



# TN : HAVELLS Sales Performance 10/05/2026 8:09 AM

MTD Sales  
60.75 L

Brand Share %  
11.02 %

Information:

MTD : 01-05-2026 To 09-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **11.02 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	29.60	20.93 %
Air-Cool	19.80	9.81 %
W-Purifi	3.71	7.57 %
Iron	3.46	41.31 %
W.Heater	2.75	18.27 %
Small-Ap	1.05	7.78 %
Mixie	0.38	0.31 %
<b>Total</b>	<b>60.75</b>	<b>11.02 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.23	12.56 %
TRICHY-01	10.33	14.66 %
CHENNAI-01	10.01	11.42 %
SOUTH-03	7.04	9.95 %
CHENNAI-02	5.23	9.63 %
SOUTH ARCOT	4.98	12.44 %
NORTH ARCOT	4.81	11.74 %
WEST-02	3.68	6.70 %
WEST-01	3.44	8.09 %
<b>Total</b>	<b>60.75</b>	<b>11.02 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	7.03	28.01 %
Air-Cool	2.14	8.26 %
Iron	0.88	50.51 %
W.Heater	0.45	17.16 %
W-Purifi	0.42	4.38 %
Small-Ap	0.20	7.39 %
Mixie	0.12	0.55 %
<b>Total</b>	<b>11.23</b>	<b>12.56 %</b>

Branch *	MTD Sales L	Brand Share %
NGR1	0.41	7.34 %
RND1	0.27	8.23 %
ERL2	0.24	8.70 %
VKM1	0.19	9.82 %
SNL1	0.18	7.96 %
SVK1	0.15	7.90 %
TCN1	0.15	6.64 %
MMT1	0.08	4.55 %
PDI1	0.08	4.52 %
SDI1	0.08	7.48 %
APK1	0.06	3.36 %
ASM1	0.06	4.12 %
STU2	0.05	6.22 %
VLY1	0.04	1.76 %
COL1	0.04	3.95 %
KSM1	0.04	8.73 %
SKD1	0.03	2.91 %
SGT1	0.03	3.19 %
RPM1		0.00 %
WHTV		0.00 %
ARM1	-0.02	-1.76 %
<b>Total</b>	<b>11.23</b>	<b>12.56 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	5.26	17.35 %
Fan	4.32	21.90 %
Iron	0.31	39.26 %
W-Purifi	0.29	7.82 %
Small-Ap	0.10	7.26 %
Mixie	0.04	0.30 %
<b>Total</b>	<b>10.33</b>	<b>14.66 %</b>

Branch *	MTD Sales L	Brand Share %
PTK1	0.21	7.00 %
TNJ1	0.16	3.99 %
TRY4	0.14	9.01 %
NGT1	0.10	4.37 %
JKM1	0.10	5.09 %
KRN1	0.08	6.60 %
PDK1	0.03	3.37 %
APM1	0.03	2.10 %
AYR1	0.01	0.80 %
MSI1	0.01	1.60 %
TRY2		0.00 %
NMM1	-0.02	-0.81 %
<b>Total</b>	<b>10.33</b>	<b>14.66 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.17	12.78 %
Fan	3.39	15.53 %
W-Purifi	0.81	7.28 %
W.Heater	0.60	17.77 %
Iron	0.51	44.88 %
Small-Ap	0.40	16.87 %
Mixie	0.12	0.80 %
<b>Total</b>	<b>10.01</b>	<b>11.42 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	0.55	9.81 %
GUD1	0.46	10.49 %
CH49	0.38	8.51 %
CH19	0.36	7.31 %
CH48	0.34	10.40 %
CH08	0.28	6.04 %
CH30	0.22	10.38 %
TKM1	0.15	7.95 %
CH25	0.14	4.93 %
CH39	0.13	3.49 %
MRM1	0.12	5.62 %
CH29	0.07	11.00 %
CH35	0.07	3.47 %
CH28	0.07	1.94 %
CH37	0.02	1.32 %
CH40	0.01	3.10 %
CH38	0.01	0.38 %
WHC3	0.01	1.40 %
CH22		0.00 %
CH26		0.00 %
CZWH		0.00 %
WCHN		0.00 %
<b>Total</b>	<b>10.01</b>	<b>11.42 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Fan	4.45	23.03 %
Air-Cool	1.81	8.42 %
Iron	0.42	32.87 %
W.Heater	0.22	13.97 %
Small-Ap	0.15	5.71 %
<b>Total</b>	<b>7.04</b>	<b>9.95 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	0.82	10.44 %
MDU6	0.29	8.73 %
TPT1	0.19	9.24 %
TMM1	0.19	5.29 %
PNI1	0.15	9.95 %
MDU4	0.14	9.96 %
DGL2	0.13	7.40 %
TEN1	0.11	8.31 %
KKD3	0.10	2.66 %
TDI1	0.09	7.00 %
KPT1	0.08	5.75 %
MLR1	0.07	4.67 %
PNV2	0.07	3.56 %
MPA1	0.06	3.14 %
SVG1	0.05	4.44 %
DKI1	0.04	2.66 %
BNR1	0.03	3.87 %
PKM1	0.03	4.22 %
KYK1	0.03	2.09 %
ODM1	0.02	3.67 %
CBM1		0.00 %
CMR1		0.00 %
NTM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
USL1		0.00 %
<b>Total</b>	<b>7.04</b>	<b>9.95 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.27	16.30 %
Air-Cool	1.74	8.03 %
W.Heater	0.56	36.78 %
Iron	0.39	47.76 %
W-Purifi	0.27	6.44 %
<b>Total</b>	<b>5.23</b>	<b>9.63 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	0.31	6.56 %
CH43	0.30	10.23 %
CH50	0.20	6.35 %
CH18	0.15	3.47 %
CH03	0.15	5.50 %
GPD1	0.14	8.04 %
CH34	0.12	5.58 %
CH20	0.11	4.66 %
CH33	0.11	7.36 %
CH17	0.08	4.11 %
CH46	0.04	3.75 %
CH44	0.03	1.61 %
CH27	0.02	1.49 %
CH36	0.01	0.45 %
CH01		0.00 %
CH06		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
<b>Total</b>	<b>5.23</b>	<b>9.63 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.82	27.94 %
Air-Cool	1.39	8.32 %
Iron	0.33	46.66 %
W.Heater	0.24	32.14 %
W-Purifi	0.14	4.70 %
Mixie	0.07	0.80 %
<b>Total</b>	<b>4.98</b>	<b>12.44 %</b>

