



TN : HAVELLS Sales Performance 11/05/2026 8:09 AM

MTD Sales
64.33 L

Brand Share %
10.89 %

Information:

MTD : 01-05-2026 To 10-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.89 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	31.74	20.94 %
Air-Cool	20.44	9.78 %
Iron	3.88	41.16 %
W-Purifi	3.82	7.06 %
W.Heater	2.84	17.27 %
Small-Ap	1.20	7.69 %
Mixie	0.42	0.31 %
Total	64.33	10.89 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	12.20	12.65 %
TRICHY-01	10.85	14.76 %
CHENNAI-01	10.32	10.91 %
SOUTH-03	7.63	10.15 %
CHENNAI-02	5.52	9.54 %
SOUTH ARCOT	5.28	12.59 %
NORTH ARCOT	4.92	11.03 %
WEST-02	3.88	6.50 %
WEST-01	3.73	7.97 %
Total	64.33	10.89 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	7.62	28.11 %
Air-Cool	2.42	8.99 %
Iron	0.98	50.34 %
W.Heater	0.45	15.21 %
W-Purifi	0.42	4.00 %
Small-Ap	0.20	6.74 %
Mixie	0.12	0.50 %
Total	12.20	12.65 %

Branch *	MTD Sales L	Brand Share %
VNR2	0.51	10.87 %
NGR1	0.44	7.13 %
RND1	0.27	8.12 %
ERL2	0.24	8.29 %
VKM1	0.21	10.43 %
SNL1	0.18	7.00 %
TCN1	0.18	7.60 %
SVK1	0.17	8.10 %
VNR1	0.15	10.24 %
ASM1	0.13	8.24 %
UDN1	0.11	10.15 %
SDI1	0.09	7.15 %
MMT1	0.08	4.35 %
PDI1	0.08	3.78 %
APK1	0.08	3.71 %
STU2	0.05	5.17 %
SKD1	0.05	4.60 %
VLY1	0.04	1.59 %
COL1	0.04	3.95 %
KSM1	0.04	8.73 %
SGT1	0.03	2.83 %
RPM1	0.01	0.55 %
ARM1		0.17 %
WHTV		0.00 %
Total	12.20	12.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	5.43	17.58 %
Fan	4.63	22.06 %
Iron	0.36	41.13 %
W-Purifi	0.29	7.50 %
Small-Ap	0.10	6.78 %
Mixie	0.04	0.28 %
Total	10.85	14.76 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.21	6.78 %
TNJ1	0.19	4.42 %
TRY4	0.14	8.94 %
NGT1	0.13	4.97 %
JKM1	0.10	4.93 %
KRN1	0.09	7.19 %
PDK1	0.05	4.61 %
APM1	0.03	2.06 %
AYR1	0.01	0.77 %
MSI1	0.01	1.52 %
TRY2		0.00 %
NMM1	-0.02	-0.80 %
Total	10.85	14.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.17	12.41 %
Fan	3.52	15.11 %
W-Purifi	0.81	6.34 %
W.Heater	0.60	16.96 %
Iron	0.58	45.55 %
Small-Ap	0.51	16.92 %
Mixie	0.12	0.71 %
Total	10.32	10.91 %

Branch *	MTD Sales L	Brand Share %
CH42	0.55	9.40 %
GUD1	0.46	10.18 %
CH49	0.38	8.05 %
CH48	0.36	9.01 %
CH19	0.36	6.34 %
CH08	0.32	6.18 %
GUD2	0.22	10.60 %
CH30	0.22	9.07 %
CH25	0.20	6.97 %
TKM1	0.15	7.44 %
CH39	0.14	3.68 %
MRM1	0.12	5.35 %
CH35	0.10	4.23 %
CH28	0.07	1.77 %
CH37	0.02	1.32 %
CH40	0.01	3.10 %
CH38	0.01	0.35 %
WHC3	0.01	1.40 %
CH22		0.00 %
CH26		0.00 %
CZWH		0.00 %
WCHN		0.00 %
Total	10.32	10.91 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	4.94	23.70 %
Air-Cool	1.80	8.22 %
Iron	0.48	33.43 %
W.Heater	0.22	13.50 %
Small-Ap	0.20	6.66 %
Total	7.63	10.15 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.82	9.94 %
MDU6	0.33	9.57 %
TMM1	0.24	6.87 %
KKD3	0.19	4.81 %
MDU4	0.15	9.89 %
PNI1	0.15	9.74 %
DGL2	0.13	6.82 %
TEN1	0.11	6.71 %
MPA1	0.10	5.06 %
KPT1	0.10	6.19 %
TDI1	0.09	7.04 %
MLR1	0.07	4.67 %
ADP1	0.07	10.82 %
PNV2	0.07	3.56 %
SVG1	0.06	5.30 %
PKM1	0.05	6.46 %
DKI1	0.04	2.25 %
BNR1	0.03	3.68 %
KYK1	0.03	1.85 %
ODM1	0.02	3.21 %
CBM1		0.00 %
CMR1		0.00 %
NTM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
USL1		0.00 %
Total	7.63	10.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.41	16.34 %
Air-Cool	1.74	7.72 %
W.Heater	0.56	36.78 %
Iron	0.44	49.20 %
W-Purifi	0.37	7.66 %
Total	5.52	9.54 %

