

MTD Sales
40.87 L

Brand Share %
10.50 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **10.50 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	20.95	21.25 %
Air-Cool	12.84	8.22 %
Iron	2.35	44.80 %
W-Purifi	2.17	6.77 %
W.Heater	1.48	16.60 %
Small-Ap	0.82	10.04 %
Mixie	0.25	0.31 %
Total	40.87	10.50 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	7.41	11.60 %
TRICHY-01	7.21	13.71 %
SOUTH-01	6.72	11.49 %
SOUTH-03	4.34	9.39 %
CHENNAI-02	3.84	9.70 %
SOUTH ARCOT	3.51	12.04 %
NORTH ARCOT	3.47	11.21 %
WEST-02	2.29	6.11 %
WEST-01	2.08	6.72 %
Total	40.87	10.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.28	12.67 %
Fan	2.28	15.12 %
W-Purifi	0.68	8.29 %
W.Heater	0.50	21.80 %
Iron	0.30	45.11 %
Small-Ap	0.29	20.67 %
Mixie	0.09	0.86 %
Total	7.41	11.60 %

Branch *	MTD Sales L	Brand Share %
CH42	0.42	9.45 %
GUD1	0.28	10.26 %
CH49	0.24	8.01 %
CH08	0.22	6.41 %
CH25	0.11	5.06 %
CH39	0.10	3.18 %
CH19	0.10	3.00 %
MRM1	0.10	6.09 %
CH35	0.06	3.93 %
KNR1	0.06	10.46 %
CH28	0.05	2.10 %
TKM1	0.05	5.23 %
CH37	0.02	1.63 %
CH45	0.01	0.52 %
CH22		0.00 %
CH26		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
WCHN		0.00 %
Total	7.41	11.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	3.34	22.63 %
Air-Cool	3.29	13.83 %
W-Purifi	0.29	10.03 %
Iron	0.14	35.06 %
Small-Ap	0.10	10.55 %
Mixie	0.04	0.45 %
Total	7.21	13.71 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.51	8.05 %
PTK1	0.15	5.92 %
TNJ1	0.10	3.40 %
TVR1	0.08	7.19 %
JKM1	0.07	6.14 %
NGT1	0.06	3.10 %
KRN1	0.04	4.12 %
MSI1	0.01	1.73 %
APM1	0.01	1.25 %
AYR1	0.01	0.47 %
PDK1		0.00 %
TRY2		0.00 %
NMM1	-0.02	-1.02 %
Total	7.21	13.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	4.49	28.17 %
Air-Cool	0.84	4.41 %
Iron	0.67	57.56 %
W-Purifi	0.29	4.62 %
W.Heater	0.21	15.53 %
Small-Ap	0.20	12.94 %
Mixie	0.03	0.19 %
Total	6.72	11.49 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.60	10.22 %
NGR1	0.31	9.24 %
TUT2	0.19	9.78 %
SVK1	0.14	8.29 %
VKM1	0.13	9.43 %
TKY1	0.10	8.22 %
TCN1	0.09	7.51 %
SNL1	0.06	3.88 %
TKS1	0.05	4.07 %
SDI1	0.05	6.77 %
ARM1	0.05	6.59 %
MMT1	0.04	4.47 %
ASM1	0.04	3.39 %
SKD1	0.03	3.44 %
PDI1	0.03	2.69 %
STU2	0.03	3.92 %
APK1	0.03	1.85 %
VLY1	0.02	1.24 %
COL1		0.00 %
KSM1		0.00 %
RPM1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	6.72	11.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	2.98	22.85 %
Air-Cool	0.77	4.83 %
Iron	0.30	41.11 %
Small-Ap	0.15	9.14 %
W.Heater	0.15	25.20 %
Total	4.34	9.39 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.24	5.01 %
PNI1	0.13	10.15 %
MDU5	0.12	7.50 %
TEN1	0.11	9.61 %
TPT1	0.09	6.18 %
KPT1	0.08	8.18 %
MDU4	0.08	9.01 %
KKD3	0.08	3.85 %
MNM1	0.07	7.35 %
PNV2	0.07	7.94 %
MDU3	0.07	6.14 %
DGL2	0.06	3.92 %
MPA1	0.06	4.51 %
DKI1	0.04	4.25 %
TMM1	0.03	1.37 %
BNR1	0.03	6.59 %
KYK1	0.03	3.15 %
PKM1	0.02	5.68 %
TDI1	0.02	1.91 %
ODM1	0.02	7.28 %
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	4.34	9.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	1.51	8.53 %
Fan	1.47	15.13 %
W.Heater	0.30	35.38 %
Iron	0.29	54.79 %
W-Purifi	0.27	10.84 %
Total	3.84	9.70 %

