

MTD Sales
78.58 L

Brand Share %
10.38 %

Information:

MTD : 01-09-2026 To 14-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.38 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	34.66	20.91 %
W.Heater	12.44	14.52 %
Iron	10.86	56.35 %
W-Purifi	9.74	10.34 %
Chimney	7.09	14.36 %
Mixie	2.17	0.98 %
Small-Ap	1.09	4.21 %
Air-Cool	0.61	1.83 %
W-Disp	-0.08	-0.39 %
Total	78.58	10.38 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	14.22	10.41 %
CHENNAI-01	12.94	12.16 %
TRICHY-01	10.09	12.30 %
SOUTH-03	7.79	7.38 %
WEST-01	7.15	13.47 %
CHENNAI-02	7.09	9.64 %
NORTH ARCOT	6.76	12.00 %
SOUTH ARCOT	6.30	13.28 %
WEST-03	3.25	9.84 %
WEST-02	2.99	4.75 %
Total	78.58	10.38 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	7.20	20.92 %
Iron	2.45	58.80 %
W-Purifi	1.67	10.60 %
W.Heater	1.53	16.62 %
Chimney	0.96	14.66 %
Small-Ap	0.18	4.72 %
Mixie	0.18	0.36 %
Air-Cool	0.04	0.94 %
Total	14.22	10.41 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.89	9.43 %
KVT1	0.71	8.28 %
TUT2	0.38	10.20 %
RND2	0.37	7.28 %
TCN1	0.34	7.69 %
VLY1	0.28	5.83 %
SNL1	0.25	7.24 %
SVK1	0.24	6.63 %
TKS1	0.16	3.35 %
ASM1	0.16	8.17 %
KYR1	0.15	5.96 %
TKY1	0.14	7.01 %
RPM1	0.14	2.76 %
UDN1	0.12	9.97 %
STU2	0.12	6.53 %
MAR1	0.11	3.64 %
MMT1	0.08	4.55 %
SGT1	0.07	8.35 %
SKD1	0.07	3.76 %
VNR1	0.07	4.35 %
KGL1	0.06	4.30 %
COL1	0.05	4.38 %
S2SD	0.04	10.37 %
KSM1	0.01	1.21 %
WHTV		0.00 %
Total	14.22	10.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	6.29	31.63 %
W.Heater	2.87	15.35 %
W-Purifi	1.49	8.31 %
Iron	1.32	64.15 %
Chimney	0.42	9.34 %
Mixie	0.32	1.17 %
Small-Ap	0.15	2.98 %
Air-Cool	0.07	5.78 %
Total	12.94	12.16 %

Branch *	MTD Sales L	Brand Share %
CH16	0.58	8.75 %
CH49	0.44	5.95 %
CH42	0.41	6.79 %
CH45	0.40	9.21 %
CH48	0.34	6.10 %
GUD1	0.33	7.22 %
CH05	0.26	3.52 %
GUD2	0.21	9.23 %
SKL1	0.21	8.77 %
CH08	0.20	4.96 %
CH25	0.15	3.71 %
CH30	0.12	4.09 %
CH26	0.10	7.26 %
CH39	0.06	3.27 %
CH38	0.05	1.63 %
CH40		0.00 %
CZWH		0.00 %
Total	12.94	12.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	4.34	21.81 %
Chimney	1.53	28.52 %
W.Heater	1.51	15.92 %
W-Purifi	1.34	15.06 %
Iron	0.84	45.47 %
Mixie	0.48	1.93 %
Small-Ap	0.04	1.83 %
Total	10.09	12.30 %

