

MTD Sales
68.81 L

Brand Share %
10.44 %

Information:

MTD : 01-09-2026 To 13-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.44 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	31.81	21.22 %
W.Heater	10.44	13.88 %
Iron	9.58	56.18 %
W-Purifi	8.01	10.38 %
Chimney	5.75	13.61 %
Mixie	1.74	0.94 %
Small-Ap	0.95	4.08 %
Air-Cool	0.61	1.92 %
W-Disp	-0.08	-0.41 %
Total	68.81	10.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	12.52	11.60 %
CHENNAI-01	10.96	11.76 %
TRICHY-01	8.68	11.90 %
SOUTH-03	6.90	7.14 %
WEST-01	6.70	13.91 %
NORTH ARCOT	6.08	12.47 %
CHENNAI-02	5.78	9.22 %
SOUTH ARCOT	5.46	12.74 %
WEST-03	2.92	9.95 %
WEST-02	2.81	4.99 %
Total	68.81	10.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	6.30	20.33 %
Iron	2.18	58.74 %
W-Purifi	1.54	13.26 %
W.Heater	1.42	19.00 %
Chimney	0.67	13.48 %
Small-Ap	0.18	5.60 %
Mixie	0.18	0.52 %
Air-Cool	0.04	1.00 %
Total	12.52	11.60 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.70	9.20 %
RND2	0.37	8.08 %
TCN1	0.28	6.75 %
VLY1	0.28	6.60 %
SNL1	0.19	6.37 %
KYR1	0.15	7.15 %
SVK1	0.14	5.13 %
TKY1	0.14	7.89 %
RPM1	0.14	3.21 %
PDI1	0.13	8.77 %
TKS1	0.11	2.40 %
STU2	0.10	6.44 %
MAR1	0.10	3.71 %
ASM1	0.09	5.52 %
UDN1	0.09	9.44 %
MMT1	0.08	6.53 %
SGT1	0.07	8.70 %
SKD1	0.07	4.45 %
VNR1	0.07	5.20 %
KGL1	0.06	4.88 %
COL1	0.05	5.71 %
S2SD	0.04	10.37 %
KSM1	0.01	1.27 %
WHTV		0.00 %
Total	12.52	11.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	5.82	32.53 %
W.Heater	2.09	12.98 %
W-Purifi	1.36	9.28 %
Iron	1.12	62.37 %
Chimney	0.27	6.19 %
Mixie	0.12	0.50 %
Small-Ap	0.11	2.40 %
Air-Cool	0.07	5.78 %
Total	10.96	11.76 %

Branch *	MTD Sales L	Brand Share %
CH16	0.43	8.33 %
CH49	0.43	6.36 %
CH19	0.38	10.20 %
CH42	0.37	7.52 %
CH48	0.34	6.17 %
GUD1	0.33	7.80 %
CH45	0.32	9.24 %
CH05	0.24	3.64 %
SKL1	0.21	9.76 %
GUD2	0.18	8.76 %
CH08	0.16	4.28 %
CH25	0.12	3.25 %
CH30	0.12	4.64 %
CH26	0.10	8.25 %
CH38	0.05	1.84 %
CH39	0.04	2.54 %
CH22	0.03	1.41 %
CH40		0.00 %
CZWH		0.00 %
Total	10.96	11.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	3.97	21.66 %
W.Heater	1.22	14.20 %
W-Purifi	1.13	17.07 %
Chimney	1.05	23.34 %
Iron	0.79	47.87 %
Mixie	0.48	2.14 %
Small-Ap	0.04	2.03 %
Total	8.68	11.90 %