Branch *	MTD Sales L	Brand Share %
CH15	0.32	8.28 %
CH43	0.18	7.99 %
CH03	0.14	8.37 %
PON1	0.12	9.61 %
CH50	0.11	6.21 %
CH33	0.11	9.47 %
CH20	0.07	4.07 %
CH18	0.06	2.27 %
CH17	0.06	6.64 %
CH41	0.05	6.34 %
CH44	0.03	2.54 %
CH06	0.02	2.08 %
CH34	0.02	1.07 %
CH27	0.01	0.95 %
CH23	0.01	1.04 %
CH36	0.01	0.63 %
CH46	0.01	0.69 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	3.84	9.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.09	28.68 %
Air-Cool	0.96	6.90 %
Iron	0.19	41.23 %
W-Purifi	0.14	10.97 %
W.Heater	0.07	20.71 %
Mixie	0.07	1.19 %
Total	3.51	12.04 %

Branch *	MTD Sales L	Brand Share %
POY2	0.17	9.54 %
VCM2	0.16	8.40 %
CDM1	0.14	7.41 %
KML1	0.09	7.06 %
SJI2	0.09	6.37 %
VCM1	0.07	6.76 %
VPM1	0.06	7.62 %
NVL2	0.05	2.17 %
ULP1	0.04	3.94 %
PRT1	0.02	1.20 %
TVM1	0.01	1.13 %
KLM1	0.01	0.90 %
TDM1		0.00 %
TVM2		0.00 %
Total	3.51	12.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.68	19.81 %
Air-Cool	1.45	11.36 %
Iron	0.18	42.73 %
W-Purifi	0.13	4.75 %
Mixie	0.03	0.52 %
Total	3.47	11.21 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.35	10.49 %
KPM2	0.16	4.86 %
KPM1	0.10	7.86 %
ABR1	0.09	8.55 %
TRR1	0.08	4.93 %
ARC2	0.07	7.40 %
WJD1	0.07	8.87 %
BGR1	0.06	5.32 %
VSI1	0.04	6.12 %
ANI1	0.01	1.95 %
PTU1	0.01	1.20 %
CGM1	0.01	0.90 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	3.47	11.21 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.17	15.79 %
Air-Cool	0.62	3.84 %
W-Purifi	0.23	10.47 %
Iron	0.15	31.07 %
W.Heater	0.08	10.55 %
Small-Ap	0.04	17.46 %
Total	2.29	6.11 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.07	6.56 %
BMD1	0.06	9.27 %
PLC1	0.06	3.66 %
SLM2	0.06	6.27 %
MTR1	0.06	5.67 %
KRI1	0.05	2.54 %
APN1	0.04	6.65 %
MCR1	0.04	2.91 %
HSR2	0.04	2.75 %
SGG1	0.03	6.43 %
KAM1	0.02	0.81 %
VPD1	0.02	3.70 %
EPI1	0.01	1.96 %
SLM3	0.01	0.53 %
VKL1	0.01	1.28 %
EDP1	0.01	2.83 %
PDR1	0.01	1.61 %
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 %
Total	2.29	6.11 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	1.46	21.10 %
W.Heater	0.18	9.73 %
W-Purifi	0.14	13.06 %
Iron	0.12	33.17 %
Air-Cool	0.12	1.11 %
Small-Ap	0.05	6.07 %
Total	2.08	6.72 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.21	8.52 %
SUL1	0.16	7.87 %
AVI1	0.12	4.94 %
PDM1	0.10	10.33 %
TPR3	0.05	6.59 %
TPR2	0.04	3.64 %
CBE5	0.03	2.61 %
UAM1	0.03	4.36 %
SYM2	0.03	3.17 %
CNR1	0.02	2.44 %
KMD1	0.02	6.33 %
SNR1		0.22 %
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 %
Total	2.08	6.72 %