

MTD Sales
62.07 L

Brand Share %
10.45 %

Information:

MTD : 01-09-2026 To 12-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.45 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	28.59	21.39 %
W.Heater	9.43	13.78 %
Iron	8.88	56.35 %
W-Purifi	7.08	10.25 %
Chimney	5.12	13.42 %
Mixie	1.62	0.97 %
Small-Ap	0.90	4.38 %
Air-Cool	0.54	1.81 %
W-Disp	-0.08	-0.42 %
Total	62.07	10.45 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.52	11.77 %
CHENNAI-01	9.94	11.82 %
TRICHY-01	8.15	12.26 %
SOUTH-03	6.57	7.53 %
NORTH ARCOT	5.46	12.73 %
CHENNAI-02	5.30	9.11 %
WEST-01	5.01	11.90 %
SOUTH ARCOT	4.85	12.25 %
WEST-03	2.65	10.04 %
WEST-02	2.62	5.31 %
Total	62.07	10.45 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	5.65	20.61 %
Iron	2.01	58.08 %
W-Purifi	1.54	14.10 %
W.Heater	1.32	19.75 %
Chimney	0.67	13.48 %
Mixie	0.15	0.49 %
Small-Ap	0.14	4.88 %
Air-Cool	0.04	1.03 %
Total	11.52	11.77 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.66	9.73 %
RND2	0.37	9.01 %
VLY1	0.28	7.21 %
TCN1	0.24	6.53 %
SNL1	0.19	6.63 %
TKY1	0.14	8.87 %
SVK1	0.14	5.35 %
STU2	0.10	7.36 %
ASM1	0.09	5.80 %
RPM1	0.09	2.40 %
KYR1	0.09	4.84 %
PDI1	0.07	5.87 %
SKD1	0.07	4.63 %
VNR1	0.07	5.72 %
TKS1	0.06	1.49 %
MMT1	0.06	5.87 %
SGT1	0.06	7.66 %
MAR1	0.06	2.57 %
KGL1	0.06	5.27 %
COL1	0.05	5.20 %
S2SD	0.04	10.37 %
KSM1		0.00 %
WHTV		0.00 %
Total	11.52	11.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	5.17	32.21 %
W.Heater	2.09	13.88 %
W-Purifi	1.11	8.37 %
Iron	1.00	61.68 %
Chimney	0.27	7.01 %
Mixie	0.12	0.56 %
Small-Ap	0.11	2.84 %
Air-Cool	0.07	5.78 %
Total	9.94	11.82 %

