



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

MTD Sales  
55.63 L

Brand Share %  
10.85 %

Information:

MTD : 01-05-2026 To 08-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **10.85 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	27.35	20.64 %
Air-Cool	18.43	9.49 %
Iron	3.12	41.70 %
W-Purifi	3.04	7.05 %
W.Heater	2.41	18.89 %
Small-Ap	1.01	8.36 %
Mixie	0.28	0.25 %
<b>Total</b>	<b>55.63</b>	<b>10.85 %</b>

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	9.87	14.65 %
SOUTH-01	9.74	12.00 %
CHENNAI-01	9.37	11.44 %
SOUTH-03	6.29	9.81 %
CHENNAI-02	5.01	9.75 %
SOUTH ARCOT	4.59	12.28 %
NORTH ARCOT	4.56	11.67 %
WEST-02	3.54	6.83 %
WEST-01	2.67	6.89 %
<b>Total</b>	<b>55.63</b>	<b>10.85 %</b>

## TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.98	16.92 %
Fan	4.21	21.98 %
W-Purifi	0.29	7.82 %
Iron	0.24	36.95 %
Small-Ap	0.10	7.84 %
Mixie	0.04	0.33 %
<b>Total</b>	<b>9.87</b>	<b>14.65 %</b>

Branch *	MTD Sales L	Brand Share %
PTK1	0.20	6.76 %
TNJ1	0.16	4.10 %
TRY4	0.14	10.37 %
NGT1	0.10	4.52 %
JKM1	0.10	5.28 %
KRN1	0.08	6.98 %
APM1	0.02	1.53 %
AYR1	0.01	0.80 %
MSI1	0.01	1.60 %
PDK1		0.00 %
TRY2		0.00 %
NMM1	-0.02	-0.81 %
<b>Total</b>	<b>9.87</b>	<b>14.65 %</b>

### SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	6.14	27.20 %
Air-Cool	1.92	7.73 %
Iron	0.79	51.07 %
W-Purifi	0.42	4.77 %
W.Heater	0.24	12.34 %
Small-Ap	0.20	7.81 %
Mixie	0.03	0.13 %
<b>Total</b>	<b>9.74</b>	<b>12.00 %</b>

Branch *	MTD Sales L	Brand Share %
NGR1	0.41	7.67 %
RND1	0.24	8.47 %
ERL2	0.20	8.78 %
VKM1	0.18	9.97 %
SVK1	0.14	7.51 %
TCN1	0.12	5.80 %
MMT1	0.08	5.68 %
SNL1	0.08	3.91 %
APK1	0.05	3.04 %
SDI1	0.05	5.48 %
STU2	0.05	6.98 %
ARM1	0.05	4.36 %
ASM1	0.04	3.47 %
VLY1	0.04	1.86 %
SKD1	0.03	3.45 %
PDI1	0.03	1.72 %
SGT1	0.01	1.57 %
COL1		0.00 %
KSM1		0.00 %
RPM1		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>9.74</b>	<b>12.00 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.88	12.32 %
Fan	3.11	15.30 %
W-Purifi	0.81	7.91 %
W.Heater	0.60	20.50 %
Iron	0.44	45.91 %
Small-Ap	0.40	18.62 %
Mixie	0.12	0.87 %
<b>Total</b>	<b>9.37</b>	<b>11.44 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	0.55	10.10 %
CH49	0.38	8.61 %
CH48	0.33	10.69 %
CH08	0.28	6.55 %
CH19	0.28	6.83 %
CH30	0.22	10.38 %
CH25	0.14	5.59 %
MRM1	0.12	5.62 %
CH39	0.11	3.07 %
TKM1	0.08	6.39 %
CH35	0.06	3.33 %
CH28	0.05	1.67 %
CH37	0.02	1.32 %
CH38	0.01	0.40 %
WHC3	0.01	1.40 %
CH22		0.00 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
WCHN		0.00 %
<b>Total</b>	<b>9.37</b>	<b>11.44 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Fan	4.14	22.73 %
Air-Cool	1.48	7.27 %
Iron	0.38	33.04 %
Small-Ap	0.15	6.85 %
W.Heater	0.15	17.35 %
<b>Total</b>	<b>6.29</b>	<b>9.81 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	0.66	8.93 %
MDU6	0.29	9.94 %
MDU5	0.24	10.34 %
MDU3	0.16	8.57 %
PNI1	0.15	9.95 %
TPT1	0.14	7.67 %
DGL2	0.13	7.88 %
TEN1	0.11	8.56 %
KKD3	0.10	3.44 %
TDI1	0.09	7.21 %
KPT1	0.08	5.91 %
MLR1	0.07	5.03 %
PNV2	0.07	4.80 %
MPA1	0.06	3.14 %
TMM1	0.06	1.75 %
SVG1	0.05	6.92 %
DKI1	0.04	3.01 %
BNR1	0.03	3.87 %
PKM1	0.03	4.22 %
KYK1	0.03	2.12 %
ODM1	0.02	3.99 %
CBM1		0.00 %
CMR1		0.00 %
NTM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
USL1		0.00 %
<b>Total</b>	<b>6.29</b>	<b>9.81 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.12	16.24 %
Air-Cool	1.68	7.93 %
W.Heater	0.56	37.44 %
Iron	0.38	47.44 %
W-Purifi	0.27	7.87 %
Total	5.01	9.75 %

