

MTD Sales
39.27 L

Brand Share %
10.49 %

Information:

MTD : 01-09-2026 To 08-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.49 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	17.99	22.45 %
W.Heater	6.53	14.16 %
Iron	5.84	56.61 %
W-Purifi	4.47	10.36 %
Chimney	2.96	11.90 %
Mixie	0.90	0.86 %
Small-Ap	0.41	3.43 %
Air-Cool	0.26	1.22 %
W-Disp	-0.08	-0.79 %
Total	39.27	10.49 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	7.23	12.56 %
CHENNAI-01	7.10	12.49 %
TRICHY-01	4.96	12.26 %
SOUTH-03	4.15	7.66 %
CHENNAI-02	3.56	8.66 %
NORTH ARCOT	3.49	13.18 %
WEST-01	3.19	11.66 %
SOUTH ARCOT	2.59	10.66 %
WEST-02	1.55	5.09 %
WEST-03	1.47	9.21 %
Total	39.27	10.49 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	3.65	23.17 %
Iron	1.35	61.58 %
Chimney	0.67	21.17 %
W.Heater	0.66	15.75 %
W-Purifi	0.61	10.33 %
Mixie	0.15	0.83 %
Small-Ap	0.10	6.12 %
Air-Cool	0.04	1.58 %
Total	7.23	12.56 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.22	6.34 %
VLY1	0.20	10.07 %
SNL1	0.17	7.70 %
SVK1	0.10	7.04 %
VKM1	0.09	10.29 %
STU2	0.09	6.90 %
ASM1	0.08	10.45 %
TCN1	0.08	3.96 %
KYR1	0.06	4.73 %
COL1	0.06	9.05 %
VNR1	0.05	9.00 %
PDI1	0.05	8.89 %
RPM1	0.05	2.91 %
SKD1	0.05	6.07 %
MAR1	0.04	3.08 %
TKS1	0.03	1.20 %
KGL1	0.01	1.80 %
MMT1	0.01	1.96 %
KSM1		0.00 %
WHTV		0.00 %
Total	7.23	12.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.45	35.03 %
W.Heater	1.57	14.55 %
W-Purifi	1.01	10.08 %
Iron	0.71	60.85 %
Chimney	0.27	9.70 %
Mixie	0.08	0.58 %
Total	7.10	12.49 %

Branch *	MTD Sales L	Brand Share %
CH49	0.28	8.46 %
CH48	0.26	8.19 %
CH16	0.25	7.28 %
CH42	0.21	9.53 %
CH45	0.17	6.80 %
CH05	0.14	3.23 %
GUD1	0.11	4.63 %
CH25	0.11	5.25 %
SKL1	0.10	7.13 %
CH30	0.09	5.53 %
GUD2	0.07	5.30 %
CH08	0.05	2.37 %
CH22	0.03	2.76 %
CH39	0.03	2.32 %
CH38	0.02	1.22 %
CH40		0.00 %
CZWH		0.00 %
Total	7.10	12.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.12	20.60 %
W.Heater	0.92	18.60 %
Chimney	0.62	32.10 %
W-Purifi	0.53	13.64 %
Iron	0.46	49.85 %
Mixie	0.27	2.09 %
Small-Ap	0.04	4.19 %
Total	4.96	12.26 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.15	4.64 %
ORU1	0.10	7.22 %
TRY4	0.10	4.90 %
JKM1	0.09	5.82 %
KIK1	0.09	5.78 %
KUM2	0.09	8.20 %
TRY3	0.07	5.84 %
TVR1	0.06	7.32 %
PDK2	0.04	3.52 %
TNJ1	0.04	2.58 %
KRN1	0.04	5.22 %
TYR1	0.03	1.73 %
PTK1	0.03	1.28 %
MSI1	0.02	2.54 %
TZSD		4.79 %
APM1		0.00 %
AYR1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TTP1		0.00 %
Total	4.96	12.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	2.22	14.58 %
Iron	0.98	59.40 %
W.Heater	0.50	9.47 %
W-Purifi	0.31	6.10 %
Chimney	0.15	3.35 %
Mixie	0.06	0.42 %
Air-Cool	0.01	0.45 %
W-Disp	-0.08	-3.32 %
Total	4.15	7.66 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.39	8.52 %
DGL1	0.35	7.88 %
MDU2	0.28	4.71 %
KKD3	0.17	6.73 %
MDU5	0.15	6.82 %
DKI1	0.12	8.25 %
TEN1	0.12	8.69 %
BNR1	0.10	7.41 %
PKM1	0.09	7.20 %
MDU7	0.08	7.39 %
PNV2	0.08	7.00 %
TDI1	0.08	8.98 %
MDU3	0.07	9.70 %
PVI1	0.07	8.79 %
TPT1	0.06	4.53 %
CBM1	0.06	4.57 %
DGL2	0.05	5.58 %
BTU1	0.05	5.83 %
ATG1	0.05	4.48 %
USL1	0.05	4.87 %
SVG1	0.03	4.06 %
CMR1	0.02	6.42 %
PNI1	0.02	2.75 %
MPA1	0.02	2.87 %
MDU4	0.02	1.76 %
ADP1	0.02	1.78 %
KYK1	0.02	2.99 %
SZSD	0.01	5.77 %
ODM1		0.00 %
SGP1		0.00 %
WHMD		0.00 %
MDU6	-0.02	-0.91 %
Total	4.15	7.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.48	21.51 %
W.Heater	0.84	15.41 %
Iron	0.46	54.55 %
Chimney	0.36	19.35 %
W-Purifi	0.34	7.04 %
Small-Ap	0.04	2.38 %
Air-Cool	0.04	0.52 %
Total	3.56	8.66 %

