



TN : HAVELLS Sales Performance 16/05/2026 8:09 AM

MTD Sales
97.22 L

Brand Share %
12.36 %

Information:

MTD : 01-05-2026 To 15-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.36 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	41.40	20.66 %
Air-Cool	26.35	10.56 %
W.Heater	17.42	48.89 %
Iron	5.44	39.55 %
W-Purifi	4.30	5.92 %
Small-Ap	1.69	7.51 %
Mixie	0.63	0.33 %
Total	97.22	12.36 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH ARCOT	20.44	31.23 %
SOUTH-01	17.57	12.97 %
TRICHY-01	12.86	13.62 %
CHENNAI-01	11.76	10.02 %
SOUTH-03	10.70	10.84 %
CHENNAI-02	6.76	9.38 %
NORTH ARCOT	6.05	10.85 %
WEST-01	5.77	9.17 %
WEST-02	5.30	6.28 %
Total	97.22	12.36 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	13.94	95.40 %
Fan	3.88	28.59 %
Air-Cool	1.76	9.16 %
Iron	0.48	41.02 %
W-Purifi	0.32	9.08 %
Mixie	0.07	0.54 %
Total	20.44	31.23 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.31	8.57 %
TRK1	0.28	11.86 %
ULP1	0.26	11.97 %
NVL2	0.26	6.40 %
STP1	0.22	11.75 %
SJI2	0.22	7.95 %
KML1	0.20	11.14 %
VPM1	0.10	10.86 %
VCM1	0.07	4.21 %
KLM1	0.03	1.15 %
TVM1	0.03	1.99 %
TDM1		0.00 %
TVM2		0.00 %
Total	20.44	31.23 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	10.48	27.89 %
Air-Cool	4.00	11.72 %
Iron	1.44	46.42 %
W.Heater	0.62	17.76 %
Small-Ap	0.45	10.27 %
W-Purifi	0.42	2.50 %
Mixie	0.15	0.43 %
Total	17.57	12.97 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.59	6.93 %
TUT2	0.53	10.87 %
RND1	0.34	7.65 %
TCN1	0.32	8.33 %
TKY1	0.26	11.84 %
ERL2	0.24	6.48 %
PKD1	0.22	10.93 %
SNL1	0.22	6.78 %
VKM1	0.22	8.38 %
SVK1	0.17	6.43 %
PDI1	0.14	5.90 %
SDI1	0.13	8.55 %
ASM1	0.13	5.50 %
UDN1	0.12	8.67 %
RPM1	0.12	2.68 %
VLY1	0.11	3.12 %
STU2	0.09	6.98 %
ARM1	0.09	5.75 %
APK1	0.08	3.25 %
MMT1	0.08	3.33 %
SGT1	0.05	4.70 %
COL1	0.05	3.64 %
SKD1	0.05	2.76 %
S2SD		0.00 %
WHTV		0.00 %
Total	17.57	12.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	5.90	16.41 %
Fan	5.82	22.33 %
Iron	0.48	36.35 %
W-Purifi	0.39	7.02 %
Small-Ap	0.15	6.96 %
W.Heater	0.07	5.07 %
Mixie	0.04	0.19 %
Total	12.86	13.62 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.56	11.92 %
TNJ1	0.42	7.23 %
NGT1	0.36	10.57 %
PBR1	0.33	11.82 %
PTK1	0.28	7.06 %
NCK1	0.17	8.86 %
TRY4	0.15	7.23 %
KRN1	0.13	6.45 %
JKM1	0.12	4.32 %
PDK1	0.07	6.00 %
APM1	0.03	1.83 %
AYR1	0.01	0.67 %
MSI1	0.01	1.00 %
TRY2	0.01	2.90 %
TZSD		0.00 %
WTRZ		0.00 %
NMM1	-0.02	-0.57 %
Total	12.86	13.62 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.35	11.84 %
Fan	4.23	14.83 %
W-Purifi	0.81	5.29 %
Iron	0.78	47.40 %
Small-Ap	0.69	14.55 %
W.Heater	0.68	15.40 %
Mixie	0.21	0.82 %
Total	11.76	10.02 %

Branch *	MTD Sales L	Brand Share %
CH42	0.71	9.56 %
GUD1	0.46	9.31 %
CH48	0.42	8.60 %
CH49	0.41	7.07 %
CH08	0.40	5.03 %
CH19	0.38	5.90 %
CH30	0.29	9.45 %
GUD2	0.25	10.19 %
CH25	0.23	6.15 %
CH39	0.20	4.52 %
TKM1	0.17	7.29 %
MRM1	0.14	4.67 %
CH28	0.11	2.56 %
CH35	0.10	3.78 %
CH37	0.03	2.58 %
CH38	0.03	0.60 %
CH40	0.01	2.87 %
WHC3	0.01	0.21 %
CH22		0.00 %
CH26		0.00 %
CZWH		0.00 %
WCHN	-0.04	10.28 %
Total	11.76	10.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	6.44	21.98 %
Air-Cool	3.14	11.89 %
Iron	0.71	34.97 %
W.Heater	0.22	10.46 %
Small-Ap	0.20	5.34 %
Total	10.70	10.84 %