Branch *	MTD Sales L	Brand Share %
CH15	0.31	6.97 %
CH43	0.28	10.18 %
CH18	0.15	3.62 %
CH03	0.15	5.90 %
GPD1	0.14	8.26 %
CH50	0.14	4.50 %
CH34	0.12	5.58 %
CH33	0.11	7.74 %
CH41	0.10	9.62 %
CH17	0.08	5.10 %
CH20	0.07	3.43 %
CH46	0.04	3.75 %
CH44	0.03	1.76 %
CH27	0.02	1.51 %
CH36	0.01	0.48 %
CH01		0.00 %
CH06		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	5.01	9.75 %

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.65	28.36 %
Air-Cool	1.21	7.53 %
Iron	0.28	44.95 %
W.Heater	0.24	35.46 %
W-Purifi	0.14	5.19 %
Mixie	0.07	0.88 %
Total	4.59	12.28 %

Branch *	MTD Sales L	Brand Share %
VCM2	0.26	10.79 %
CDM1	0.20	8.36 %
NVL2	0.14	4.61 %
SJI2	0.11	5.10 %
KML1	0.11	7.43 %
VCM1	0.07	5.84 %
TVM1	0.03	2.23 %
PRT1	0.02	1.34 %
KLM1	0.01	0.60 %
TDM1		0.00 %
TVM2		0.00 %
Total	4.59	12.28 %

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	1.95	12.47 %
Fan	1.76	16.60 %
W.Heater	0.30	31.59 %
Iron	0.27	41.12 %
W-Purifi	0.25	8.10 %
Mixie	0.03	0.39 %
Total	4.56	11.67 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.23	5.81 %
SLG1	0.14	9.77 %
KPM1	0.12	8.24 %
TRR1	0.10	4.57 %
ABR1	0.09	7.95 %
ARC2	0.07	6.81 %
WJD1	0.07	7.68 %
BGR1	0.06	5.22 %
VSI1	0.04	4.74 %
PTU1	0.02	2.56 %
ANI1	0.01	1.14 %
GDM1	0.01	1.25 %
CGM1	0.01	0.72 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	4.56	11.67 %

**WEST-02**

Property	MTD Sales L	Brand Share %
Fan	1.44	13.24 %
Air-Cool	1.27	5.91 %
W-Purifi	0.51	19.69 %
Iron	0.20	30.87 %
W.Heater	0.08	6.04 %
Small-Ap	0.04	7.69 %
<b>Total</b>	<b>3.54</b>	<b>6.83 %</b>

Branch *	MTD Sales L	Brand Share %
DPR2	0.18	9.22 %
KAM1	0.17	5.73 %
HSR2	0.16	8.17 %
BMD1	0.09	7.57 %
PLC1	0.06	2.66 %
SLM2	0.06	5.16 %
APN1	0.06	6.34 %
MCR1	0.06	3.74 %
KRI1	0.05	1.72 %
DPR1	0.04	2.05 %
SGG1	0.03	4.77 %
VPD1	0.02	2.26 %
EPI1	0.01	0.93 %
SLM3	0.01	0.43 %
VKL1	0.01	1.10 %
EDP1	0.01	1.81 %
CMI1	0.01	2.34 %
PDR1	0.01	1.53 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
TRM1		0.00 %
<b>Total</b>	<b>3.54</b>	<b>6.83 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Fan	1.78	21.28 %
W-Purifi	0.34	20.46 %
W.Heater	0.24	12.53 %
Iron	0.13	30.57 %
Small-Ap	0.11	10.10 %
Air-Cool	0.06	0.42 %
<b>Total</b>	<b>2.67</b>	<b>6.89 %</b>

Branch *	MTD Sales L	Brand Share %
SUL1	0.16	7.11 %
PDM1	0.10	9.41 %
CBE5	0.09	5.71 %
SYM2	0.07	5.57 %
AVI1	0.05	1.90 %
TPR3	0.05	5.10 %
UAM1	0.03	3.69 %
CNR1	0.02	2.44 %
KMD1	0.02	4.56 %
GBM1	0.01	0.61 %
SNR1		0.15 %
ANR1		0.00 %
CBE1		0.00 %
CBE4		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
<b>Total</b>	<b>2.67</b>	<b>6.89 %</b>