



TN : HAVELLS Sales Performance 17/03/2026 8:09 AM

MTD Sales
58.29 L

Brand Share %
8.08 %

Information:

MTD : 01-03-2026 To 16-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.08 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	17.60	10.28 %
Iron	11.04	53.06 %
Air-Cool	10.22	6.24 %
W.Heater	9.32	13.35 %
W-Purifi	8.49	10.23 %
Mixie	1.09	0.53 %
W-Disp	0.55	6.59 %
Total	58.29	8.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	10.47	9.11 %
WEST-01	9.61	11.55 %
SOUTH-03	7.46	7.53 %
CHENNAI-01	7.38	7.29 %
NORTH ARCOT	5.40	8.78 %
TRICHY-01	5.37	7.61 %
CHENNAI-02	5.01	7.93 %
WEST-02	4.91	5.31 %
SOUTH ARCOT	2.68	7.54 %
Total	58.29	8.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	4.06	17.06 %
W-Purifi	1.76	8.80 %
Iron	1.70	47.00 %
Air-Cool	1.41	5.85 %
W.Heater	1.18	13.31 %
Mixie	0.29	0.86 %
W-Disp	0.07	10.00 %
Total	10.47	9.11 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.48	7.10 %
RPM1	0.28	7.53 %
KYR1	0.23	6.90 %
TUT2	0.19	5.91 %
ERL2	0.18	7.27 %
NGR1	0.18	3.59 %
APK2	0.16	6.61 %
APK1	0.15	7.93 %
SVK1	0.15	4.20 %
VKM1	0.12	6.37 %
PDI1	0.12	5.45 %
SGT1	0.09	6.44 %
TCN1	0.08	3.24 %
SDI1	0.07	2.16 %
ASM1	0.07	2.33 %
SKD1	0.06	4.34 %
MMT1	0.06	3.08 %
ARM1	0.06	4.16 %
PKD1	0.06	2.78 %
TKY1	0.05	3.46 %
VNR1	0.03	0.98 %
KSM1	0.01	2.48 %
S2SD		0.00 %
Total	10.47	9.11 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.64	12.09 %
Fan	2.19	12.11 %
Iron	1.47	69.20 %
W-Purifi	1.28	26.77 %
W.Heater	0.91	11.95 %
Mixie	0.12	0.62 %
Total	9.61	11.55 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.31	7.16 %
CBE6	0.17	5.67 %
PDM1	0.14	4.77 %
CBE1	0.12	3.16 %
MPM1	0.11	3.24 %
SYM2	0.10	6.35 %
KMD1	0.09	7.02 %
UAM1	0.09	6.11 %
DPM2	0.08	3.44 %
PPI1	0.04	2.45 %
KGM1	0.04	4.15 %
CBE3	0.03	2.61 %
TPR4	0.03	1.77 %
KGI1	0.01	3.28 %
WZSD		0.00 %
Total	9.61	11.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	2.02	7.91 %
Iron	1.97	51.53 %
Air-Cool	1.27	5.35 %
W.Heater	1.14	19.10 %
W-Purifi	0.71	6.56 %
Mixie	0.28	0.99 %
W-Disp	0.08	7.37 %
Total	7.46	7.53 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.28	3.44 %
TPT1	0.27	7.48 %
KKD3	0.23	5.29 %
MDU5	0.19	5.40 %
MDU4	0.18	7.18 %
TMM1	0.16	3.09 %
KPT1	0.15	6.00 %
MPA1	0.15	4.95 %
TEN1	0.12	7.07 %
USL1	0.12	5.71 %
NKI1	0.09	5.50 %
PNV2	0.08	7.10 %
MNM1	0.08	7.84 %
ADP1	0.08	4.66 %
DKI1	0.08	4.62 %
MLR1	0.07	3.56 %
CBM1	0.06	1.97 %
KRR1	0.06	2.51 %
SVG1	0.05	2.94 %
PNI1	0.04	2.56 %
ODM1	0.04	2.35 %
NTM1	0.03	2.96 %
CMR1	0.03	4.39 %
PVI1	0.02	1.56 %
SZSD		0.00 %
MDU3	-0.01	-0.23 %
Total	7.46	7.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.10	6.38 %
W.Heater	1.78	11.63 %
W-Purifi	1.28	8.25 %
Air-Cool	1.00	10.40 %
Iron	0.96	48.76 %
W-Disp	0.22	11.62 %
Mixie	0.03	0.14 %
Total	7.38	7.29 %