Branch *	MTD Sales L	Brand Share %
TRY4	0.30	8.91 %
KIK1	0.23	7.57 %
MVM1	0.20	3.08 %
ORU1	0.17	9.40 %
TNJ1	0.17	4.78 %
KUM2	0.17	5.74 %
PDK2	0.14	5.30 %
PBR1	0.11	6.55 %
TYR1	0.10	4.27 %
TTP1	0.10	6.23 %
TRY3	0.10	5.54 %
PTK1	0.05	1.20 %
KRN1	0.04	2.52 %
NMM1	0.03	1.98 %
MSI1	0.02	1.86 %
AYR1	0.01	0.71 %
PDK1	0.01	0.73 %
TZSD		1.07 %
APM1		0.00 %
Total	10.09	12.30 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	4.01	12.90 %
Iron	1.71	55.30 %
W.Heater	0.93	9.90 %
W-Purifi	0.52	4.35 %
Chimney	0.26	3.53 %
Mixie	0.25	0.89 %
Small-Ap	0.19	6.32 %
Air-Cool	0.01	0.24 %
W-Disp	-0.08	-2.59 %
Total	7.79	7.38 %

Branch *	MTD Sales L	Brand Share %
MDU2	0.82	8.78 %
MDU1	0.73	8.47 %
DGL1	0.66	7.84 %
KKD3	0.27	5.55 %
DKI1	0.26	10.20 %
MDU5	0.24	6.27 %
BNR1	0.21	9.88 %
KRR1	0.20	7.56 %
PVI1	0.19	6.64 %
TMM1	0.17	5.43 %
NKI1	0.16	6.80 %
DGL2	0.15	8.27 %
TEN1	0.15	6.47 %
TPT1	0.14	5.06 %
MDU7	0.12	4.23 %
PKM1	0.11	4.49 %
USL1	0.11	6.43 %
MLR1	0.11	5.80 %
BTU1	0.11	5.22 %
MDU4	0.09	5.74 %
TDI1	0.09	6.26 %
PNV2	0.09	5.50 %
MPA1	0.09	5.84 %
CBM1	0.09	3.44 %
MDU3	0.08	3.43 %
MDU6	0.07	1.38 %
PNI1	0.07	3.61 %
ADP1	0.07	3.14 %
SGP1	0.03	3.14 %
SVG1	0.03	2.31 %
CMR1	0.03	2.38 %
KYK1	0.03	2.28 %
SZSD	0.03	8.59 %
ODM1		0.00 %
WHMD		0.00 %
Total	7.79	7.38 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	1.91	29.24 %
W-Purifi	1.72	28.19 %
Chimney	1.26	19.55 %
Fan	1.10	15.60 %
Iron	0.74	59.67 %
Mixie	0.20	1.37 %
Small-Ap	0.20	9.46 %
Air-Cool	0.03	0.68 %
Total	7.15	13.47 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.26	8.66 %
SNR1	0.17	5.46 %
MPM1	0.16	3.99 %
SUL1	0.09	3.41 %
UMP1	0.05	2.08 %
PDM1	0.05	6.81 %
CBE5	0.05	2.44 %
PPI1	0.04	4.29 %
CBE1	0.04	1.54 %
UAM1	0.03	1.79 %
WZSD	0.03	0.85 %
KGI1	0.02	1.69 %
DPM2	0.02	0.97 %
ANR1	0.02	4.03 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	7.15	13.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.61	19.95 %
W.Heater	1.29	14.30 %
W-Purifi	1.20	12.20 %
Chimney	0.93	22.08 %
Iron	0.85	56.30 %
Small-Ap	0.17	5.34 %
Air-Cool	0.04	0.48 %
Total	7.09	9.64 %

