

MTD Sales  
**50.37 L**

Brand Share %  
**7.80 %**

Information:

MTD : 01-03-2026 To 15-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **7.80 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	15.02	9.76 %
Iron	10.20	53.29 %
W.Heater	8.64	13.84 %
Air-Cool	7.61	5.28 %
W-Purifi	7.44	10.16 %
Mixie	0.99	0.53 %
W-Disp	0.46	6.30 %
<b>Total</b>	<b>50.37</b>	<b>7.80 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	8.50	8.85 %
WEST-01	8.30	10.73 %
CHENNAI-01	6.82	7.16 %
SOUTH-03	6.58	7.35 %
CHENNAI-02	4.74	8.44 %
WEST-02	4.50	5.32 %
NORTH ARCOT	4.28	8.66 %
TRICHY-01	4.20	6.49 %
SOUTH ARCOT	2.44	7.53 %
<b>Total</b>	<b>50.37</b>	<b>7.80 %</b>

**SOUTH-01**

Property	MTD Sales L	Brand Share %
Fan	3.23	15.76 %
Iron	1.50	46.74 %
W-Purifi	1.31	8.29 %
Air-Cool	1.14	6.27 %
W.Heater	0.95	12.16 %
Mixie	0.29	0.97 %
W-Disp	0.07	12.64 %
<b>Total</b>	<b>8.50</b>	<b>8.85 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	0.33	5.57 %
KYR1	0.20	7.03 %
TUT2	0.19	6.27 %
APK2	0.16	7.14 %
NGR1	0.15	3.19 %
APK1	0.13	7.38 %
VKM1	0.12	7.60 %
PDI1	0.11	5.82 %
ERL2	0.10	4.39 %
SVK1	0.09	3.02 %
TCN1	0.08	3.58 %
PKD1	0.06	3.16 %
SDI1	0.05	2.16 %
SKD1	0.05	4.52 %
ASM1	0.05	2.32 %
TKY1	0.04	3.39 %
ARM1	0.04	3.04 %
VNR1	0.02	1.30 %
MMT1	0.01	0.53 %
KSM1		0.00 %
S2SD		0.00 %
<b>Total</b>	<b>8.50</b>	<b>8.85 %</b>

## WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	2.94	10.51 %
Fan	2.03	12.21 %
Iron	1.42	69.74 %
W-Purifi	1.18	26.03 %
W.Heater	0.60	8.37 %
Mixie	0.12	0.67 %
<b>Total</b>	<b>8.30</b>	<b>10.73 %</b>

Branch *	MTD Sales L	Brand Share %
TPR1	0.28	6.78 %
SUL1	0.26	6.26 %
CBE6	0.17	6.19 %
PDM1	0.14	5.22 %
CBE1	0.12	3.20 %
MPM1	0.11	3.27 %
KMD1	0.09	7.15 %
SYM2	0.09	6.27 %
UAM1	0.09	6.36 %
DPM2	0.08	3.67 %
PPI1	0.04	2.56 %
KGM1	0.04	4.32 %
CBE3	0.03	2.73 %
TPR4	0.03	1.94 %
KGI1	0.01	3.28 %
WZSD		0.00 %
<b>Total</b>	<b>8.30</b>	<b>10.73 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.95	6.09 %
W.Heater	1.67	11.69 %
W-Purifi	1.41	9.92 %
Iron	0.91	48.94 %
Air-Cool	0.64	7.32 %
W-Disp	0.22	12.71 %
Mixie	0.03	0.15 %
<b>Total</b>	<b>6.82</b>	<b>7.16 %</b>

Branch *	MTD Sales L	Brand Share %
CH28	0.31	7.04 %
CH25	0.23	5.99 %
CH42	0.17	3.30 %
CH49	0.16	3.08 %
CH16	0.15	3.95 %
CH35	0.10	6.60 %
CH22	0.10	4.19 %
CGL1	0.09	6.71 %
CH19	0.08	2.80 %
MRM1	0.07	3.54 %
CH39	0.07	3.90 %
CH48	0.06	1.87 %
SKL1	0.05	3.37 %
GUD1	0.04	1.37 %
CH30	0.04	4.14 %
CH26	0.02	2.45 %
CH37		0.00 %
CH47		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>6.82</b>	<b>7.16 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	1.88	8.26 %
Iron	1.86	51.43 %
W.Heater	1.14	20.73 %
Air-Cool	0.78	3.76 %
W-Purifi	0.62	6.34 %
Mixie	0.22	0.85 %
W-Disp	0.08	8.61 %
<b>Total</b>	<b>6.58</b>	<b>7.35 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	0.25	3.35 %
KKD3	0.21	5.47 %
MDU5	0.18	5.42 %
MPA1	0.15	5.34 %
TMM1	0.14	3.12 %
TPT1	0.13	4.25 %
MDU3	0.13	4.06 %
TEN1	0.10	6.76 %
NKI1	0.09	5.07 %
PNV2	0.08	7.77 %
ADP1	0.08	4.74 %
DKI1	0.08	5.10 %
MLR1	0.07	3.83 %
CBM1	0.06	1.99 %
KRR1	0.06	2.75 %
DGL2	0.06	3.53 %
USL1	0.06	3.45 %
SVG1	0.05	3.22 %
PNI1	0.04	2.56 %
ODM1	0.04	2.40 %
NTM1	0.03	3.08 %
KPT1	0.03	1.47 %
CMR1	0.02	2.81 %
PVI1	0.02	1.68 %
SZSD		0.00 %
<b>Total</b>	<b>6.58</b>	<b>7.35 %</b>

### CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	1.88	22.17 %
Fan	1.29	10.99 %
W-Purifi	0.73	6.73 %
Iron	0.69	53.20 %
Air-Cool	0.12	1.99 %
Mixie	0.03	0.15 %
<b>Total</b>	<b>4.74</b>	<b>8.44 %</b>

Branch *	MTD Sales L	Brand Share %
CH12	0.36	7.62 %
CH15	0.20	4.09 %
CH43	0.15	3.75 %
CH18	0.12	4.09 %
PON1	0.09	7.42 %
CH46	0.07	5.03 %
CH44	0.06	3.82 %
CH06	0.03	1.69 %
CH31	0.02	2.14 %
CH23	0.02	3.29 %
CH27	0.01	0.92 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH36		0.00 %
CH51		0.00 %
<b>Total</b>	<b>4.74</b>	<b>8.44 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Iron	1.40	61.64 %
Fan	1.06	6.36 %
Air-Cool	0.83	2.71 %
W.Heater	0.63	13.13 %
W-Purifi	0.43	9.69 %
W-Disp	0.09	18.73 %
Mixie	0.05	0.22 %
<b>Total</b>	<b>4.50</b>	<b>5.32 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.34	7.10 %
SLM2	0.19	6.69 %
KRI1	0.17	5.09 %
EPI1	0.15	4.41 %
SLM3	0.13	3.55 %
APN1	0.10	4.20 %
OML1	0.10	3.55 %
ERD1	0.10	3.32 %
VKL1	0.10	4.78 %
SGG1	0.09	7.12 %
KMM1	0.08	4.40 %
TCG1	0.08	4.63 %
TRM1	0.07	2.60 %
VPD1	0.07	3.19 %
HRR1	0.07	4.58 %
SGI1	0.06	2.75 %
PLC1	0.05	2.19 %
PMP1	0.04	3.44 %
HSR1	0.04	1.09 %
ATU1	0.03	1.38 %
DPR1	0.03	1.91 %
CMI1	0.03	1.92 %
KVP1	0.03	2.16 %
MTR1	0.03	1.29 %
DPR2	0.03	1.85 %
KAM1	0.03	1.80 %
MCR1	0.02	0.88 %
RSP1	0.02	1.11 %
PDR1	0.02	1.51 %
WZWH		0.00 %
<b>Total</b>	<b>4.50</b>	<b>5.32 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.81	15.39 %
W.Heater	1.05	14.77 %
Iron	0.72	50.66 %
Air-Cool	0.45	4.74 %
W-Purifi	0.22	4.20 %
Mixie	0.04	0.32 %
<b>Total</b>	<b>4.28</b>	<b>8.66 %</b>

Branch *	MTD Sales L	Brand Share %
VEL2	0.31	7.02 %
KPM2	0.21	6.64 %
VEL1	0.07	2.54 %
WJD1	0.07	4.02 %
SLG1	0.07	4.69 %
ABR1	0.07	4.36 %
WJP1	0.06	3.29 %
BGR1	0.03	1.70 %
GDM1	0.03	2.51 %
PTU1	0.02	2.35 %
CPT1	0.02	1.13 %
UGI1	0.01	0.56 %
AKM1	0.01	0.38 %
ANI1		0.00 %
CGM1		0.00 %
<b>Total</b>	<b>4.28</b>	<b>8.66 %</b>

## TRICHY-01

Property	MTD Sales L	Brand Share %
W-Purifi	1.31	18.65 %
Iron	0.98	47.51 %
Fan	0.97	7.51 %
Air-Cool	0.55	3.23 %
W.Heater	0.21	5.15 %
Mixie	0.20	0.92 %
<b>Total</b>	<b>4.20</b>	<b>6.49 %</b>

Branch *	MTD Sales L	Brand Share %
KUM1	0.15	3.78 %
TRY4	0.13	4.83 %
TRY3	0.09	3.81 %
TYR1	0.07	1.90 %
MSI1	0.07	4.55 %
MDI1	0.06	2.02 %
JKM1	0.05	2.56 %
TNJ1	0.04	0.94 %
PDK1	0.03	4.01 %
MVM1	0.03	0.72 %
TVR2	0.02	0.65 %
PTK1	0.02	1.58 %
TTP1	0.02	1.71 %
NMM1	0.02	1.17 %
TVR1	0.02	1.85 %
KRN1	0.01	0.39 %
APM1	0.01	0.76 %
AYR1		0.00 %
TZSD		0.00 %
<b>Total</b>	<b>4.20</b>	<b>6.49 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.80	8.98 %
Iron	0.73	52.70 %
W.Heater	0.52	15.61 %
W-Purifi	0.23	17.59 %
Air-Cool	0.16	3.10 %
<b>Total</b>	<b>2.44</b>	<b>7.53 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.16	6.82 %
PRT1	0.14	7.19 %
POY2	0.10	4.65 %
ULP1	0.09	4.56 %
NVL2	0.08	3.53 %
VCM1	0.07	7.20 %
KLM1	0.06	5.01 %
TRK1	0.05	3.89 %
TDM1	0.05	3.22 %
CDM1	0.04	1.69 %
KML1	0.04	3.01 %
STP1	0.03	2.73 %
TVM1	0.02	2.43 %
TVM2		0.00 %
VPM1		0.00 %
<b>Total</b>	<b>2.44</b>	<b>7.53 %</b>