

MTD Sales
49.31 L

Brand Share %
10.47 %

Information:

MTD : 01-09-2026 To 10-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.47 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	22.67	22.24 %
W.Heater	7.90	14.07 %
Iron	7.26	57.24 %
W-Purifi	5.47	9.65 %
Chimney	3.99	12.59 %
Mixie	1.09	0.84 %
Small-Ap	0.56	3.64 %
Air-Cool	0.44	1.75 %
W-Disp	-0.08	-0.54 %
Total	49.31	10.47 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	9.66	12.69 %
CHENNAI-01	8.62	12.41 %
TRICHY-01	5.80	11.15 %
SOUTH-03	5.20	7.85 %
NORTH ARCOT	4.55	13.23 %
CHENNAI-02	4.40	9.13 %
WEST-01	3.78	11.32 %
SOUTH ARCOT	3.46	11.00 %
WEST-03	2.00	9.54 %
WEST-02	1.84	4.77 %
Total	49.31	10.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	4.59	22.43 %
Iron	1.66	59.94 %
W-Purifi	1.36	14.11 %
W.Heater	1.09	19.08 %
Chimney	0.67	16.38 %
Mixie	0.15	0.65 %
Small-Ap	0.10	5.03 %
Air-Cool	0.04	1.24 %
Total	9.66	12.69 %

Branch *	MTD Sales L	Brand Share %
RND2	0.26	8.59 %
VLY1	0.23	8.17 %
TCN1	0.19	7.11 %
SDI1	0.17	10.06 %
SNL1	0.17	6.80 %
SVK1	0.11	5.95 %
TKY1	0.11	7.67 %
VKM1	0.11	9.44 %
ASM1	0.09	7.01 %
STU2	0.09	6.74 %
PDI1	0.07	9.62 %
KYR1	0.06	4.00 %
TKS1	0.06	1.90 %
SGT1	0.06	9.84 %
RPM1	0.06	1.93 %
SKD1	0.06	5.19 %
VNR1	0.05	6.57 %
COL1	0.05	5.61 %
MAR1	0.04	2.49 %
KGL1	0.03	5.33 %
MMT1	0.01	1.09 %
KSM1		0.00 %
WHTV		0.00 %
Total	9.66	12.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	4.30	33.21 %
W.Heater	1.83	14.05 %
W-Purifi	1.11	9.79 %
Iron	0.86	61.98 %
Chimney	0.27	7.26 %
Mixie	0.12	0.71 %
Air-Cool	0.07	7.03 %
Small-Ap	0.06	2.32 %
Total	8.62	12.41 %

Branch *	MTD Sales L	Brand Share %
CH49	0.40	8.66 %
CH16	0.39	9.87 %
CH45	0.27	9.47 %
CH42	0.26	7.79 %
CH48	0.26	6.96 %
CH05	0.21	4.30 %
CH25	0.12	4.44 %
CH30	0.12	6.46 %
GUD1	0.11	3.71 %
GUD2	0.11	6.56 %
CH26	0.10	9.51 %
CH08	0.08	2.71 %
CH38	0.05	2.73 %
CH39	0.04	3.46 %
CH22	0.03	2.28 %
CH40		0.00 %
CZWH		0.00 %
Total	8.62	12.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.68	20.60 %
W.Heater	1.03	17.47 %
Chimney	0.62	23.54 %
Iron	0.56	48.54 %
W-Purifi	0.53	11.03 %
Mixie	0.34	1.98 %
Small-Ap	0.04	3.32 %
Total	5.80	11.15 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.22	10.16 %
JKM1	0.17	8.81 %
MVM1	0.17	3.59 %
TRY4	0.13	5.36 %
KUM2	0.12	8.34 %
ORU1	0.11	7.19 %
PDK2	0.10	6.16 %
PBR1	0.10	10.02 %
TNJ1	0.09	4.60 %
KIK1	0.09	5.07 %
TRY3	0.07	4.92 %
TYR1	0.06	3.24 %
PTK1	0.04	1.41 %
KRN1	0.04	4.46 %
MSI1	0.02	2.17 %
TTP1	0.01	1.06 %
TZSD		4.79 %
APM1		0.00 %
AYR1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
Total	5.80	11.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	2.95	15.86 %
Iron	1.26	61.38 %
W.Heater	0.50	8.59 %
W-Purifi	0.31	4.08 %
Chimney	0.15	2.95 %
Mixie	0.06	0.35 %
Small-Ap	0.04	2.33 %
Air-Cool	0.01	0.39 %
W-Disp	-0.08	-3.05 %
Total	5.20	7.85 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.51	8.60 %
DGL1	0.41	7.65 %
MDU2	0.34	5.04 %
KKD3	0.20	7.07 %
MDU5	0.17	7.09 %
TMM1	0.16	9.52 %
BNR1	0.13	8.19 %
KRR1	0.12	8.00 %
TEN1	0.12	8.43 %
MLR1	0.11	8.98 %
TPT1	0.10	5.72 %
USL1	0.10	8.48 %
MDU7	0.10	5.91 %
CBM1	0.09	5.07 %
PKM1	0.09	5.44 %
ATG1	0.08	6.46 %
PNV2	0.08	6.43 %
TDI1	0.08	8.14 %
MDU3	0.07	6.30 %
PNI1	0.07	5.60 %
MPA1	0.06	5.64 %
ADP1	0.05	3.76 %
BTU1	0.05	3.49 %
MDU4	0.05	4.36 %
SVG1	0.03	3.01 %
CMR1	0.02	6.42 %
KYK1	0.02	2.69 %
SZSD	0.01	5.09 %
ODM1		0.00 %
SGP1		0.00 %
WHMD		0.00 %
MDU6		0.00 %
Total	5.20	7.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.37	31.03 %
Chimney	0.61	19.12 %
Iron	0.54	55.10 %
W-Purifi	0.35	8.51 %
Mixie	0.33	3.73 %
W.Heater	0.31	7.14 %
Small-Ap	0.04	2.63 %
Total	4.55	13.23 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.16	6.38 %
SBR1	0.09	6.02 %
KPM2	0.09	3.49 %
VEL1	0.06	2.92 %
CYR1	0.04	8.89 %
PLR1	0.04	6.94 %
ANI1	0.03	4.93 %
GDM1	0.03	3.27 %
WJD1	0.02	1.38 %
BGR1	0.01	0.84 %
CPT1	0.01	1.07 %
UGI1	0.01	1.32 %
VSI1	0.01	2.13 %
KPM1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
Total	4.55	13.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.73	20.54 %
W.Heater	0.98	16.23 %
Chimney	0.66	26.51 %
Iron	0.58	58.63 %
W-Purifi	0.32	5.42 %
Small-Ap	0.09	4.16 %
Air-Cool	0.04	0.50 %
Total	4.40	9.13 %

