

MTD Sales
190.15 L

Brand Share %
11.87 %

Information:

MTD : 01-04-2026 To 15-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.87 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	108.88	13.90 %
Fan	57.25	15.59 %
Iron	8.85	51.28 %
W-Purifi	6.68	8.09 %
W.Heater	6.03	18.02 %
Mixie	1.08	0.48 %
Small-Ap	0.79	2.89 %
W-Disp	0.41	2.48 %
Chimney	0.18	0.37 %
Total	190.15	11.87 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	37.59	14.78 %
SOUTH-03	29.87	13.31 %
TRICHY-01	26.25	14.34 %
WEST-02	21.55	8.48 %
CHENNAI-01	19.79	11.60 %
WEST-01	15.44	8.37 %
CHENNAI-02	14.85	13.12 %
SOUTH ARCOT	12.73	13.10 %
NORTH ARCOT	12.08	10.05 %
Total	190.15	11.87 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	20.80	19.26 %
Fan	11.50	16.98 %
Iron	2.19	58.50 %
W-Purifi	1.83	9.55 %
W.Heater	0.66	14.50 %
Mixie	0.26	0.69 %
Small-Ap	0.22	4.09 %
W-Disp	0.13	9.71 %
Total	37.59	14.78 %

Branch *	MTD Sales L	Brand Share %
TKS1	0.99	10.91 %
SVK1	0.87	11.12 %
TUT2	0.68	6.26 %
APK2	0.50	11.45 %
KYR1	0.43	7.18 %
TCN1	0.38	4.85 %
STU2	0.35	8.25 %
SGT1	0.31	9.80 %
ERL2	0.26	7.37 %
PDI1	0.23	5.65 %
RPM1	0.23	2.76 %
ASM1	0.21	6.69 %
SDI1	0.17	4.01 %
TKY1	0.16	3.73 %
SKD1	0.15	5.30 %
COL1	0.15	6.92 %
KSM1	0.15	5.79 %
PKD1	0.13	4.78 %
UDN1	0.06	2.58 %
Total	37.59	14.78 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	14.98	14.59 %
Fan	10.95	17.50 %
Iron	1.75	61.90 %
W-Purifi	1.13	9.43 %
W.Heater	0.57	18.26 %
Small-Ap	0.25	5.63 %
W-Disp	0.13	11.70 %
Mixie	0.12	0.42 %
Total	29.87	13.31 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.82	10.43 %
MDU6	0.77	6.73 %
TEN1	0.65	9.97 %
MDU7	0.51	8.03 %
KKD3	0.49	5.05 %
MDU4	0.40	6.63 %
MDU5	0.38	5.23 %
USL1	0.37	9.24 %
DKI1	0.33	7.73 %
MPA1	0.25	4.03 %
KYK1	0.25	8.25 %
ADP1	0.24	5.55 %
TDI1	0.23	5.83 %
BTU1	0.23	9.50 %
SVG1	0.19	6.63 %
DGL2	0.19	4.51 %
MLR1	0.18	5.69 %
PVI1	0.17	8.42 %
ODM1	0.16	7.47 %
KPT1	0.15	2.79 %
SGP1	0.13	5.57 %
PNV2	0.11	4.75 %
ATG1	0.11	2.90 %
PKM1	0.09	3.86 %
CMR1	0.06	2.28 %
NTM1	0.04	1.50 %
KRR1	0.03	0.57 %
Total	29.87	13.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	17.49	18.15 %
Fan	7.13	16.79 %
W-Purifi	0.69	11.48 %
Iron	0.63	34.61 %
W.Heater	0.25	15.20 %
Small-Ap	0.06	1.97 %
Total	26.25	14.34 %

Branch *	MTD Sales L	Brand Share %
NGT1	0.63	11.72 %
KIK1	0.50	11.25 %
PTK1	0.38	6.05 %
PDK1	0.27	8.73 %
ORU1	0.25	4.73 %
TVR1	0.24	8.42 %
TTP1	0.23	9.39 %
NCK1	0.23	5.41 %
KRN1	0.22	4.51 %
JKM1	0.20	3.31 %
TRY3	0.14	2.54 %
TNJ1	0.14	1.55 %
NMM1	0.05	1.05 %
APM1	0.04	1.51 %
AYR1		0.00 %
MSI1		0.00 %
TRY2		0.00 %
WTRZ		0.00 %
Total	26.25	14.34 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	15.64	9.89 %
Fan	4.34	9.23 %
Iron	0.83	52.04 %
W.Heater	0.55	16.66 %
W-Purifi	0.17	3.15 %
Mixie	0.03	0.12 %
Total	21.55	8.48 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.21	11.84 %
HSR2	1.08	10.42 %
KRI1	0.96	6.96 %
SLM3	0.56	5.37 %
KVP1	0.38	5.66 %
BMD1	0.30	7.67 %
EPI1	0.23	2.96 %
RSP1	0.17	2.14 %
EDP1	0.17	3.43 %
SGG1	0.16	3.49 %
DPR1	0.16	3.14 %
VPD1	0.14	1.71 %
KAM1	0.14	1.76 %
MCR1	0.14	3.09 %
APN1	0.13	2.17 %
PLC1	0.11	1.41 %
OML1	0.11	1.65 %
TCG1	0.08	1.39 %
MTR1	0.05	1.18 %
CMI1	0.04	0.84 %
SGI1	0.03	0.81 %
PMP1	0.03	0.58 %
VKL1	0.02	0.44 %
HSR1	0.02	0.19 %
PDR1	0.01	0.26 %
HRR1	0.01	0.21 %
KMM1	0.01	0.17 %
WHKP		0.00 %
WHPD		0.00 %
Total	21.55	8.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	9.61	16.33 %
Fan	6.12	16.68 %
W.Heater	1.51	23.38 %
Iron	1.06	48.70 %
W-Purifi	0.80	4.41 %
Mixie	0.20	0.65 %
Chimney	0.18	2.59 %
Small-Ap	0.17	2.92 %
W-Disp	0.14	2.49 %
Total	19.79	11.60 %