Branch *	MTD Sales L	Brand Share %
CH16	0.43	8.93 %
CH49	0.40	6.51 %
CH48	0.34	7.42 %
CH45	0.27	8.55 %
CH42	0.26	6.21 %
CH05	0.23	3.78 %
GUD1	0.18	4.82 %
GUD2	0.18	10.00 %
CH25	0.12	3.59 %
CH30	0.12	5.28 %
CH26	0.10	8.44 %
CH08	0.09	2.78 %
CH38	0.05	1.94 %
CH39	0.04	2.69 %
CH22	0.03	1.69 %
CH40		0.00 %
CZWH		0.00 %
Total	9.94	11.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	3.54	21.34 %
W.Heater	1.18	15.17 %
W-Purifi	1.13	17.51 %
Chimney	1.05	26.43 %
Iron	0.72	48.60 %
Mixie	0.48	2.35 %
Small-Ap	0.04	2.23 %
Total	8.15	12.26 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.27	8.79 %
TRY4	0.23	7.55 %
NGT1	0.22	10.35 %
MVM1	0.20	3.45 %
KIK1	0.18	7.28 %
TNJ1	0.17	6.36 %
ORU1	0.14	8.18 %
KUM2	0.13	5.97 %
PDK2	0.11	5.81 %
PBR1	0.11	7.46 %
TTP1	0.10	8.53 %
TYR1	0.08	3.36 %
TRY3	0.07	4.42 %
PTK1	0.05	1.48 %
KRN1	0.04	3.25 %
NMM1	0.03	2.69 %
MSI1	0.02	2.13 %
TZSD		1.07 %
APM1		0.00 %
AYR1		0.00 %
PDK1		0.00 %
Total	8.15	12.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	3.62	14.18 %
Iron	1.50	56.43 %
W.Heater	0.59	7.22 %
W-Purifi	0.39	4.15 %
Chimney	0.26	4.39 %
Mixie	0.17	0.72 %
Small-Ap	0.13	4.92 %
Air-Cool	0.01	0.29 %
W-Disp	-0.08	-2.72 %
Total	6.57	7.53 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.66	9.14 %
MDU2	0.51	6.29 %
DGL1	0.50	7.12 %
KKD3	0.25	5.90 %
PVI1	0.19	8.15 %
MDU5	0.19	5.89 %
BNR1	0.18	9.20 %
KRR1	0.18	8.73 %
TMM1	0.17	7.17 %
NKI1	0.16	7.99 %
TEN1	0.15	7.27 %
MDU7	0.12	5.60 %
USL1	0.11	7.78 %
MLR1	0.11	6.97 %
TPT1	0.10	4.39 %
BTU1	0.09	5.24 %
TDI1	0.09	7.12 %
CBM1	0.09	4.41 %
PKM1	0.09	4.42 %
PNV2	0.08	5.52 %
MDU3	0.07	3.44 %
PNI1	0.07	4.68 %
MDU4	0.06	4.21 %
MPA1	0.06	4.70 %
ADP1	0.05	3.18 %
SGP1	0.03	3.22 %
SVG1	0.03	2.49 %
KYK1	0.03	3.01 %
SZSD	0.03	8.59 %
CMR1	0.02	5.80 %
ODM1		0.00 %
WHMD		0.00 %
MDU6		0.00 %
Total	6.57	7.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.02	30.29 %
Iron	0.64	55.36 %
Chimney	0.61	17.40 %
W-Purifi	0.44	8.61 %
Mixie	0.41	3.59 %
W.Heater	0.31	5.67 %
Small-Ap	0.04	2.24 %
Total	5.46	12.73 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.29	9.70 %
TRL1	0.24	8.10 %
SBR1	0.22	9.99 %
KPM2	0.10	3.06 %
VEL1	0.08	3.54 %
CYR1	0.04	6.49 %
PLR1	0.04	4.55 %
ANI1	0.03	3.53 %
WJD1	0.03	2.46 %
GDM1	0.03	2.99 %
VSI1	0.02	3.66 %
BGR1	0.01	0.65 %
CPT1	0.01	0.79 %
UGI1	0.01	1.24 %
KPM1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
Total	5.46	12.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.41	22.83 %
W.Heater	1.06	15.31 %
Iron	0.68	56.29 %
Chimney	0.66	20.31 %
W-Purifi	0.32	4.49 %
Small-Ap	0.13	5.26 %
Air-Cool	0.04	0.48 %
Total	5.30	9.11 %

Branch *	MTD Sales L	Brand Share %
CH15	0.44	9.55 %
CH18	0.32	6.98 %
CH50	0.21	7.30 %
CH20	0.14	8.16 %
CH43	0.13	5.35 %
GPD1	0.13	10.10 %
PON1	0.13	8.84 %
CH03	0.07	1.75 %
MJR1	0.05	2.89 %
CH35	0.04	1.61 %
CH31	0.04	9.32 %
CH12	0.03	1.39 %
CH06	0.03	1.96 %
CH23	0.03	8.19 %
CH36	0.02	1.51 %
CH37	0.02	1.63 %
CH44	0.02	1.04 %
CH27	0.01	1.49 %
CH51	0.01	-122.36 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.10	10.06 %
Total	5.30	9.11 %