Branch *	MTD Sales L	Brand Share %
TRY4	0.23	7.04 %
KIK1	0.23	8.13 %
MVM1	0.20	3.29 %
ORU1	0.17	9.99 %
TNJ1	0.17	5.94 %
KUM2	0.13	5.44 %
PDK2	0.13	5.32 %
TVR1	0.12	10.32 %
PBR1	0.11	7.08 %
TTP1	0.10	7.19 %
TYR1	0.08	3.23 %
TRY3	0.07	4.09 %
PTK1	0.05	1.44 %
KRN1	0.04	2.70 %
NMM1	0.03	2.53 %
MSI1	0.02	2.07 %
AYR1	0.01	0.74 %
PDK1	0.01	1.02 %
TZSD		1.07 %
APM1		0.00 %
Total	8.68	11.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	3.84	13.56 %
Iron	1.54	54.74 %
W.Heater	0.65	7.56 %
W-Purifi	0.39	3.65 %
Chimney	0.26	3.74 %
Mixie	0.17	0.66 %
Small-Ap	0.13	4.54 %
Air-Cool	0.01	0.25 %
W-Disp	-0.08	-2.65 %
Total	6.90	7.14 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.66	8.28 %
MDU2	0.62	7.08 %
DGL1	0.52	6.96 %
KKD3	0.25	5.57 %
BNR1	0.21	10.03 %
MDU5	0.20	5.44 %
PVI1	0.19	7.15 %
KRR1	0.18	7.39 %
TMM1	0.17	6.20 %
NKI1	0.16	7.63 %
TEN1	0.15	6.77 %
TPT1	0.13	4.96 %
MDU7	0.12	4.41 %
PKM1	0.11	5.06 %
USL1	0.11	7.61 %
MLR1	0.11	6.57 %
BTU1	0.09	4.94 %
TDI1	0.09	6.74 %
CBM1	0.09	3.64 %
MPA1	0.08	5.85 %
PNV2	0.08	5.45 %
MDU4	0.07	4.62 %
MDU3	0.07	3.10 %
MDU6	0.07	1.42 %
PNI1	0.07	4.27 %
ADP1	0.05	2.95 %
SGP1	0.03	3.14 %
SVG1	0.03	2.31 %
KYK1	0.03	2.90 %
SZSD	0.03	8.59 %
CMR1	0.02	1.87 %
ODM1		0.00 %
WHMD		0.00 %
Total	6.90	7.14 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	1.85	30.06 %
W-Purifi	1.59	30.13 %
Chimney	1.26	21.73 %
Fan	1.02	15.64 %
Iron	0.61	57.70 %
Small-Ap	0.20	10.05 %
Mixie	0.15	1.18 %
Air-Cool	0.03	0.70 %
Total	6.70	13.91 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.21	8.15 %
SNR1	0.17	6.27 %
MPM1	0.14	3.86 %
SUL1	0.09	3.66 %
UMP1	0.05	2.17 %
PDM1	0.05	7.44 %
CBE5	0.05	2.51 %
PPI1	0.04	5.11 %
CBE1	0.04	1.75 %
UAM1	0.03	1.88 %
WZSD	0.03	0.85 %
DPM2	0.02	1.05 %
ANR1	0.02	4.24 %
KGI1	0.01	0.67 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	6.70	13.91 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.31	30.16 %
Iron	0.69	56.96 %
Chimney	0.61	16.71 %
W.Heater	0.59	9.07 %
W-Purifi	0.44	6.78 %
Mixie	0.41	3.20 %
Small-Ap	0.04	1.89 %
Total	6.08	12.47 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.32	9.42 %
VEL2	0.31	8.88 %
AKM1	0.22	10.38 %
SBR1	0.22	9.13 %
KPM2	0.11	2.99 %
CPT1	0.09	6.85 %
VEL1	0.08	3.54 %
CYR1	0.04	5.06 %
PLR1	0.04	3.32 %
ANI1	0.03	3.06 %
WJD1	0.03	2.16 %
VSI1	0.03	5.27 %
GDM1	0.03	2.79 %
PTU1	0.01	4.67 %
BGR1	0.01	0.59 %
UGI1	0.01	1.05 %
KPM1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
Total	6.08	12.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.54	22.10 %
W.Heater	1.06	13.86 %
Iron	0.74	56.01 %
Chimney	0.66	20.31 %
W-Purifi	0.61	8.01 %
Small-Ap	0.13	4.84 %
Air-Cool	0.04	0.48 %
Total	5.78	9.22 %

