



# TN : HAVELLS Sales Performance 15/05/2026 8:09 AM

MTD Sales  
93.09 L

Brand Share %  
12.41 %

Information:

MTD : 01-05-2026 To 14-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **12.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	39.59	20.79 %
Air-Cool	25.18	10.41 %
W.Heater	17.35	49.82 %
Iron	5.05	39.07 %
W-Purifi	4.02	5.84 %
Small-Ap	1.38	6.67 %
Mixie	0.53	0.30 %
<b>Total</b>	<b>93.09</b>	<b>12.41 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH ARCOT	20.17	31.63 %
SOUTH-01	16.64	13.08 %
TRICHY-01	12.40	13.75 %
CHENNAI-01	11.53	10.14 %
SOUTH-03	9.59	10.20 %
CHENNAI-02	6.37	9.17 %
NORTH ARCOT	5.99	11.17 %
WEST-01	5.37	8.97 %
WEST-02	5.02	6.44 %
<b>Total</b>	<b>93.09</b>	<b>12.41 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	13.94	95.96 %
Fan	3.82	28.95 %
Air-Cool	1.76	9.23 %
Iron	0.45	40.61 %
W-Purifi	0.14	4.02 %
Mixie	0.07	0.57 %
<b>Total</b>	<b>20.17</b>	<b>31.63 %</b>

Branch *	MTD Sales L	Brand Share %
CDM1	0.31	8.91 %
TRK1	0.28	12.40 %
KKI2	0.28	12.41 %
NVL2	0.26	6.98 %
ULP1	0.25	11.70 %
STP1	0.22	11.91 %
SJI2	0.20	7.42 %
KML1	0.20	11.14 %
VPM1	0.10	10.86 %
VCM1	0.07	4.38 %
KLM1	0.03	1.16 %
TVM1	0.03	1.99 %
TDM1		0.00 %
TVM2		0.00 %
<b>Total</b>	<b>20.17</b>	<b>31.63 %</b>

### SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	10.27	28.80 %
Air-Cool	3.72	11.30 %
Iron	1.29	45.56 %
W.Heater	0.62	17.79 %
W-Purifi	0.42	2.76 %
Small-Ap	0.20	5.20 %
Mixie	0.12	0.36 %
<b>Total</b>	<b>16.64</b>	<b>13.08 %</b>

Branch *	MTD Sales L	Brand Share %
NGR1	0.60	7.32 %
TUT2	0.53	11.38 %
RND1	0.33	8.02 %
TCN1	0.28	7.54 %
ERL2	0.24	6.58 %
SNL1	0.22	7.65 %
VKM1	0.22	8.92 %
PKD1	0.21	11.46 %
SVK1	0.17	6.68 %
PDI1	0.14	6.06 %
SDI1	0.13	8.55 %
ASM1	0.13	5.68 %
UDN1	0.12	9.74 %
RPM1	0.11	2.76 %
APK1	0.10	4.21 %
STU2	0.09	7.47 %
ARM1	0.09	5.75 %
VLY1	0.08	2.39 %
MMT1	0.08	3.50 %
COL1	0.05	3.74 %
SKD1	0.05	3.11 %
SGT1	0.04	3.26 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>16.64</b>	<b>13.08 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	5.90	16.87 %
Fan	5.55	22.32 %
Iron	0.47	37.29 %
W-Purifi	0.29	5.32 %
Small-Ap	0.15	7.35 %
Mixie	0.04	0.20 %
<b>Total</b>	<b>12.40</b>	<b>13.75 %</b>

Branch *	MTD Sales L	Brand Share %
TNJ1	0.35	6.38 %
PBR1	0.30	11.57 %
PTK1	0.26	7.01 %
NGT1	0.26	8.35 %
NCK1	0.17	9.25 %
TRY4	0.15	7.86 %
KRN1	0.13	6.90 %
JKM1	0.12	4.61 %
PDK1	0.07	6.04 %
APM1	0.03	1.83 %
AYR1	0.01	0.68 %
MSI1	0.01	1.00 %
TRY2	0.01	3.45 %
TZSD		0.00 %
WTRZ		0.00 %
NMM1	-0.02	-0.61 %
<b>Total</b>	<b>12.40</b>	<b>13.75 %</b>

