



TN : HAVELLS Sales Performance 12/05/2026 8:09 AM

MTD Sales
67.67 L

Brand Share %
10.75 %

Information:

MTD : 01-05-2026 To 11-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.75 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fan | 33.15 | 20.73 % |
| Air-Cool | 21.53 | 9.96 % |
| Iron | 4.19 | 40.84 % |
| W-Purifi | 4.02 | 7.03 % |
| W.Heater | 2.98 | 17.13 % |
| Small-Ap | 1.38 | 7.69 % |
| Mixie | 0.42 | 0.28 % |
| Total | 67.67 | 10.75 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| SOUTH-01 | 12.99 | 12.40 % |
| TRICHY-01 | 11.13 | 14.26 % |
| CHENNAI-01 | 10.68 | 10.51 % |
| SOUTH-03 | 8.14 | 10.13 % |
| CHENNAI-02 | 5.71 | 9.47 % |
| SOUTH ARCOT | 5.55 | 12.68 % |
| NORTH ARCOT | 5.38 | 11.37 % |
| WEST-02 | 4.15 | 6.52 % |
| WEST-01 | 3.93 | 7.91 % |
| Total | 67.67 | 10.75 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fan | 8.08 | 27.85 % |
| Air-Cool | 2.59 | 9.15 % |
| Iron | 1.08 | 49.48 % |
| W.Heater | 0.51 | 16.88 % |
| W-Purifi | 0.42 | 3.61 % |
| Small-Ap | 0.20 | 5.98 % |
| Mixie | 0.12 | 0.44 % |
| Total | 12.99 | 12.40 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| NGR1 | 0.50 | 7.75 % |
| RND1 | 0.28 | 7.95 % |
| ERL2 | 0.24 | 7.98 % |
| VKM1 | 0.22 | 10.48 % |
| SNL1 | 0.18 | 6.67 % |
| TCN1 | 0.18 | 6.36 % |
| SVK1 | 0.17 | 7.69 % |
| VNR1 | 0.15 | 10.24 % |
| ASM1 | 0.13 | 7.01 % |
| UDN1 | 0.11 | 9.84 % |
| APK1 | 0.10 | 4.96 % |
| SDI1 | 0.09 | 7.15 % |
| MMT1 | 0.08 | 3.95 % |
| PDI1 | 0.08 | 3.69 % |
| ARM1 | 0.07 | 5.20 % |
| STU2 | 0.05 | 4.88 % |
| SKD1 | 0.05 | 4.24 % |
| VLY1 | 0.04 | 1.58 % |
| COL1 | 0.04 | 3.64 % |
| KSM1 | 0.04 | 7.83 % |
| SGT1 | 0.03 | 2.52 % |
| RPM1 | 0.03 | 0.96 % |
| S2SD | | 0.00 % |
| WHTV | | 0.00 % |
| Total | 12.99 | 12.40 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 5.49 | 17.29 % |
| Fan | 4.75 | 21.84 % |
| Iron | 0.40 | 39.95 % |
| W-Purifi | 0.29 | 6.97 % |
| Small-Ap | 0.15 | 8.23 % |
| Mixie | 0.04 | 0.25 % |
| Total | 11.13 | 14.26 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| PTK1 | 0.21 | 6.76 % |
| TNJ1 | 0.19 | 4.09 % |
| TRY4 | 0.15 | 9.21 % |
| NGT1 | 0.15 | 5.61 % |
| JKM1 | 0.10 | 4.93 % |
| KRN1 | 0.09 | 5.30 % |
| PDK1 | 0.06 | 5.70 % |
| APM1 | 0.03 | 2.04 % |
| AYR1 | 0.01 | 0.75 % |
| MSI1 | 0.01 | 1.46 % |
| TRY2 | 0.01 | 4.37 % |
| TZSD | | 0.00 % |
| NMM1 | -0.02 | -0.73 % |
| Total | 11.13 | 14.26 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 4.22 | 12.25 % |
| Fan | 3.67 | 15.31 % |
| W-Purifi | 0.81 | 6.31 % |
| Small-Ap | 0.63 | 15.32 % |
| Iron | 0.62 | 45.14 % |
| W.Heater | 0.60 | 16.94 % |
| Mixie | 0.12 | 0.57 % |
| Total | 10.68 | 10.51 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| CH42 | 0.55 | 9.12 % |