Branch *	MTD Sales L	Brand Share %
CH15	0.44	9.35 %
CH18	0.33	6.72 %
CH50	0.21	7.11 %
PON1	0.14	8.48 %
CH20	0.14	7.26 %
CH43	0.13	4.75 %
GPD1	0.13	9.68 %
MJR1	0.08	4.17 %
CH03	0.07	1.57 %
CH12	0.04	1.78 %
CH35	0.04	1.39 %
CH31	0.04	9.32 %
CH06	0.03	1.96 %
CH23	0.03	8.19 %
CH36	0.02	1.51 %
CH37	0.02	1.37 %
CH44	0.02	0.98 %
CH27	0.01	1.33 %
CH51	0.01	-122.36 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.10	10.06 %
Total	5.78	9.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.04	33.71 %
Iron	0.87	61.41 %
W.Heater	0.79	12.35 %
W-Purifi	0.30	5.82 %
Chimney	0.27	18.02 %
Mixie	0.15	1.15 %
Small-Ap	0.04	2.75 %
Total	5.46	12.74 %

Branch *	MTD Sales L	Brand Share %
POY1	0.36	7.99 %
CDM1	0.24	7.54 %
NVL2	0.22	7.66 %
TRK1	0.18	5.60 %
KML1	0.14	7.01 %
ULP1	0.10	6.51 %
PRT1	0.09	5.03 %
KLM1	0.07	2.90 %
TVM1	0.03	4.66 %
TDM1	0.03	1.99 %
TVM2	0.02	3.88 %
WHUT		0.00 %
Total	5.46	12.74 %

WEST-03

Property	MTD Sales L	Brand Share %
Fan	0.67	13.12 %
W-Purifi	0.56	15.78 %
Iron	0.41	67.68 %
Air-Cool	0.41	14.14 %
Chimney	0.39	19.08 %
W.Heater	0.38	12.56 %
Small-Ap	0.07	8.59 %
Mixie	0.04	0.45 %
Total	2.92	9.95 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.16	6.78 %
AVI1	0.11	5.28 %
TPR1	0.11	3.75 %
ERD1	0.11	3.54 %
TPR3	0.05	9.69 %
RSP1	0.05	4.10 %
SYM2	0.04	4.36 %
KGM1	0.03	3.48 %
CMI1	0.02	2.06 %
VKL1	0.02	2.92 %
GBM1	0.02	2.68 %
KMM1	0.01	1.05 %
TCG1	0.01	0.77 %
TPR4	0.01	0.88 %
PDR1	0.01	0.65 %
SGG1		0.00 %
Total	2.92	9.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.31	11.61 %
Iron	0.62	42.63 %
W.Heater	0.40	8.35 %
Chimney	0.33	6.06 %
W-Purifi	0.09	1.64 %
Mixie	0.05	0.30 %
Air-Cool	0.02	0.35 %
Total	2.81	4.99 %

Branch *	MTD Sales L	Brand Share %
MCR1	0.19	6.65 %
ATU1	0.15	4.68 %
TRM1	0.11	3.04 %
OML1	0.10	6.60 %
DPR2	0.10	8.11 %
BMD1	0.10	6.84 %
EPI1	0.09	5.09 %
EDP1	0.09	6.00 %
KVP1	0.08	5.23 %
PNG1	0.06	3.97 %
DPR1	0.05	2.59 %
HRR1	0.05	2.77 %
VPD1	0.04	2.62 %
SLM2	0.04	2.93 %
KRI1	0.04	1.52 %
KAM1	0.04	2.29 %
APN1	0.03	2.56 %
PLC1	0.03	1.09 %
WZWH	0.02	7.72 %
PMP1	0.02	1.18 %
SGI1	0.02	1.22 %
MTR1	0.01	0.70 %
HSR1		0.00 %
SLM3		0.00 %
WHKP		0.00 %
Total	2.81	4.99 %