



TN : HAVELLS Sales Performance 07/04/2026 8:09 AM

MTD Sales
62.02 L

Brand Share %
12.39 %

Information:

MTD : 01-04-2026 To 06-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	30.99	14.64 %
Fan	20.54	16.76 %
Iron	4.32	55.61 %
W.Heater	3.22	20.61 %
W-Purifi	2.14	6.46 %
Mixie	0.53	0.58 %
W-Disp	0.26	4.29 %
Total	62.02	12.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	12.89	15.20 %
SOUTH-03	11.43	15.35 %
TRICHY-01	8.01	13.53 %
WEST-02	6.26	8.58 %
CHENNAI-02	5.85	15.96 %
CHENNAI-01	5.53	10.16 %
SOUTH ARCOT	4.63	19.05 %
WEST-01	3.96	6.37 %
NORTH ARCOT	3.46	10.90 %
Total	62.02	12.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	6.49	19.04 %
Fan	4.53	20.20 %
Iron	1.00	63.99 %
W.Heater	0.38	16.70 %
W-Purifi	0.22	3.02 %
W-Disp	0.13	37.29 %
Mixie	0.13	0.92 %
Total	12.89	15.20 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.99	10.59 %
VLY1	0.36	11.91 %
TUT2	0.17	5.01 %
STU2	0.16	9.27 %
RPM1	0.14	6.86 %
VKM1	0.13	11.57 %
ERL2	0.12	7.02 %
APK2	0.12	8.43 %
COL1	0.09	8.41 %
SDI1	0.07	5.59 %
ASM1	0.07	4.97 %
TCN1	0.06	2.16 %
UDN1	0.04	6.01 %
KYR1	0.04	2.54 %
TKY1	0.04	2.33 %
PKD1	0.03	5.57 %
PDI1	0.03	1.67 %
KSM1	0.02	2.00 %
SKD1	0.02	3.41 %
S2SD		0.00 %
SGT1		0.00 %
Total	12.89	15.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	5.51	17.89 %
Fan	4.01	18.01 %
Iron	0.88	65.50 %
W.Heater	0.42	24.20 %
W-Purifi	0.41	11.24 %
W-Disp	0.13	65.69 %
Mixie	0.06	0.50 %
Total	11.43	15.35 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.55	10.52 %
TMM1	0.32	7.92 %
MDU6	0.26	7.89 %
KKD3	0.24	8.67 %
CBM1	0.19	8.93 %
MDU7	0.13	6.57 %
TEN1	0.12	5.85 %
MDU4	0.10	5.39 %
TDI1	0.10	7.39 %
MNM1	0.08	12.19 %
ADP1	0.07	3.92 %
MPA1	0.07	2.05 %
ATG1	0.06	4.91 %
BTU1	0.06	6.79 %
PKM1	0.05	5.04 %
MDU5	0.05	2.14 %
CMR1	0.04	3.13 %
MLR1	0.04	5.96 %
PNV2	0.03	3.52 %
DGL2	0.03	2.15 %
SGP1	0.02	2.56 %
KPT1	0.01	0.74 %
KRR1		0.00 %
KYK1		0.00 %
NTM1		0.00 %
Total	11.43	15.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.52	16.88 %
Fan	2.64	19.11 %
W-Purifi	0.36	16.63 %
Iron	0.35	37.52 %
W.Heater	0.14	18.09 %
Total	8.01	13.53 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.46	9.19 %
TVR2	0.41	10.15 %
PTK1	0.15	8.12 %
NGT1	0.14	6.19 %
NCK1	0.12	7.35 %
TTP1	0.10	9.91 %
KIK1	0.09	6.74 %
KRN1	0.09	4.83 %
JKM1	0.08	5.85 %
TVR1	0.07	7.49 %
TNJ1	0.06	2.03 %
ORU1	0.05	2.77 %
NMM1	0.04	2.33 %
TRY3	0.03	1.59 %
APM1	0.01	1.81 %
AYR1		0.00 %
MSI1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	8.01	13.53 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	4.21	10.56 %
Fan	1.43	9.44 %
Iron	0.42	57.19 %
W.Heater	0.17	15.05 %
Mixie	0.03	0.26 %
Total	6.26	8.58 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.32	10.01 %
KRI1	0.18	4.61 %
VPD1	0.14	4.14 %
KVP1	0.13	7.60 %
EPI1	0.12	4.51 %
RSP1	0.10	5.90 %
KAM1	0.10	3.92 %
APN1	0.09	6.62 %
MCR1	0.07	3.93 %
BMD1	0.07	4.78 %
EDP1	0.06	4.94 %
DPR1	0.03	2.18 %
SGG1	0.03	1.58 %
CMI1	0.02	1.21 %
TCG1	0.02	0.79 %
MTR1	0.01	0.88 %
PLC1	0.01	0.65 %
PMP1	0.01	1.23 %
PDR1	0.01	0.93 %
SGI1	0.01	0.73 %
DPR2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
OML1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	6.26	8.58 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	2.60	24.51 %
Fan	1.36	14.40 %
W.Heater	0.90	39.41 %
W-Purifi	0.48	12.72 %
Iron	0.40	54.88 %
Mixie	0.12	1.51 %
Total	5.85	15.96 %