Branch *	MTD Sales L	Brand Share %
CH47	1.21	10.52 %
CH42	1.03	9.37 %
CH07	0.90	10.87 %
CH39	0.53	11.61 %
CH08	0.52	6.45 %
CH16	0.50	7.15 %
CH19	0.36	4.10 %
CH25	0.25	4.68 %
GUD2	0.25	5.61 %
CH35	0.18	3.97 %
CH30	0.14	3.27 %
MRM1	0.13	2.53 %
CH22	0.06	1.28 %
CH29	0.06	7.17 %
CH38	0.04	0.82 %
KNR1	0.03	2.29 %
CH26	0.01	0.58 %
CH37		0.00 %
CZWH		0.00 %
Total	19.79	11.60 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	8.93	8.14 %
Fan	4.74	16.10 %
W.Heater	0.71	13.41 %
Iron	0.57	53.63 %
W-Purifi	0.33	5.11 %
Small-Ap	0.10	4.30 %
Mixie	0.06	0.25 %
Total	15.44	8.37 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.61	11.61 %
SNR1	0.82	7.61 %
CBE6	0.67	10.37 %
PLI1	0.61	8.37 %
MPM1	0.51	7.20 %
UMP1	0.43	7.63 %
AVI1	0.42	4.63 %
SYM2	0.38	6.69 %
TPR3	0.38	6.33 %
CBE4	0.34	3.40 %
SUL1	0.25	2.97 %
CBE1	0.18	2.35 %
PPI1	0.18	3.43 %
CBE5	0.17	3.71 %
KMD1	0.14	4.11 %
GBM1	0.11	2.43 %
TPR4	0.09	2.39 %
ANR1	0.06	1.59 %
PDM1	0.05	1.03 %
KGM1	0.04	0.72 %
UAM1	0.02	1.05 %
CNR1	0.02	3.15 %
GDR1	0.02	5.25 %
DPM2	0.01	0.34 %
KGI1	0.01	2.05 %
CBE3	0.01	0.31 %
WHCB		0.00 %
Total	15.44	8.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	8.57	19.61 %
Fan	3.64	13.94 %
W.Heater	1.11	29.21 %
Iron	0.69	46.61 %
W-Purifi	0.56	6.75 %
Mixie	0.27	1.27 %
Total	14.85	13.12 %

Branch *	MTD Sales L	Brand Share %
CH43	0.74	11.79 %
CH17	0.61	9.41 %
CH18	0.59	7.32 %
CH15	0.47	5.35 %
CH34	0.17	3.33 %
CH33	0.16	3.72 %
PON1	0.15	6.97 %
CH44	0.14	4.69 %
CH41	0.12	4.52 %
CH46	0.08	3.59 %
CH31	0.04	2.42 %
CH20	0.04	0.90 %
CH06	0.03	0.88 %
UKI1	0.03	1.34 %
CH32	0.02	10.75 %
CH36	0.01	0.42 %
CH27	0.01	0.53 %
CH01	0.01	4.65 %
CH23	0.01	0.62 %
CH51		0.00 %
MC06		0.00 %
Total	14.85	13.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	6.65	14.08 %
Fan	4.93	18.95 %
W-Purifi	0.46	20.73 %
Iron	0.43	33.31 %
W.Heater	0.26	13.46 %
Total	12.73	13.10 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.37	6.81 %
SJI2	0.23	5.09 %
STP1	0.23	7.18 %
KML1	0.16	3.74 %
CDM1	0.14	3.29 %
PRT1	0.11	1.67 %
VPM1	0.09	4.31 %
VCM1	0.05	1.42 %
TDM1	0.03	1.00 %
TVM2	0.03	2.43 %
KLM1	0.03	0.93 %
TVM1	0.02	1.03 %
Total	12.73	13.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	6.21	10.61 %
Fan	3.90	13.36 %
W-Purifi	0.71	14.39 %
Iron	0.71	55.80 %
W.Heater	0.40	12.18 %
Mixie	0.14	0.95 %
Total	12.08	10.05 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.45	11.58 %
VEL2	0.92	8.12 %
KPM2	0.74	10.52 %
ABR1	0.61	9.08 %
VNB1	0.54	8.91 %
SLG1	0.32	9.00 %
VEL1	0.29	4.30 %
KPM1	0.26	8.37 %
ARC2	0.23	5.32 %
BGR1	0.22	4.30 %
UGI1	0.14	8.36 %
WJD1	0.13	3.65 %
GDM1	0.05	1.43 %
CPT1	0.04	1.45 %
TRT1	0.04	1.47 %
CGM1	0.03	1.12 %
ANI1	0.03	1.53 %
WJP1	0.03	0.51 %
PLR1	0.02	0.67 %
CYR1	0.02	0.86 %
PTU1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
Total	12.08	10.05 %