 %
WEST-01	3.72	6.89 %
NORTH ARCOT	3.07	12.04 %
Total	52.38	12.46 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	5.73	20.46 %
Fan	3.89	20.48 %
Iron	0.85	66.63 %
W.Heater	0.32	15.53 %
W-Disp	0.13	46.77 %
Mixie	0.13	1.04 %
W-Purifi	0.13	1.85 %
Total	11.18	15.45 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.88	11.27 %
VLY1	0.29	11.89 %
SVK1	0.19	11.23 %
TUT2	0.17	5.62 %
RPM1	0.14	8.53 %
ERL2	0.12	7.70 %
STU2	0.12	8.50 %
APK2	0.12	9.36 %
COL1	0.09	9.90 %
VKM1	0.08	8.68 %
SDI1	0.07	5.68 %
ASM1	0.07	6.28 %
TCN1	0.06	2.85 %
TKY1	0.04	2.48 %
PKD1	0.03	7.30 %
UDN1	0.03	6.00 %
PDI1	0.03	2.13 %
KSM1	0.02	2.45 %
SKD1	0.02	3.79 %
KYR1	0.01	0.56 %
S2SD		0.00 %
SGT1		0.00 %
Total	11.18	15.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	4.78	17.81 %
Fan	3.28	16.77 %
Iron	0.75	64.34 %
W.Heater	0.42	25.05 %
W-Purifi	0.41	11.66 %
W-Disp	0.13	65.69 %
Mixie	0.03	0.22 %
Total	9.79	14.87 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.50	10.05 %
TMM1	0.30	8.26 %
MDU6	0.23	7.74 %
CBM1	0.19	9.78 %
KKD3	0.15	6.07 %
MDU7	0.13	7.12 %
TEN1	0.10	5.38 %
MNM1	0.08	12.19 %
DKI1	0.08	10.32 %
TDI1	0.07	6.99 %
BTU1	0.07	8.49 %
ATG1	0.06	5.76 %
MPA1	0.06	1.94 %
CMR1	0.04	3.33 %
PVI1	0.04	5.87 %
MLR1	0.02	6.92 %
SGP1	0.02	3.18 %
PKM1	0.01	1.48 %
KPT1	0.01	0.88 %
DGL2	0.01	0.98 %
MDU4	0.01	0.58 %
ADP1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU5		0.00 %
NTM1		0.00 %
PNV2		0.00 %
Total	9.79	14.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.89	18.02 %
Fan	2.20	18.55 %
Iron	0.31	37.20 %
W-Purifi	0.20	10.38 %
Total	6.60	13.06 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.43	10.13 %
TVR2	0.34	9.80 %
PTK1	0.15	9.88 %
NGT1	0.14	7.77 %
TTP1	0.10	11.53 %
KRN1	0.09	5.77 %
JKM1	0.07	5.48 %
KIK1	0.07	6.52 %
TNJ1	0.06	2.42 %
NCK1	0.06	3.99 %
ORU1	0.05	3.16 %
PDK1	0.04	4.71 %
TVR1	0.03	4.50 %
NMM1	0.02	1.95 %
APM1	0.01	1.81 %
AYR1		0.00 %
MSI1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
TRY3		-0.01 %
Total	6.60	13.06 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	3.83	12.22 %
Fan	1.15	9.50 %
Iron	0.34	59.87 %
W.Heater	0.17	19.39 %
Mixie	0.03	0.30 %
Total	5.52	9.48 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.32	10.96 %
KRI1	0.18	5.76 %
VPD1	0.14	7.28 %
RSP1	0.10	7.55 %
KAM1	0.10	6.85 %
EPI1	0.09	4.26 %
BMD1	0.07	6.82 %
APN1	0.06	5.81 %
MCR1	0.05	3.83 %
DPR1	0.03	3.24 %
EDP1	0.03	4.24 %
SGG1	0.03	2.21 %
TCG1	0.02	0.90 %
MTR1	0.01	1.61 %
PLC1	0.01	0.79 %
PMP1	0.01	1.42 %
PDR1	0.01	0.98 %
CMI1	0.01	0.71 %
DPR2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
OML1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	5.52	9.48 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	1.78	23.53 %
Fan	1.17	14.87 %
W.Heater	0.82	39.17 %
W-Purifi	0.48	13.19 %