Branch *	MTD Sales L	Brand Share %
MJR1	0.18	9.93 %
CH17	0.14	6.78 %
CH15	0.12	4.45 %
GPD1	0.09	7.44 %
CH34	0.07	4.38 %
CH33	0.07	5.81 %
CH41	0.06	6.98 %
CH44	0.06	5.81 %
CH31	0.04	9.47 %
PON1	0.04	7.97 %
CH46	0.04	4.54 %
UKI1	0.02	2.23 %
CH27	0.01	2.00 %
CH01	0.01	6.48 %
CH20	0.01	0.95 %
CH23	0.01	2.80 %
CH36	0.01	0.76 %
CH06		0.00 %
CH32		0.00 %
CH51		0.00 %
MC06		0.00 %
Total	5.85	15.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	2.25	15.35 %
Fan	1.95	17.12 %
W.Heater	0.62	21.56 %
Iron	0.50	55.57 %
Mixie	0.13	1.17 %
W-Purifi	0.09	0.98 %
Total	5.53	10.16 %

Branch *	MTD Sales L	Brand Share %
CH05	0.26	7.51 %
CH42	0.25	7.53 %
CH07	0.24	8.81 %
CH28	0.20	7.83 %
CH19	0.18	7.35 %
CH16	0.16	5.22 %
GUD2	0.14	10.89 %
GUD1	0.14	7.81 %
CH25	0.12	8.11 %
CH39	0.11	6.49 %
CH08	0.07	3.26 %
CH35	0.06	5.50 %
SKL1	0.05	4.42 %
MRM1	0.04	2.01 %
CH38	0.02	1.21 %
CH22	0.02	1.03 %
CH30	0.02	1.35 %
CH26	0.01	1.41 %
CH29	0.01	3.57 %
CH37		0.00 %
CZWH		0.00 %
KNR1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	5.53	10.16 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	2.06	23.65 %
Fan	2.06	27.36 %
W-Purifi	0.23	44.91 %
W.Heater	0.15	12.13 %
Iron	0.13	27.60 %
Total	4.63	19.05 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.22	11.33 %
POY2	0.17	10.90 %
TRK1	0.12	6.81 %
KML1	0.10	7.12 %
POY1	0.08	5.71 %
PRT1	0.06	5.52 %
VPM1	0.05	8.66 %
CDM1	0.04	3.93 %
STP1	0.03	4.67 %
TVM2	0.02	6.26 %
KLM1	0.02	1.87 %
TDM1	0.01	2.09 %
TVM1		0.00 %
VCM1		0.00 %
Total	4.63	19.05 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	1.72	14.15 %
Air-Cool	1.55	4.62 %
W.Heater	0.33	17.90 %
Iron	0.31	67.11 %
Mixie	0.06	0.54 %
Total	3.96	6.37 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.66	7.57 %
PLI1	0.30	8.69 %
UMP1	0.28	12.21 %
TPR2	0.27	11.15 %
TPR1	0.23	7.69 %
SNR1	0.21	4.91 %
SUL1	0.19	6.15 %
SYM2	0.15	8.19 %
AVI1	0.12	3.70 %
GBM1	0.08	7.02 %
PPI1	0.08	8.24 %
CBE4	0.06	1.91 %
KMD1	0.05	4.65 %
CBE5	0.04	2.85 %
KGM1	0.03	2.56 %
MPM1	0.03	1.49 %
PDM1	0.02	1.34 %
UAM1	0.02	3.38 %
ANR1	0.02	1.56 %
TPR3	0.02	0.72 %
TPR4	0.02	1.94 %
CNR1	0.01	3.52 %
CBE1	0.01	0.26 %
CBE3		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	3.96	6.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	1.81	14.21 %
Fan	0.85	10.11 %
W-Purifi	0.35	14.05 %
Iron	0.34	52.72 %
W.Heater	0.12	7.92 %
Total	3.46	10.90 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.37	9.88 %
TRR1	0.24	7.21 %
KPM1	0.07	7.10 %
ARC2	0.06	4.86 %
WJD1	0.05	4.91 %
ABR1	0.05	3.57 %
CPT1	0.04	4.41 %
WJP1	0.03	1.88 %
PLR1	0.02	1.80 %
VEL1	0.01	1.17 %
GDM1	0.01	1.89 %
TRT1	0.01	1.31 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
Total	3.46	10.90 %