| GUD1 | 0.46 | 9.80 % |
| CH48 | 0.40 | 9.23 % |
| CH49 | 0.38 | 7.70 % |
| CH19 | 0.36 | 6.19 % |
| CH08 | 0.36 | 5.76 % |
| GUD2 | 0.22 | 10.60 % |
| CH30 | 0.22 | 8.87 % |
| CH25 | 0.20 | 6.97 % |
| TKM1 | 0.15 | 6.85 % |
| CH39 | 0.14 | 3.63 % |
| MRM1 | 0.12 | 5.32 % |
| CH35 | 0.10 | 4.49 % |
| CH28 | 0.07 | 1.71 % |
| CH37 | 0.02 | 1.26 % |
| CH40 | 0.01 | 3.10 % |
| CH38 | 0.01 | 0.33 % |
| WHC3 | 0.01 | 0.21 % |
| CH22 | | 0.00 % |
| CH26 | | 0.00 % |
| CZWH | | 0.00 % |
| WCHN | | 0.00 % |
| Total | 10.68 | 10.51 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Fan | 5.19 | 23.25 % |
| Air-Cool | 2.02 | 8.89 % |
| Iron | 0.51 | 32.51 % |
| W.Heater | 0.22 | 12.78 % |
| Small-Ap | 0.20 | 6.33 % |
| Total | 8.14 | 10.13 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| DGL1 | 0.82 | 9.77 % |
| MDU6 | 0.33 | 8.52 % |
| TMM1 | 0.26 | 6.90 % |
| KKD3 | 0.19 | 4.75 % |
| MDU4 | 0.15 | 9.72 % |
| PNI1 | 0.15 | 8.85 % |
| DGL2 | 0.14 | 7.04 % |
| TEN1 | 0.11 | 5.43 % |
| SVG1 | 0.11 | 7.55 % |
| MPA1 | 0.10 | 4.74 % |
| KPT1 | 0.10 | 5.59 % |
| TDI1 | 0.09 | 6.39 % |
| PNV2 | 0.08 | 4.23 % |
| MLR1 | 0.07 | 4.45 % |
| ADP1 | 0.07 | 10.43 % |
| PKM1 | 0.05 | 6.20 % |
| DKI1 | 0.04 | 1.99 % |
| BNR1 | 0.03 | 3.05 % |
| KYK1 | 0.03 | 1.82 % |
| ODM1 | 0.02 | 3.21 % |
| CBM1 | | 0.00 % |
| CMR1 | | 0.00 % |
| NTM1 | | 0.00 % |
| PVI1 | | 0.00 % |
| SGP1 | | 0.00 % |
| SZSD | | 0.00 % |
| USL1 | | 0.00 % |
| Total | 8.14 | 10.13 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan | 2.50 | 16.15 % |
| Air-Cool | 1.83 | 7.89 % |
| W.Heater | 0.56 | 36.65 % |
| Iron | 0.44 | 47.46 % |
| W-Purifi | 0.37 | 7.27 % |
| Total | 5.71 | 9.47 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03 | 0.33 | 9.81 % |
| CH15 | 0.31 | 6.02 % |
| CH43 | 0.30 | 9.69 % |
| CH50 | 0.20 | 5.84 % |
| CH18 | 0.16 | 3.47 % |
| GPD1 | 0.14 | 7.28 % |
| CH20 | 0.12 | 4.87 % |
| CH33 | 0.12 | 7.27 % |
| CH34 | 0.12 | 5.13 % |
| CH17 | 0.09 | 3.65 % |
| CH46 | 0.06 | 3.79 % |
| CH44 | 0.03 | 1.49 % |
| CH27 | 0.02 | 1.37 % |
| CH36 | 0.01 | 0.41 % |
| 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 | 5.71 | 9.47 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan | 3.12 | 27.84 % |
| Air-Cool | 1.57 | 8.99 % |
| Iron | 0.41 | 47.50 % |
| W.Heater | 0.24 | 28.16 % |
| W-Purifi | 0.14 | 4.46 % |
| Mixie | 0.07 | 0.69 % |
| Total | 5.55 | 12.68 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| NVL2 | 0.24 | 7.02 % |
| CDM1 | 0.24 | 7.56 % |
| SJI2 | 0.14 | 5.98 % |
| KML1 | 0.12 | 7.92 % |
| VCM1 | 0.07 | 4.85 % |
| TVM1 | 0.03 | 2.08 % |
| PRT1 | 0.02 | 1.18 % |
| KLM1 | 0.01 | 0.57 % |
| TDM1 | | 0.00 % |
