

MTD Sales
55.32 L

Brand Share %
10.60 %

Information:

MTD : 01-09-2026 To 11-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.60 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	25.32	21.92 %
W.Heater	8.67	14.23 %
Iron	7.98	56.82 %
W-Purifi	6.35	10.30 %
Chimney	4.54	13.49 %
Mixie	1.27	0.87 %
Small-Ap	0.73	4.28 %
Air-Cool	0.54	1.95 %
W-Disp	-0.08	-0.47 %
Total	55.32	10.60 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	10.76	12.55 %
CHENNAI-01	9.54	12.73 %
TRICHY-01	6.69	11.47 %
SOUTH-03	5.85	7.83 %
NORTH ARCOT	4.76	12.61 %
CHENNAI-02	4.72	8.95 %
WEST-01	4.51	12.19 %
SOUTH ARCOT	3.86	10.97 %
WEST-03	2.44	10.72 %
WEST-02	2.20	5.17 %
Total	55.32	10.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	5.19	22.05 %
Iron	1.84	59.74 %
W-Purifi	1.54	15.21 %
W.Heater	1.18	18.84 %
Chimney	0.67	16.38 %
Mixie	0.15	0.56 %
Small-Ap	0.14	5.91 %
Air-Cool	0.04	1.17 %
Total	10.76	12.55 %

Branch *	MTD Sales L	Brand Share %
RND2	0.27	8.50 %
VLY1	0.26	7.63 %
TCN1	0.22	7.42 %
SDI1	0.22	10.41 %
SNL1	0.19	7.06 %
TKY1	0.13	8.39 %
SVK1	0.11	4.88 %
STU2	0.10	7.54 %
ASM1	0.09	6.36 %
RPM1	0.08	2.44 %
KYR1	0.07	4.19 %
PDI1	0.07	7.38 %
TKS1	0.06	1.66 %
MMT1	0.06	6.68 %
SGT1	0.06	8.59 %
SKD1	0.06	4.88 %
VNR1	0.05	5.36 %
KGL1	0.05	5.75 %
COL1	0.05	5.43 %
S2SD	0.04	10.37 %
MAR1	0.04	2.02 %
KSM1		0.00 %
WHTV		0.00 %
Total	10.76	12.55 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	4.89	34.06 %
W.Heater	2.02	14.73 %
W-Purifi	1.11	9.28 %
Iron	0.95	63.07 %
Chimney	0.27	7.26 %
Mixie	0.12	0.64 %
Small-Ap	0.11	3.67 %
Air-Cool	0.07	6.48 %
Total	9.54	12.73 %

Branch *	MTD Sales L	Brand Share %
CH49	0.40	8.20 %
CH16	0.39	9.30 %
CH48	0.29	7.17 %
CH45	0.27	9.32 %
CH42	0.26	6.90 %
CH05	0.23	4.38 %
GUD1	0.18	5.68 %
CH25	0.12	3.94 %
CH30	0.12	5.85 %
GUD2	0.11	6.56 %
CH26	0.10	9.33 %
CH08	0.08	2.65 %
CH38	0.05	2.43 %
CH39	0.04	2.95 %
CH22	0.03	1.93 %
CH40		0.00 %
CZWH		0.00 %
Total	9.54	12.73 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.92	19.78 %
W.Heater	1.07	16.02 %
Chimney	0.90	27.31 %
W-Purifi	0.79	14.50 %
Iron	0.61	47.09 %
Mixie	0.37	1.98 %
Small-Ap	0.04	2.97 %
Total	6.69	11.47 %

Branch *	MTD Sales L	Brand Share %
JKM1	0.23	10.42 %
TNJ2	0.22	9.18 %
MVM1	0.20	3.96 %
TRY4	0.13	5.04 %
KUM2	0.12	6.79 %
PBR1	0.11	9.04 %
ORU1	0.11	6.48 %
KIK1	0.10	4.58 %
PDK2	0.10	5.81 %
TNJ1	0.09	3.80 %
TRY3	0.07	4.82 %
TYR1	0.06	2.90 %
PTK1	0.05	1.57 %
TTP1	0.05	4.57 %
KRN1	0.04	4.06 %
MSI1	0.02	2.13 %
TZSD		1.07 %
APM1		0.00 %
AYR1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
Total	6.69	11.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	3.30	15.29 %
Iron	1.37	59.50 %
W.Heater	0.50	7.93 %
W-Purifi	0.39	4.61 %
Mixie	0.17	0.84 %
Chimney	0.15	2.76 %
Small-Ap	0.04	2.09 %
Air-Cool	0.01	0.32 %
W-Disp	-0.08	-2.80 %
Total	5.85	7.83 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.51	7.85 %
MDU2	0.45	6.06 %
DGL1	0.43	7.08 %
KKD3	0.25	6.95 %
MDU5	0.17	6.07 %
TMM1	0.16	8.54 %
NKI1	0.16	9.50 %
BNR1	0.13	7.76 %
TEN1	0.12	8.19 %
MDU7	0.12	6.42 %
KRR1	0.12	6.21 %
MLR1	0.11	8.56 %
TPT1	0.10	4.98 %
USL1	0.10	8.37 %
TDI1	0.09	8.00 %
CBM1	0.09	4.68 %
PKM1	0.09	5.29 %
BTU1	0.08	5.73 %
PNV2	0.08	6.13 %
MDU3	0.07	5.61 %
PNI1	0.07	5.28 %
MDU4	0.06	5.09 %
MPA1	0.06	5.45 %
ADP1	0.05	3.76 %
SVG1	0.03	2.60 %
CMR1	0.02	6.05 %
KYK1	0.02	2.03 %
SZSD	0.01	3.05 %
ODM1		0.00 %
SGP1		0.00 %
WHMD		0.00 %
MDU6		0.00 %
Total	5.85	7.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.54	29.69 %
Chimney	0.61	19.12 %
Iron	0.57	54.33 %
W-Purifi	0.35	7.34 %
Mixie	0.33	3.47 %
W.Heater	0.31	6.39 %
Small-Ap	0.04	2.58 %
Total	4.76	12.61 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.29	10.59 %
TRL1	0.19	6.97 %
SBR1	0.09	4.82 %
KPM2	0.09	2.96 %
VEL1	0.06	2.90 %
CYR1	0.04	7.19 %
PLR1	0.04	6.18 %
ANI1	0.03	4.36 %
GDM1	0.03	3.27 %
VSI1	0.02	4.35 %
WJD1	0.02	1.31 %
BGR1	0.01	0.68 %
CPT1	0.01	1.07 %
UGI1	0.01	1.32 %
KPM1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
Total	4.76	12.61 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.98	21.28 %
W.Heater	1.02	16.03 %
Chimney	0.66	22.33 %
Iron	0.61	56.10 %
W-Purifi	0.32	5.05 %
Small-Ap	0.09	3.91 %
Air-Cool	0.04	0.48 %
Total	4.72	8.95 %