Branch *	MTD Sales L	Brand Share %
CH18	0.19	5.65 %
CH34	0.17	9.46 %
PON1	0.13	9.40 %
GPD1	0.12	9.79 %
CH50	0.11	4.85 %
CH20	0.11	7.33 %
CH43	0.08	4.29 %
CH03	0.05	1.53 %
MJR1	0.04	2.46 %
CH12	0.03	1.82 %
CH23	0.03	9.16 %
CH36	0.02	1.53 %
CH37	0.02	2.77 %
CH44	0.02	1.49 %
CH06	0.01	1.03 %
CH27	0.01	2.39 %
CH35	0.01	0.64 %
CH31	0.01	2.97 %
CH51	0.01	-122.36 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.10	10.06 %
Total	4.40	9.13 %

WEST-01

Property	MTD Sales L	Brand Share %
W-Purifi	1.03	28.39 %
W.Heater	0.98	22.33 %
Fan	0.62	14.14 %
Chimney	0.58	13.73 %
Iron	0.44	54.56 %
Small-Ap	0.11	7.71 %
Air-Cool	0.03	0.83 %
Total	3.78	11.32 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.33	8.34 %
CBE4	0.15	8.90 %
SNR1	0.12	6.41 %
UMP1	0.05	2.90 %
CBE1	0.04	2.29 %
PDM1	0.04	7.67 %
CBE5	0.03	2.47 %
MPM1	0.03	1.11 %
WZSD	0.03	0.85 %
PPI1	0.02	3.04 %
UAM1	0.02	1.99 %
DPM2	0.02	1.74 %
ANR1	0.02	4.65 %
SUL1	0.01	0.89 %
KGI1	0.01	0.98 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	3.78	11.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.04	32.77 %
Iron	0.64	61.87 %
W.Heater	0.55	11.22 %
W-Purifi	0.17	4.37 %
Mixie	0.05	0.48 %
Total	3.46	11.00 %

Branch *	MTD Sales L	Brand Share %
POY1	0.25	7.48 %
CDM1	0.15	6.56 %
TRK1	0.15	5.32 %
KML1	0.10	7.46 %
NVL2	0.09	4.77 %
ULP1	0.08	5.89 %
PRT1	0.06	4.10 %
KLM1	0.05	4.69 %
MKM1	0.03	6.17 %
TVM1	0.03	4.04 %
TVM2	0.02	4.55 %
TDM1	0.02	1.60 %
Total	3.46	11.00 %

WEST-03

Property	MTD Sales L	Brand Share %
Fan	0.49	12.86 %
Iron	0.33	66.87 %
W-Purifi	0.30	11.78 %
W.Heater	0.30	13.42 %
Chimney	0.27	19.48 %
Air-Cool	0.24	12.00 %
Small-Ap	0.07	11.40 %
Total	2.00	9.54 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.10	5.05 %
TPR1	0.10	4.12 %
AVI1	0.08	4.48 %
NKL2	0.05	2.82 %
RSP1	0.05	6.34 %
SYM2	0.04	7.71 %
KGM1	0.02	2.46 %
GBM1	0.02	3.40 %
VKL1	0.01	2.90 %
CMI1	0.01	2.13 %
KMM1	0.01	1.28 %
TCG1	0.01	1.19 %
TPR4	0.01	1.38 %
PDR1	0.01	0.87 %
SGG1		0.00 %
Total	2.00	9.54 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	0.90	14.02 %
Iron	0.38	37.95 %
W.Heater	0.32	8.69 %
Chimney	0.17	4.47 %
Mixie	0.05	0.44 %
Air-Cool	0.02	0.52 %
Total	1.84	4.77 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.14	5.73 %
DPR2	0.08	7.91 %
KVP1	0.08	7.49 %
EDP1	0.07	7.93 %
EPI1	0.06	5.08 %
BMD1	0.05	6.31 %
TRM1	0.05	2.82 %
MCR1	0.05	4.24 %
VPD1	0.03	2.20 %
PLC1	0.03	1.66 %
KAM1	0.03	2.10 %
OML1	0.02	2.62 %
WZWH	0.02	9.76 %
APN1	0.02	2.00 %
HRR1	0.02	1.50 %
PMP1	0.02	1.52 %
SGI1	0.02	1.57 %
KRI1	0.01	0.79 %
DPR1	0.01	0.98 %
HSR1		0.00 %
MTR1		0.00 %
PNG1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
WHKP		0.00 %
Total	1.84	4.77 %