Branch *	MTD Sales L	Brand Share %
MDU5	0.39	10.75 %
MDU6	0.38	8.58 %
TPT1	0.36	11.50 %
TMM1	0.26	5.55 %
TEN1	0.23	8.54 %
MDU4	0.21	9.80 %
KKD3	0.21	4.46 %
PNV2	0.20	8.66 %
DGL2	0.17	7.13 %
MLR1	0.16	7.85 %
PNI1	0.15	7.56 %
MPA1	0.14	4.92 %
TDI1	0.14	8.72 %
KPT1	0.13	5.81 %
SVG1	0.12	6.91 %
USL1	0.09	7.63 %
BNR1	0.08	5.32 %
ADP1	0.07	7.94 %
DKI1	0.06	2.72 %
PKM1	0.05	4.24 %
KYK1	0.03	1.63 %
PVI1	0.02	0.91 %
SGP1	0.02	1.56 %
ODM1	0.02	2.02 %
CBM1		0.00 %
CMR1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
Total	10.70	10.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.23	17.51 %
Air-Cool	2.08	7.95 %
W.Heater	0.56	30.90 %
Iron	0.52	44.90 %
W-Purifi	0.37	5.30 %
Total	6.76	9.38 %

Branch *	MTD Sales L	Brand Share %
CH03	0.40	9.37 %
CH43	0.33	8.88 %
CH15	0.32	5.55 %
CH18	0.31	5.19 %
CH50	0.25	5.48 %
CH33	0.23	11.88 %
CH23	0.20	10.61 %
CH34	0.18	6.43 %
GPD1	0.15	7.31 %
CH41	0.14	9.32 %
CH20	0.12	4.37 %
CH17	0.12	4.12 %
CH46	0.07	3.75 %
CH44	0.04	2.09 %
CH27	0.02	1.06 %
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 %
Total	6.76	9.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	2.37	11.82 %
Fan	2.28	15.26 %
W-Purifi	0.45	8.57 %
W.Heater	0.44	21.56 %
Iron	0.38	38.57 %
Mixie	0.09	0.77 %
Small-Ap	0.04	4.70 %
Total	6.05	10.85 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.35	5.03 %
VEL1	0.34	9.64 %
TRR1	0.22	6.74 %
SLG1	0.16	9.27 %
KPM1	0.15	7.83 %
ABR1	0.12	7.40 %
BGR1	0.07	3.73 %
WJD1	0.07	4.83 %
VSI1	0.04	3.26 %
GDM1	0.02	1.46 %
PTU1	0.02	2.24 %
UGI1	0.02	1.19 %
PLR1	0.01	0.88 %
ANI1	0.01	0.82 %
CPT1	0.01	0.80 %
CGM1	0.01	0.56 %
CYR1		0.00 %
TRT1		0.00 %
WJP1		0.00 %
Total	6.05	10.85 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	2.98	21.29 %
W-Purifi	1.02	27.25 %
Air-Cool	0.70	3.72 %
W.Heater	0.68	20.59 %
Iron	0.21	24.57 %
Small-Ap	0.11	4.80 %
Mixie	0.07	0.33 %
Total	5.77	9.17 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.22	10.57 %
SUL1	0.19	5.76 %
CBE5	0.18	8.46 %
TPR1	0.18	8.09 %
SYM2	0.10	5.49 %
TPR3	0.10	5.39 %
KGI1	0.07	10.95 %
AVI1	0.05	1.56 %
CBE4	0.05	2.21 %
CBE6	0.04	1.50 %
UAM1	0.03	1.69 %
UMP1	0.03	2.14 %
SNR1	0.02	0.94 %
GBM1	0.02	1.24 %
CNR1	0.02	1.35 %
DPM2	0.01	1.03 %
CBE1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
ANR1		-0.70 %
WHCB	-0.04	9.30 %
Total	5.77	9.17 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.06	11.48 %
Air-Cool	2.05	6.38 %
W-Purifi	0.51	11.85 %
Iron	0.42	29.21 %
W.Heater	0.21	8.50 %
Small-Ap	0.04	3.55 %
Total	5.30	6.28 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.59	10.13 %
SLM1	0.56	11.98 %
HSR2	0.25	8.33 %
MTR1	0.24	10.24 %
DPR2	0.18	7.45 %
KAM1	0.17	4.71 %
OML1	0.15	12.29 %
BMD1	0.14	6.22 %
RSP1	0.11	6.35 %
SLM2	0.09	4.05 %
SGI1	0.09	2.67 %
DPR1	0.08	3.09 %
TRM1	0.08	5.42 %
TCG1	0.07	10.09 %
APN1	0.07	4.37 %
PLC1	0.06	1.77 %
MCR1	0.06	2.26 %
EPI1	0.05	2.55 %
KRI1	0.05	0.99 %
SGG1	0.03	2.85 %
VPD1	0.03	2.18 %
VKL1	0.03	1.48 %
HSR1	0.02	0.48 %
SLM3	0.01	0.32 %
EDP1	0.01	1.07 %
CMI1	0.01	0.71 %
PDR1	0.01	0.77 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
WZWH		0.00 %
Total	5.30	6.28 %