Branch *	MTD Sales L	Brand Share %
CH18	0.17	5.49 %
CH34	0.12	7.81 %
CH20	0.11	7.96 %
GPD1	0.10	9.12 %
CH50	0.09	4.79 %
CH43	0.08	5.03 %
CH03	0.05	2.04 %
CH12	0.03	1.87 %
CH23	0.03	9.16 %
MJR1	0.02	1.60 %
CH36	0.02	2.08 %
CH37	0.02	3.75 %
CH44	0.02	2.44 %
CH06	0.01	1.32 %
CH27	0.01	4.49 %
CH31	0.01	4.15 %
CH01		0.00 %
CH32		0.00 %
CH35		0.00 %
MC06		0.00 %
UK11		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	3.56	8.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.88	33.55 %
Iron	0.43	53.08 %
W-Purifi	0.35	11.48 %
W.Heater	0.31	8.48 %
Mixie	0.30	4.32 %
Chimney	0.17	8.54 %
Small-Ap	0.04	3.56 %
Total	3.49	13.18 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.14	7.45 %
SBR1	0.06	5.24 %
PLR1	0.04	7.41 %
KPM2	0.03	1.85 %
ANI1	0.02	4.16 %
VEL1	0.02	1.48 %
CYR1	0.02	9.03 %
WJD1	0.02	2.19 %
BGR1	0.01	0.91 %
CPT1	0.01	1.44 %
UGI1	0.01	1.36 %
VSI1	0.01	2.43 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
Total	3.49	13.18 %

WEST-01

Property	MTD Sales L	Brand Share %
W-Purifi	0.94	33.28 %
W.Heater	0.70	23.23 %
Fan	0.58	14.91 %
Chimney	0.44	13.53 %
Iron	0.40	57.34 %
Small-Ap	0.11	9.32 %
Air-Cool	0.03	0.89 %
Total	3.19	11.66 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.33	9.58 %
SNR1	0.12	7.46 %
CBE1	0.04	2.58 %
UMP1	0.03	2.97 %
CBE5	0.03	2.76 %
MPM1	0.03	1.31 %
PDM1	0.03	7.99 %
WZSD	0.03	0.85 %
CBE4	0.02	1.66 %
PPI1	0.02	3.17 %
UAM1	0.02	2.75 %
DPM2	0.02	2.29 %
ANR1	0.02	9.06 %
SUL1	0.01	1.02 %
KGI1	0.01	2.86 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	3.19	11.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.40	28.91 %
W.Heater	0.53	13.75 %
Iron	0.49	59.27 %
W-Purifi	0.17	6.00 %
Total	2.59	10.66 %

Branch *	MTD Sales L	Brand Share %
POY1	0.19	6.92 %
TRK1	0.14	6.61 %
CDM1	0.10	6.44 %
VCM2	0.09	6.80 %
KML1	0.08	7.69 %
NVL2	0.08	5.54 %
KLM1	0.04	4.40 %
PRT1	0.04	3.48 %
ULP1	0.04	3.87 %
TVM1	0.03	4.59 %
TVM2	0.02	4.75 %
TDM1	0.02	1.69 %
Total	2.59	10.66 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	0.79	15.18 %
Iron	0.29	36.22 %
W.Heater	0.23	7.11 %
Chimney	0.17	4.65 %
Mixie	0.05	0.52 %
Air-Cool	0.02	0.69 %
Total	1.55	5.09 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.12	6.38 %
DPR2	0.07	7.19 %
EPI1	0.06	5.77 %
EDP1	0.06	8.84 %
TRM1	0.05	3.57 %
MCR1	0.05	5.32 %
BMD1	0.04	6.34 %
KVP1	0.04	3.75 %
VPD1	0.03	2.53 %
PLC1	0.03	1.69 %
OML1	0.02	3.75 %
HRR1	0.02	1.72 %
KRI1	0.01	0.98 %
APN1	0.01	1.40 %
SGI1	0.01	1.08 %
PMP1	0.01	0.84 %
DPR1		0.00 %
HSR1		0.00 %
KAM1		0.00 %
MTR1		0.00 %
PNG1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
WHKP		0.00 %
Total	1.55	5.09 %

WEST-03

Property	MTD Sales L	Brand Share %
Fan	0.41	15.94 %
W.Heater	0.27	15.94 %
Iron	0.27	66.08 %
W-Purifi	0.22	11.32 %
Air-Cool	0.13	9.09 %
Chimney	0.11	11.26 %
Small-Ap	0.07	14.24 %
Total	1.47	9.21 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.08	4.77 %
AVI1	0.08	5.38 %
NKL2	0.05	4.06 %
SYM2	0.03	5.23 %
GBM1	0.02	4.48 %
VKL1	0.01	3.22 %
TPR1	0.01	0.86 %
CMI1	0.01	2.45 %
RSP1	0.01	2.00 %
KGM1	0.01	1.49 %
TCG1	0.01	1.66 %
TPR4	0.01	2.32 %
PDR1	0.01	1.53 %
KMM1		0.00 %
SGG1		0.00 %
Total	1.47	9.21 %