WEST-01

Property	MTD Sales L	Brand Share %
W-Purifi	1.33	31.00 %
W.Heater	1.32	25.36 %
Fan	0.82	14.31 %
Chimney	0.75	15.57 %
Iron	0.52	55.27 %
Small-Ap	0.20	10.68 %
Mixie	0.06	0.50 %
Air-Cool	0.03	0.75 %
Total	5.01	11.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.51	8.55 %
CBE4	0.19	8.36 %
SNR1	0.12	5.55 %
SUL1	0.09	4.07 %
MPM1	0.07	2.05 %
UMP1	0.05	2.49 %
PDM1	0.05	8.24 %
CBE5	0.05	2.69 %
CBE1	0.04	1.88 %
WZSD	0.03	0.85 %
PPI1	0.02	2.82 %
UAM1	0.02	1.21 %
DPM2	0.02	1.26 %
ANR1	0.02	4.24 %
KGI1	0.01	0.87 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	5.01	11.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.60	33.06 %
Iron	0.84	62.68 %
W.Heater	0.79	13.04 %
W-Purifi	0.30	6.25 %
Mixie	0.15	1.22 %
Chimney	0.13	10.01 %
Small-Ap	0.04	3.47 %
Total	4.85	12.25 %

Branch *	MTD Sales L	Brand Share %
POY1	0.33	8.09 %
NVL2	0.22	8.28 %
CDM1	0.19	6.32 %
TRK1	0.18	5.94 %
KML1	0.13	7.02 %
ULP1	0.10	6.59 %
PRT1	0.09	5.59 %
KLM1	0.06	2.66 %
TVM1	0.03	4.71 %
TDM1	0.03	2.23 %
TVM2	0.02	3.97 %
Total	4.85	12.25 %

WEST-03

Property	MTD Sales L	Brand Share %
Fan	0.63	13.42 %
W-Purifi	0.43	13.81 %
Chimney	0.39	19.08 %
Iron	0.38	68.55 %
W.Heater	0.38	13.41 %
Air-Cool	0.33	13.30 %
Small-Ap	0.07	8.66 %
Mixie	0.04	0.52 %
Total	2.65	10.04 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.11	5.61 %
TPR1	0.11	4.25 %
ERD1	0.10	3.71 %
NKL2	0.09	4.13 %
RSP1	0.05	4.77 %
SYM2	0.04	4.36 %
KGM1	0.03	3.62 %
CMI1	0.02	2.22 %
GBM1	0.02	2.90 %
KMM1	0.01	1.05 %
TCG1	0.01	0.97 %
TPR4	0.01	1.02 %
PDR1	0.01	0.72 %
VKL1		0.18 %
SGG1		0.00 %
Total	2.65	10.04 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.15	12.24 %
Iron	0.59	44.05 %
W.Heater	0.40	9.23 %
Chimney	0.33	7.21 %
W-Purifi	0.09	1.94 %
Mixie	0.05	0.34 %
Air-Cool	0.02	0.39 %
Total	2.62	5.31 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.14	5.06 %
MCR1	0.14	5.66 %
OML1	0.10	7.54 %
DPR2	0.10	8.35 %
BMD1	0.10	7.49 %
TRM1	0.09	3.40 %
EDP1	0.09	6.50 %
KVP1	0.08	5.88 %
EPI1	0.06	3.77 %
HRR1	0.05	3.27 %
VPD1	0.04	2.76 %
KRI1	0.04	1.69 %
KAM1	0.04	2.55 %
PNG1	0.04	2.69 %
APN1	0.03	2.96 %
DPR1	0.03	1.81 %
PLC1	0.03	1.53 %
WZWH	0.02	7.72 %
PMP1	0.02	1.32 %
SGI1	0.02	1.25 %
MTR1	0.01	0.79 %
SLM2	0.01	0.71 %
HSR1		0.00 %
SLM3		0.00 %
WHKP		0.00 %
Total	2.62	5.31 %