Branch *	MTD Sales L	Brand Share %
CH15	0.44	8.88 %
CH18	0.43	7.12 %
CH50	0.22	6.02 %
MJR1	0.22	8.71 %
PON1	0.16	7.83 %
CH20	0.15	6.98 %
CH43	0.13	4.06 %
GPD1	0.13	8.84 %
CH46	0.11	8.78 %
CH03	0.08	1.51 %
CH12	0.04	1.59 %
CH35	0.04	1.32 %
CH31	0.04	9.16 %
CH06	0.03	1.70 %
CH23	0.03	7.59 %
CH36	0.02	1.24 %
CH37	0.02	1.34 %
CH44	0.02	0.87 %
CH27	0.01	1.21 %
CH51	0.01	-122.36 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.10	10.06 %
Total	7.09	9.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.38	28.12 %
Iron	0.79	56.40 %
Chimney	0.75	15.38 %
W.Heater	0.74	10.11 %
W-Purifi	0.65	7.90 %
Mixie	0.41	2.80 %
Small-Ap	0.04	1.71 %
Total	6.76	12.00 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.35	8.50 %
VEL2	0.31	7.93 %
AKM1	0.22	8.98 %
KPM2	0.21	4.55 %
VEL1	0.10	4.13 %
CPT1	0.09	5.88 %
WJD1	0.05	2.72 %
CYR1	0.04	4.40 %
VSI1	0.04	4.33 %
PLR1	0.04	2.91 %
ANI1	0.03	2.88 %
GDM1	0.03	2.32 %
PTU1	0.01	3.05 %
BGR1	0.01	0.52 %
UGI1	0.01	0.84 %
KPM1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
Total	6.76	12.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.53	35.19 %
Iron	1.02	61.99 %
W.Heater	0.86	11.98 %
W-Purifi	0.39	7.33 %
Chimney	0.27	16.30 %
Mixie	0.19	1.33 %
Small-Ap	0.04	2.47 %
Total	6.30	13.28 %

Branch *	MTD Sales L	Brand Share %
POY1	0.42	8.47 %
CDM1	0.28	8.18 %
NVL2	0.24	8.01 %
TRK1	0.23	6.46 %
KML1	0.16	7.35 %
ULP1	0.11	6.81 %
KLM1	0.09	3.46 %
PRT1	0.09	4.81 %
TVM1	0.05	5.37 %
TDM1	0.03	1.79 %
TVM2	0.02	3.16 %
WHUT		0.00 %
Total	6.30	13.28 %

WEST-03

Property	MTD Sales L	Brand Share %
Fan	0.75	13.30 %
W-Purifi	0.68	16.52 %
Iron	0.48	69.02 %
Air-Cool	0.41	12.82 %
Chimney	0.39	16.01 %
W.Heater	0.38	11.28 %
Mixie	0.09	0.88 %
Small-Ap	0.07	8.43 %
Total	3.25	9.84 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.20	7.97 %
AVI1	0.11	4.60 %
TPR1	0.11	3.52 %
ERD1	0.11	2.91 %
SYM2	0.09	8.49 %
TPR3	0.05	8.59 %
RSP1	0.05	3.95 %
KGM1	0.03	2.99 %
PDR1	0.03	2.17 %
CMI1	0.02	1.44 %
VKL1	0.02	2.74 %
TPR4	0.02	1.73 %
GBM1	0.02	2.30 %
KMM1	0.01	1.00 %
SGG1	0.01	1.36 %
TCG1	0.01	0.76 %
Total	3.25	9.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.45	11.45 %
Iron	0.66	40.74 %
W.Heater	0.40	7.45 %
Chimney	0.33	5.38 %
W-Purifi	0.09	1.44 %
Mixie	0.05	0.27 %
Air-Cool	0.02	0.32 %
Total	2.99	4.75 %

Branch *	MTD Sales L	Brand Share %
MCR1	0.24	7.67 %
ATU1	0.15	4.39 %
TRM1	0.11	2.65 %
OML1	0.10	6.26 %
DPR2	0.10	7.33 %
KVP1	0.10	6.41 %
BMD1	0.10	5.72 %
SLM2	0.10	5.38 %
EPI1	0.09	4.20 %
EDP1	0.09	5.05 %
KAM1	0.07	3.45 %
PNG1	0.06	3.97 %
DPR1	0.06	2.63 %
HRR1	0.05	2.16 %
VPD1	0.04	2.34 %
KRI1	0.04	1.40 %
APN1	0.03	1.75 %
PLC1	0.03	1.07 %
PMP1	0.02	1.18 %
SGI1	0.02	1.19 %
MTR1	0.01	0.63 %
SLM3	0.01	0.44 %
HSR1	0.01	0.16 %
WHKP		0.00 %
Total	2.99	4.75 %