Branch *	MTD Sales L	Brand Share %
CH03	0.33	10.41 %
CH15	0.31	6.09 %
CH43	0.30	10.04 %
CH50	0.20	5.94 %
CH18	0.16	3.60 %
GPD1	0.14	7.70 %
CH20	0.12	4.95 %
CH33	0.12	7.50 %
CH34	0.12	5.28 %
CH17	0.09	4.05 %
CH46	0.04	3.00 %
CH44	0.03	1.59 %
CH27	0.02	1.44 %
CH36	0.01	0.42 %
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	5.52	9.54 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.01	28.12 %
Air-Cool	1.48	8.70 %
Iron	0.35	44.10 %
W.Heater	0.24	28.16 %
W-Purifi	0.14	4.46 %
Mixie	0.07	0.75 %
Total	5.28	12.59 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.24	7.63 %
KKI2	0.18	10.81 %
NVL2	0.14	4.41 %
SJI2	0.14	6.15 %
KML1	0.12	8.04 %
VCM1	0.07	5.07 %
TVM1	0.03	2.17 %
PRT1	0.02	1.22 %
KLM1	0.01	0.57 %
TDM1		0.00 %
TVM2		0.00 %
Total	5.28	12.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	2.04	12.00 %
Fan	1.88	15.87 %
W.Heater	0.37	27.85 %
Iron	0.31	38.78 %
W-Purifi	0.25	6.41 %
Small-Ap	0.04	5.77 %
Mixie	0.03	0.33 %
Total	4.92	11.03 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.31	5.78 %
VEL1	0.28	10.79 %
SLG1	0.16	10.57 %
TRR1	0.13	5.10 %
KPM1	0.12	7.62 %
ABR1	0.09	6.93 %
WJD1	0.07	6.43 %
BGR1	0.06	4.48 %
VSI1	0.04	4.53 %
GDM1	0.02	2.10 %
PTU1	0.02	2.32 %
ANI1	0.01	1.02 %
CGM1	0.01	0.63 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	4.92	11.03 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.65	13.43 %
Air-Cool	1.37	5.71 %
W-Purifi	0.51	16.84 %
Iron	0.23	25.64 %
W.Heater	0.08	5.32 %
Small-Ap	0.04	6.33 %
Total	3.88	6.50 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.50	10.61 %
DPR2	0.18	9.13 %
HSR2	0.17	7.81 %
KAM1	0.17	5.46 %
BMD1	0.09	6.33 %
RSP1	0.09	9.65 %
TRM1	0.08	7.95 %
DPR1	0.06	3.48 %
PLC1	0.06	2.19 %
SLM2	0.06	3.79 %
APN1	0.06	5.39 %
MCR1	0.06	3.13 %
KRI1	0.05	1.55 %
SGG1	0.03	4.57 %
VPD1	0.02	1.65 %
EPI1	0.01	0.80 %
SLM3	0.01	0.38 %
VKL1	0.01	1.07 %
EDP1	0.01	1.53 %
CMI1	0.01	1.66 %
PDR1	0.01	1.53 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
Total	3.88	6.50 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	2.09	21.37 %
W-Purifi	1.02	31.39 %
W.Heater	0.33	13.86 %
Iron	0.16	29.68 %
Small-Ap	0.11	7.74 %
Mixie	0.04	0.28 %
Air-Cool	-0.03	-0.20 %
Total	3.73	7.97 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.16	6.16 %
PDM1	0.10	8.61 %
TPR3	0.10	8.58 %
CBE5	0.09	5.23 %
SYM2	0.08	6.53 %
AVI1	0.05	1.85 %
UAM1	0.03	3.07 %
KMD1	0.03	7.71 %
CNR1	0.02	1.97 %
GBM1	0.01	0.54 %
SNR1		0.13 %
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 %
Total	3.73	7.97 %