Branch *	MTD Sales L	Brand Share %
VCM2	0.26	10.70 %
CDM1	0.24	7.84 %
NVL2	0.14	4.54 %
SJI2	0.13	5.96 %
KML1	0.11	7.32 %
VCM1	0.07	5.48 %
TVM1	0.03	2.17 %
PRT1	0.02	1.26 %
KLM1	0.01	0.58 %
TDM1		0.00 %
TVM2		0.00 %
<b>Total</b>	<b>4.98</b>	<b>12.44 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	2.04	12.50 %
Fan	1.87	16.87 %
W.Heater	0.30	27.31 %
Iron	0.28	37.58 %
W-Purifi	0.25	7.71 %
Small-Ap	0.04	7.69 %
Mixie	0.03	0.37 %
Total	4.81	11.74 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.23	5.10 %
SLG1	0.16	10.88 %
KPM1	0.12	7.83 %
TRR1	0.10	4.54 %
ABR1	0.09	7.27 %
WJD1	0.07	7.31 %
BGR1	0.06	4.48 %
VSI1	0.04	4.74 %
PTU1	0.02	2.49 %
ANI1	0.01	1.09 %
GDM1	0.01	1.09 %
CGM1	0.01	0.72 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	4.81	11.74 %

**WEST-02**

Property	MTD Sales L	Brand Share %
Fan	1.58	13.63 %
Air-Cool	1.27	5.71 %
W-Purifi	0.51	17.60 %
Iron	0.21	28.00 %
W.Heater	0.08	6.04 %
Small-Ap	0.04	6.91 %
<b>Total</b>	<b>3.68</b>	<b>6.70 %</b>

Branch *	MTD Sales L	Brand Share %
DPR2	0.18	9.18 %
KAM1	0.17	5.46 %
HSR2	0.16	7.85 %
BMD1	0.09	7.57 %
DPR1	0.06	3.48 %
TRM1	0.06	8.00 %
PLC1	0.06	2.54 %
SLM2	0.06	4.42 %
APN1	0.06	6.34 %
MCR1	0.06	3.60 %
KRI1	0.05	1.57 %
SGG1	0.03	4.77 %
VPD1	0.02	2.26 %
EPI1	0.01	0.90 %
SLM3	0.01	0.40 %
VKL1	0.01	1.07 %
EDP1	0.01	1.64 %
CMI1	0.01	2.19 %
PDR1	0.01	1.53 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
<b>Total</b>	<b>3.68</b>	<b>6.70 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Fan	1.89	21.23 %
W-Purifi	1.02	35.56 %
W.Heater	0.30	14.12 %
Iron	0.14	31.90 %
Small-Ap	0.11	8.64 %
Air-Cool	-0.03	-0.21 %
<b>Total</b>	<b>3.44</b>	<b>8.09 %</b>

Branch *	MTD Sales L	Brand Share %
SUL1	0.16	6.55 %
PDM1	0.10	8.87 %
CBE5	0.09	5.63 %
TPR3	0.08	8.56 %
SYM2	0.08	6.53 %
AVI1	0.05	1.87 %
UAM1	0.03	3.16 %
KMD1	0.03	7.71 %
CNR1	0.02	2.19 %
GBM1	0.01	0.54 %
SNR1		0.14 %
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>3.44</b>	<b>8.09 %</b>