Iron	0.36	54.62 %
Mixie	0.06	0.83 %
Total	4.66	15.39 %

Branch *	MTD Sales L	Brand Share %
CH18	0.16	7.98 %
CH17	0.14	7.02 %
CH15	0.12	5.06 %
GPD1	0.09	9.75 %
MJR1	0.08	5.30 %
CH33	0.07	8.82 %
CH34	0.06	4.31 %
CH41	0.06	6.98 %
CH44	0.06	7.05 %
CH46	0.04	4.93 %
CH31	0.03	7.95 %
PON1	0.03	7.36 %
UKI1	0.02	3.03 %
CH27	0.01	2.34 %
CH20	0.01	1.03 %
CH23	0.01	3.87 %
CH36	0.01	0.94 %
CH06		0.00 %
CH32		0.00 %
CH51		0.00 %
MC06		0.00 %
Total	4.66	15.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.44	15.76 %
Air-Cool	1.44	13.00 %
W.Heater	0.51	20.63 %
Iron	0.44	55.35 %
Mixie	0.13	1.38 %
W-Purifi	0.09	1.16 %
Total	4.05	9.19 %

Branch *	MTD Sales L	Brand Share %
CH42	0.25	8.91 %
CH05	0.21	6.54 %
GUD1	0.14	9.81 %
CH25	0.12	9.12 %
CH47	0.11	12.08 %
CH19	0.11	5.10 %
CH39	0.11	7.70 %
CH07	0.11	5.29 %
GUD2	0.10	11.55 %
CH35	0.06	6.06 %
CH16	0.06	2.45 %
MRM1	0.04	2.70 %
CH08	0.04	1.96 %
SKL1	0.04	3.44 %
CH38	0.02	1.66 %
CH22	0.02	1.21 %
CH28	0.02	0.79 %
CH30	0.02	1.57 %
CH26	0.01	1.88 %
CH29	0.01	4.05 %
CH37		0.00 %
CZWH		0.00 %
KNR1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	4.05	9.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.75	28.75 %
Air-Cool	1.58	24.39 %
W-Purifi	0.23	59.47 %
W.Heater	0.15	12.98 %
Iron	0.09	23.71 %
Total	3.80	19.20 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.15	10.83 %
NVL2	0.13	11.65 %
POY2	0.12	8.31 %
TRK1	0.12	10.29 %
POY1	0.08	6.49 %
VPM1	0.05	12.12 %
KML1	0.05	4.33 %
CDM1	0.04	4.32 %
PRT1	0.02	3.19 %
KLM1	0.02	2.95 %
TDM1	0.01	2.50 %
TVM2	0.01	2.52 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	3.80	19.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	1.58	15.42 %
Air-Cool	1.46	5.04 %
W.Heater	0.33	20.76 %
Iron	0.30	69.55 %
Mixie	0.06	0.61 %
Total	3.72	6.89 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.57	7.71 %
PLI1	0.30	9.55 %
TPR2	0.24	11.22 %
TPR1	0.23	9.43 %
SUL1	0.19	6.97 %
SNR1	0.18	4.78 %
SYM2	0.15	9.72 %
AVI1	0.09	3.12 %
GBM1	0.08	8.15 %
CBE4	0.06	2.17 %
KMD1	0.05	5.45 %
PPI1	0.05	6.30 %
KGM1	0.03	3.26 %
MPM1	0.03	1.83 %
PDM1	0.02	1.43 %
UAM1	0.02	4.11 %
ANR1	0.02	2.14 %
TPR3	0.02	0.76 %
TPR4	0.02	2.76 %
CNR1	0.01	4.12 %
CBE5	0.01	1.01 %
CBE1	0.01	0.28 %
CBE3		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	3.72	6.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	1.68	17.62 %
Fan	0.65	10.23 %
W-Purifi	0.35	15.60 %
Iron	0.31	58.83 %
W.Heater	0.08	5.82 %
Total	3.07	12.04 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.37	10.77 %
TRR1	0.17	6.43 %
KPM1	0.07	7.53 %
ARC2	0.06	5.58 %
CPT1	0.03	5.74 %
WJP1	0.03	2.64 %
ABR1	0.02	1.27 %
VEL1	0.01	1.43 %
GDM1	0.01	2.59 %
TRT1	0.01	2.54 %
PLR1	0.01	1.05 %
WJD1	0.01	1.01 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
Total	3.07	12.04 %