Branch *	MTD Sales L	Brand Share %
CH15	0.40	10.16 %
CH18	0.19	4.75 %
CH50	0.13	4.77 %
PON1	0.13	9.10 %
GPD1	0.12	9.68 %
CH20	0.11	6.78 %
CH43	0.08	4.08 %
CH03	0.07	1.91 %
MJR1	0.05	3.12 %
CH12	0.03	1.75 %
CH06	0.03	2.13 %
CH23	0.03	8.62 %
CH36	0.02	1.53 %
CH37	0.02	2.03 %
CH44	0.02	1.16 %
CH27	0.01	1.88 %
CH35	0.01	0.55 %
CH51	0.01	-122.36 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.10	10.06 %
Total	4.72	8.95 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	1.32	25.84 %
W-Purifi	1.25	32.56 %
Fan	0.69	13.80 %
Chimney	0.58	13.73 %
Iron	0.45	54.01 %
Small-Ap	0.20	11.97 %
Air-Cool	0.03	0.77 %
Total	4.51	12.19 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.42	9.30 %
CBE4	0.15	7.61 %
SNR1	0.12	6.30 %
MPM1	0.07	2.41 %
UMP1	0.05	2.76 %
CBE5	0.05	3.21 %
SUL1	0.05	2.89 %
CBE1	0.04	2.07 %
PDM1	0.04	6.81 %
WZSD	0.03	0.85 %
PPI1	0.02	3.04 %
UAM1	0.02	1.30 %
DPM2	0.02	1.43 %
ANR1	0.02	4.65 %
KGI1	0.01	0.87 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	4.51	12.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.27	32.85 %
Iron	0.74	61.08 %
W.Heater	0.63	11.64 %
W-Purifi	0.17	4.06 %
Mixie	0.05	0.44 %
Total	3.86	10.97 %

Branch *	MTD Sales L	Brand Share %
POY1	0.26	7.05 %
CDM1	0.15	5.85 %
TRK1	0.15	5.21 %
KML1	0.13	8.32 %
NVL2	0.11	5.47 %
ULP1	0.10	6.59 %
KLM1	0.06	2.79 %
PRT1	0.06	3.94 %
TDM1	0.03	2.39 %
TVM1	0.03	3.81 %
TVM2	0.02	4.55 %
Total	3.86	10.97 %

WEST-03

Property	MTD Sales L	Brand Share %
Fan	0.55	13.24 %
W-Purifi	0.43	15.93 %
Chimney	0.39	25.87 %
Air-Cool	0.33	15.13 %
Iron	0.33	65.01 %
W.Heater	0.30	11.94 %
Small-Ap	0.07	9.57 %
Mixie	0.04	0.61 %
Total	2.44	10.72 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.11	6.19 %
ERD1	0.10	4.75 %
TPR1	0.10	4.12 %
NKL2	0.08	3.98 %
RSP1	0.05	5.73 %
SYM2	0.04	6.20 %
KGM1	0.02	2.46 %
GBM1	0.02	3.27 %
CMI1	0.01	1.69 %
KMM1	0.01	1.14 %
TCG1	0.01	1.13 %
TPR4	0.01	1.17 %
PDR1	0.01	0.74 %
VKL1		0.20 %
SGG1		0.00 %
Total	2.44	10.72 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	0.99	13.48 %
Iron	0.49	43.18 %
Chimney	0.33	7.82 %
W.Heater	0.32	8.62 %
Mixie	0.05	0.39 %
Air-Cool	0.02	0.45 %
Total	2.20	5.17 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.14	5.43 %
MCR1	0.12	7.21 %
DPR2	0.10	9.13 %
EDP1	0.09	7.56 %
KVP1	0.08	6.68 %
EPI1	0.06	4.85 %
BMD1	0.05	5.88 %
TRM1	0.05	2.48 %
VPD1	0.04	3.01 %
PNG1	0.04	2.81 %
OML1	0.04	3.73 %
DPR1	0.03	2.06 %
PLC1	0.03	1.55 %
KAM1	0.03	1.70 %
KRI1	0.03	1.44 %
WZWH	0.02	7.72 %
APN1	0.02	1.92 %
HRR1	0.02	1.44 %
PMP1	0.02	1.52 %
SGI1	0.02	1.48 %
SLM2	0.01	0.80 %
HSR1		0.00 %
MTR1		0.00 %
SLM3		0.00 %
WHKP		0.00 %
Total	2.20	5.17 %