



# TN : HAVELLS Sales Performance 14/05/2026 8:09 AM

MTD Sales  
75.43 L

Brand Share %  
10.78 %

Information:

MTD : 01-05-2026 To 13-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **10.78 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	37.37	20.78 %
Air-Cool	23.92	10.29 %
Iron	4.80	39.49 %
W-Purifi	4.02	6.13 %
W.Heater	3.41	17.38 %
Small-Ap	1.38	6.99 %
Mixie	0.53	0.31 %
<b>Total</b>	<b>75.43</b>	<b>10.78 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	15.47	12.84 %
TRICHY-01	11.90	13.85 %
CHENNAI-01	11.20	10.23 %
SOUTH-03	9.05	10.14 %
SOUTH ARCOT	6.18	12.88 %
CHENNAI-02	6.11	9.16 %
NORTH ARCOT	5.79	11.32 %
WEST-01	4.93	8.84 %
WEST-02	4.80	6.56 %
<b>Total</b>	<b>75.43</b>	<b>10.78 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	9.54	28.70 %
Air-Cool	3.31	10.64 %
Iron	1.26	47.12 %
W.Heater	0.62	18.41 %
W-Purifi	0.42	2.88 %
Small-Ap	0.20	5.29 %
Mixie	0.12	0.38 %
<b>Total</b>	<b>15.47</b>	<b>12.84 %</b>

Branch *	MTD Sales L	Brand Share %
NGR1	0.55	6.87 %
RND1	0.31	8.17 %
ERL2	0.24	6.65 %
TCN1	0.23	6.54 %
VKM1	0.22	8.89 %
SNL1	0.21	7.42 %
SVK1	0.17	7.33 %
SDI1	0.13	9.29 %
ASM1	0.13	6.22 %
UDN1	0.12	9.88 %
PDI1	0.11	4.88 %
APK1	0.10	4.21 %
STU2	0.09	7.58 %
RPM1	0.09	2.60 %
ARM1	0.09	5.89 %
VLY1	0.08	2.40 %
MMT1	0.08	3.50 %
COL1	0.05	3.81 %
SKD1	0.05	3.57 %
SGT1	0.04	3.26 %
KSM1	0.04	5.54 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>15.47</b>	<b>12.84 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	5.72	16.86 %
Fan	5.23	22.11 %
Iron	0.46	38.36 %
W-Purifi	0.29	5.79 %
Small-Ap	0.15	7.76 %
Mixie	0.04	0.22 %
<b>Total</b>	<b>11.90</b>	<b>13.85 %</b>

Branch *	MTD Sales L	Brand Share %
TNJ1	0.27	5.29 %
PTK1	0.26	7.40 %
NGT1	0.17	5.60 %
NCK1	0.17	10.39 %
TRY4	0.15	9.05 %
JKM1	0.12	4.76 %
KRN1	0.10	5.75 %
PDK1	0.06	5.61 %
APM1	0.03	1.89 %
AYR1	0.01	0.72 %
MSI1	0.01	1.20 %
TRY2	0.01	3.45 %
TZSD		0.00 %
NMM1	-0.02	-0.62 %
<b>Total</b>	<b>11.90</b>	<b>13.85 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.29	12.07 %
Fan	3.87	14.76 %
W-Purifi	0.81	5.71 %
Iron	0.71	47.12 %
W.Heater	0.68	17.46 %
Small-Ap	0.63	14.30 %
Mixie	0.21	0.90 %
<b>Total</b>	<b>11.20</b>	<b>10.23 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	0.55	8.24 %
GUD1	0.46	9.65 %
CH48	0.42	9.21 %
CH49	0.41	7.87 %
CH08	0.39	5.08 %
CH19	0.38	6.15 %
CH30	0.25	8.71 %
GUD2	0.25	10.49 %
CH25	0.23	7.13 %
CH39	0.18	4.35 %
TKM1	0.17	7.76 %
MRM1	0.12	4.81 %
CH35	0.10	4.35 %
CH28	0.08	1.90 %
CH37	0.03	2.58 %
CH40	0.01	2.87 %
CH38	0.01	0.32 %
WHC3	0.01	0.21 %
CH22		0.00 %
CH26		0.00 %
CZWH		0.00 %
WCHN	-0.04	10.28 %
<b>Total</b>	<b>11.20</b>	<b>10.23 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	5.67	22.09 %
Air-Cool	2.32	9.64 %
Iron	0.65	34.41 %
W.Heater	0.22	11.27 %
Small-Ap	0.20	5.83 %
<b>Total</b>	<b>9.05</b>	<b>10.14 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	0.91	10.12 %
MDU6	0.35	8.58 %
TMM1	0.26	6.26 %
TEN1	0.23	9.86 %
KKD3	0.19	4.38 %
MDU4	0.18	10.40 %
DGL2	0.17	7.61 %
PNI1	0.15	7.78 %
MPA1	0.14	5.62 %
TDI1	0.14	8.88 %
KPT1	0.12	5.91 %
MLR1	0.11	5.87 %
SVG1	0.11	6.80 %
PNV2	0.08	3.89 %
ADP1	0.07	8.28 %
DKI1	0.06	2.97 %
BNR1	0.05	3.81 %
PKM1	0.05	5.35 %
KYK1	0.03	1.68 %
PVI1	0.02	0.98 %
SGP1	0.02	2.00 %
ODM1	0.02	2.93 %
CBM1		0.00 %
CMR1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
USL1		0.00 %
<b>Total</b>	<b>9.05</b>	<b>10.14 %</b>

### SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.55	28.23 %
Air-Cool	1.76	9.37 %
Iron	0.43	41.18 %
W.Heater	0.24	29.04 %
W-Purifi	0.14	4.27 %
Mixie	0.07	0.62 %
<b>Total</b>	<b>6.18</b>	<b>12.88 %</b>

Branch *	MTD Sales L	Brand Share %
CDM1	0.31	9.12 %
NVL2	0.24	6.89 %
SJI2	0.16	6.15 %
KML1	0.12	7.15 %
VCM1	0.07	4.53 %
KLM1	0.03	1.18 %
TVM1	0.03	2.00 %
PRT1	0.02	1.08 %
TDM1		0.00 %
TVM2		0.00 %
<b>Total</b>	<b>6.18</b>	<b>12.88 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.74	16.11 %
Air-Cool	1.98	7.99 %
W.Heater	0.56	32.85 %
Iron	0.46	42.59 %
W-Purifi	0.37	5.95 %
<b>Total</b>	<b>6.11</b>	<b>9.16 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	0.37	9.93 %
CH43	0.33	9.22 %
CH15	0.31	5.78 %
CH18	0.26	4.81 %
CH23	0.20	10.61 %
CH50	0.20	5.08 %
GPD1	0.15	7.45 %
CH34	0.15	5.98 %
CH33	0.15	8.11 %
CH41	0.14	9.79 %
CH20	0.12	4.67 %
CH17	0.09	3.20 %
CH46	0.07	4.07 %
CH44	0.03	1.39 %
CH27	0.02	1.22 %
CH36	0.01	0.39 %
CH01		0.00 %
CH06		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
<b>Total</b>	<b>6.11</b>	<b>9.16 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	2.28	12.46 %
Fan	2.20	15.86 %
W-Purifi	0.45	9.51 %
W.Heater	0.44	24.50 %
Iron	0.34	37.91 %
Small-Ap	0.04	4.93 %
Mixie	0.03	0.28 %
<b>Total</b>	<b>5.79</b>	<b>11.32 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.31	4.85 %
SLG1	0.16	10.03 %
KPM1	0.14	8.11 %
TRR1	0.13	4.35 %
ABR1	0.12	7.77 %
WJD1	0.07	4.92 %
BGR1	0.06	3.50 %
VSI1	0.04	3.96 %
GDM1	0.02	1.53 %
PTU1	0.02	2.24 %
UGI1	0.02	1.19 %
PLR1	0.01	0.89 %
ANI1	0.01	0.96 %
CPT1	0.01	0.91 %
CGM1	0.01	0.59 %
CYR1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
<b>Total</b>	<b>5.79</b>	<b>11.32 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Fan	2.65	22.44 %
W-Purifi	1.02	27.83 %
W.Heater	0.45	15.61 %
Air-Cool	0.43	2.44 %
Iron	0.20	28.39 %
Small-Ap	0.11	6.61 %
Mixie	0.07	0.37 %
<b>Total</b>	<b>4.93</b>	<b>8.84 %</b>

Branch *	MTD Sales L	Brand Share %
SUL1	0.16	5.60 %
TPR1	0.12	6.28 %
SYM2	0.10	6.84 %
TPR3	0.10	6.40 %
CBE5	0.09	5.09 %
AVI1	0.05	1.68 %
CBE4	0.05	2.46 %
CBE6	0.04	1.74 %
UAM1	0.03	1.86 %
KMD1	0.03	6.98 %
UMP1	0.03	2.57 %
SNR1	0.02	1.35 %
CNR1	0.02	1.62 %
DPM2	0.01	1.09 %
GBM1	0.01	0.48 %
ANR1		0.00 %
CBE1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>4.93</b>	<b>8.84 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Fan	1.91	12.14 %
Air-Cool	1.83	6.41 %
W-Purifi	0.51	15.17 %
Iron	0.29	25.18 %
W.Heater	0.21	10.35 %
Small-Ap	0.04	4.51 %
<b>Total</b>	<b>4.80</b>	<b>6.56 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.25	9.52 %
DPR2	0.18	8.30 %
KAM1	0.17	5.03 %
BMD1	0.13	6.90 %
RSP1	0.11	7.71 %
SLM2	0.08	4.08 %
DPR1	0.08	3.22 %
TRM1	0.08	5.86 %
APN1	0.07	5.23 %
PLC1	0.06	1.91 %
MCR1	0.06	2.54 %
KRI1	0.05	1.15 %
EPI1	0.03	1.70 %
SGG1	0.03	3.50 %
VPD1	0.03	2.51 %
VKL1	0.03	1.72 %
SLM3	0.01	0.34 %
EDP1	0.01	1.33 %
HSR1	0.01	0.32 %
CMI1	0.01	0.94 %
PDR1	0.01	1.30 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>4.80</b>	<b>6.56 %</b>