| TVM2 | | 0.00 % |
| Total | 5.55 | 12.68 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Air-Cool | 2.19 | 12.53 % |
| Fan | 1.99 | 15.63 % |
| W-Purifi | 0.45 | 10.56 % |
| W.Heater | 0.37 | 24.46 % |
| Iron | 0.31 | 39.49 % |
| Small-Ap | 0.04 | 5.38 % |
| Mixie | 0.03 | 0.30 % |
| Total | 5.38 | 11.37 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| KPM2 | 0.31 | 5.41 % |
| VEL1 | 0.28 | 10.64 % |
| SLG1 | 0.16 | 10.03 % |
| KPM1 | 0.14 | 8.58 % |
| TRR1 | 0.13 | 4.61 % |
| ABR1 | 0.12 | 8.97 % |
| WJD1 | 0.07 | 5.83 % |
| BGR1 | 0.06 | 4.15 % |
| VSI1 | 0.04 | 4.07 % |
| GDM1 | 0.02 | 2.10 % |
| PTU1 | 0.02 | 2.32 % |
| ANI1 | 0.01 | 0.99 % |
| CPT1 | 0.01 | 0.93 % |
| CGM1 | 0.01 | 0.61 % |
| CYR1 | | 0.00 % |
| PLR1 | | 0.00 % |
| TRT1 | | 0.00 % |
| UGI1 | | 0.00 % |
| WJP1 | | 0.00 % |
| Total | 5.38 | 11.37 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan | 1.65 | 12.59 % |
| Air-Cool | 1.56 | 6.22 % |
| W-Purifi | 0.51 | 17.44 % |
| Iron | 0.24 | 24.75 % |
| W.Heater | 0.15 | 9.58 % |
| Small-Ap | 0.04 | 5.35 % |
| Total | 4.15 | 6.52 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| ERD2 | 0.50 | 10.40 % |
| HSR2 | 0.25 | 10.69 % |
| DPR2 | 0.18 | 9.13 % |
| KAM1 | 0.17 | 5.26 % |
| BMD1 | 0.09 | 6.10 % |
| RSP1 | 0.09 | 7.66 % |
| TRM1 | 0.08 | 6.93 % |
| DPR1 | 0.06 | 3.40 % |
| PLC1 | 0.06 | 2.07 % |
| SLM2 | 0.06 | 3.56 % |
| APN1 | 0.06 | 5.28 % |
| MCR1 | 0.06 | 2.83 % |
| KRI1 | 0.05 | 1.40 % |
| SGG1 | 0.03 | 4.28 % |
| VPD1 | 0.02 | 1.47 % |
| EPI1 | 0.01 | 0.77 % |
| SLM3 | 0.01 | 0.36 % |
| VKL1 | 0.01 | 1.07 % |
| EDP1 | 0.01 | 1.53 % |
| HSR1 | 0.01 | 0.34 % |
| CMI1 | 0.01 | 1.35 % |
| PDR1 | 0.01 | 1.91 % |
| HRR1 | | 0.00 % |
| KMM1 | | 0.00 % |
| KVP1 | | 0.00 % |
| PMP1 | | 0.00 % |
| SGI1 | | 0.00 % |
| WZWH | | 0.00 % |
| Total | 4.15 | 6.52 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan | 2.19 | 21.26 % |
| W-Purifi | 1.02 | 31.39 % |
| W.Heater | 0.33 | 12.85 % |
| Iron | 0.17 | 30.55 % |
| Small-Ap | 0.11 | 7.47 % |
| Air-Cool | 0.05 | 0.34 % |
| Mixie | 0.04 | 0.25 % |
| Total | 3.93 | 7.91 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| SUL1 | 0.16 | 6.16 % |
| PDM1 | 0.14 | 9.95 % |
| SYM2 | 0.10 | 7.39 % |
| TPR3 | 0.10 | 7.98 % |
| CBE5 | 0.09 | 5.17 % |
| AVI1 | 0.05 | 1.79 % |
| UAM1 | 0.03 | 2.50 % |
| KMD1 | 0.03 | 6.98 % |
| CBE6 | 0.02 | 0.98 % |
| CNR1 | 0.02 | 1.81 % |
| GBM1 | 0.01 | 0.54 % |
| SNR1 | | 0.12 % |
| ANR1 | | 0.00 % |
| CBE1 | | 0.00 % |
| CBE4 | | 0.00 % |
| DPM2 | | 0.00 % |
| GDR1 | | 0.00 % |
| KGM1 | | 0.00 % |
| PPI1 | | 0.00 % |
| TPR1 | | 0.00 % |
| TPR4 | | 0.00 % |
| UMP1 | | 0.00 % |
| WZSD | | 0.00 % |
| Total | 3.93 | 7.91 % |