**CHENNAI-01**

Property	MTD Sales L	Brand Share %
Air-Cool	4.35	12.11 %
Fan	4.11	14.98 %
W-Purifi	0.81	5.44 %
Iron	0.74	46.97 %
W.Heater	0.68	15.93 %
Small-Ap	0.63	13.85 %
Mixie	0.21	0.85 %
<b>Total</b>	<b>11.53</b>	<b>10.14 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	0.70	10.02 %
GUD1	0.46	9.51 %
CH48	0.42	8.94 %
CH49	0.41	7.68 %
CH08	0.40	5.08 %
CH19	0.38	6.08 %
CH30	0.25	8.60 %
GUD2	0.25	10.19 %
CH25	0.23	6.22 %
CH39	0.18	4.21 %
TKM1	0.17	7.29 %
MRM1	0.12	4.52 %
CH28	0.11	2.65 %
CH35	0.10	4.13 %
CH37	0.03	2.58 %
CH38	0.03	0.62 %
CH40	0.01	2.87 %
WHC3	0.01	0.21 %
CH22		0.00 %
CH26		0.00 %
CZWH		0.00 %
WCHN	-0.04	10.28 %
<b>Total</b>	<b>11.53</b>	<b>10.14 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Fan	5.98	21.77 %
Air-Cool	2.51	10.02 %
Iron	0.69	34.94 %
W.Heater	0.22	10.46 %
Small-Ap	0.20	5.62 %
<b>Total</b>	<b>9.59</b>	<b>10.20 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	0.97	10.19 %
MDU5	0.38	10.60 %
MDU6	0.38	8.86 %
TMM1	0.26	6.10 %
TEN1	0.23	9.18 %
MDU4	0.19	10.16 %
KKD3	0.19	4.20 %
PNV2	0.18	8.03 %
DGL2	0.17	7.36 %
PNI1	0.15	7.62 %
MPA1	0.14	5.12 %
TDI1	0.14	8.88 %
KPT1	0.13	6.03 %
SVG1	0.12	7.26 %
MLR1	0.11	5.73 %
ADP1	0.07	8.03 %
DKI1	0.06	2.76 %
BNR1	0.05	3.48 %
PKM1	0.05	4.75 %
KYK1	0.03	1.66 %
PVI1	0.02	0.93 %
SGP1	0.02	1.71 %
ODM1	0.02	2.28 %
CBM1		0.00 %
CMR1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
USL1		0.00 %
<b>Total</b>	<b>9.59</b>	<b>10.20 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.85	16.11 %
Air-Cool	2.08	8.15 %
W.Heater	0.56	31.58 %
Iron	0.51	44.87 %
W-Purifi	0.37	5.56 %
<b>Total</b>	<b>6.37</b>	<b>9.17 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	0.40	10.25 %
CH43	0.33	8.88 %
CH15	0.32	5.59 %
CH18	0.31	5.67 %
CH23	0.20	10.61 %
CH50	0.20	4.95 %
GPD1	0.15	7.45 %
CH34	0.15	5.89 %
CH33	0.15	7.95 %
CH41	0.14	9.47 %
CH20	0.12	4.67 %
CH17	0.12	4.16 %
CH46	0.07	3.89 %
CH44	0.04	2.16 %
CH27	0.02	1.22 %
CH36	0.01	0.35 %
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>6.37</b>	<b>9.17 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	2.37	12.09 %
Fan	2.28	16.03 %
W-Purifi	0.45	9.28 %
W.Heater	0.44	22.56 %
Iron	0.38	38.57 %
Small-Ap	0.04	4.86 %
Mixie	0.03	0.27 %
<b>Total</b>	<b>5.99</b>	<b>11.17 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.35	5.40 %
VEL1	0.34	10.62 %
TRR1	0.22	6.93 %
SLG1	0.16	9.69 %
KPM1	0.15	8.76 %
ABR1	0.12	7.40 %
BGR1	0.07	3.77 %
WJD1	0.07	4.83 %
VSI1	0.04	3.35 %
GDM1	0.02	1.46 %
PTU1	0.02	2.24 %
UGI1	0.02	1.19 %
PLR1	0.01	0.88 %
ANI1	0.01	0.86 %
CPT1	0.01	0.80 %
CGM1	0.01	0.57 %
CYR1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
<b>Total</b>	<b>5.99</b>	<b>11.17 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Fan	2.74	20.86 %
W-Purifi	1.02	27.83 %
W.Heater	0.68	21.25 %
Air-Cool	0.53	2.96 %
Iron	0.21	27.28 %
Small-Ap	0.11	5.52 %
Mixie	0.07	0.34 %
<b>Total</b>	<b>5.37</b>	<b>8.97 %</b>

Branch *	MTD Sales L	Brand Share %
MPM1	0.22	11.77 %
SUL1	0.16	5.43 %
CBE5	0.14	6.97 %
TPR1	0.12	5.86 %
SYM2	0.10	6.19 %
TPR3	0.10	5.75 %
KGI1	0.07	11.16 %
AVI1	0.05	1.62 %
CBE4	0.05	2.36 %
CBE6	0.04	1.64 %
UAM1	0.03	1.76 %
KMD1	0.03	5.40 %
UMP1	0.03	2.23 %
SNR1	0.02	1.01 %
GBM1	0.02	1.24 %
CNR1	0.02	1.35 %
DPM2	0.01	1.03 %
ANR1		0.00 %
CBE1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
WHCB	-0.04	9.30 %
<b>Total</b>	<b>5.37</b>	<b>8.97 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Fan	1.99	11.89 %
Air-Cool	1.96	6.37 %
W-Purifi	0.51	14.39 %
Iron	0.31	24.12 %
W.Heater	0.21	9.34 %
Small-Ap	0.04	4.37 %
<b>Total</b>	<b>5.02</b>	<b>6.44 %</b>

Branch *	MTD Sales L	Brand Share %
ERD2	0.57	9.86 %
SLM1	0.55	12.24 %
HSR2	0.25	9.21 %
MTR1	0.24	11.42 %
DPR2	0.18	7.86 %
KAM1	0.17	4.98 %
BMD1	0.13	6.66 %
RSP1	0.11	7.23 %
SLM2	0.09	4.21 %
DPR1	0.08	3.18 %
TRM1	0.08	5.71 %
TCG1	0.07	10.17 %
APN1	0.07	5.23 %
PLC1	0.06	1.83 %
MCR1	0.06	2.29 %
KRI1	0.05	1.07 %
EPI1	0.03	1.65 %
SGG1	0.03	3.05 %
VPD1	0.03	2.42 %
VKL1	0.03	1.50 %
SLM3	0.01	0.33 %
EDP1	0.01	1.19 %
HSR1	0.01	0.31 %
CMI1	0.01	0.85 %
PDR1	0.01	0.87 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>5.02</b>	<b>6.44 %</b>