Branch *	MTD Sales L	Brand Share %
CH08	0.31	7.22 %
CH25	0.23	5.67 %
CH49	0.19	3.57 %
CH42	0.17	3.11 %
AVD1	0.16	7.75 %
CH16	0.15	3.87 %
GUD2	0.15	7.89 %
CH39	0.13	7.12 %
CH35	0.10	6.38 %
CH22	0.10	3.84 %
CH19	0.08	2.72 %
MRM1	0.07	3.07 %
CH48	0.06	1.81 %
SKL1	0.05	3.18 %
GUD1	0.04	1.23 %
CH30	0.04	4.03 %
CH47	0.03	1.35 %
CH26	0.02	2.34 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	7.38	7.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.33	14.37 %
W.Heater	1.05	10.83 %
Iron	0.82	48.32 %
Air-Cool	0.62	5.79 %
W-Purifi	0.54	8.32 %
Mixie	0.04	0.27 %
Total	5.40	8.78 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.22	6.53 %
UGI1	0.11	4.93 %
ABR1	0.08	4.28 %
SLG1	0.08	4.60 %
VEL1	0.07	2.06 %
WJD1	0.07	3.42 %
WJP1	0.06	2.21 %
PTU1	0.05	4.23 %
BGR1	0.05	2.01 %
GDM1	0.03	1.43 %
CPT1	0.03	1.76 %
CGM1	0.01	0.46 %
AKM1	0.01	0.33 %
ANI1		0.00 %
Total	5.40	8.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
W-Purifi	1.53	20.12 %
Fan	1.34	9.52 %
Iron	1.10	49.89 %
Air-Cool	0.91	4.78 %
W.Heater	0.21	4.99 %
Mixie	0.20	0.86 %
W-Disp	0.08	12.23 %
Total	5.37	7.61 %

Branch *	MTD Sales L	Brand Share %
ORU1	0.16	7.71 %
MDI1	0.15	4.82 %
KUM1	0.15	3.56 %
TRY4	0.14	4.94 %
JKM1	0.11	5.08 %
TRY3	0.09	3.28 %
TYR1	0.07	1.86 %
MSI1	0.07	3.91 %
PTK1	0.05	2.52 %
TVR2	0.04	1.14 %
MVM1	0.04	1.04 %
TTP1	0.04	2.59 %
TNJ1	0.04	0.86 %
PDK1	0.03	3.88 %
TVR1	0.03	2.21 %
NMM1	0.02	1.07 %
APM1	0.02	1.66 %
KRN1	0.01	0.37 %
AYR1		0.00 %
TZSD		0.00 %
Total	5.37	7.61 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	1.91	21.31 %
Fan	1.41	11.09 %
W-Purifi	0.73	6.51 %
Iron	0.73	52.00 %
Air-Cool	0.16	2.40 %
Mixie	0.07	0.31 %
Total	5.01	7.93 %

Branch *	MTD Sales L	Brand Share %
CH12	0.36	7.22 %
CH15	0.24	4.56 %
CH34	0.24	7.47 %
CH43	0.18	4.42 %
CH18	0.12	3.90 %
PON1	0.09	6.71 %
CH46	0.08	5.61 %
CH44	0.06	3.51 %
CH06	0.03	1.45 %
CH31	0.02	1.70 %
CH23	0.02	3.20 %
CH27	0.01	0.83 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH36		0.00 %
CH51		0.00 %
Total	5.01	7.93 %

WEST-02

Property	MTD Sales L	Brand Share %
Iron	1.51	61.20 %
Fan	1.27	6.93 %
Air-Cool	0.93	2.73 %
W.Heater	0.63	11.58 %
W-Purifi	0.43	8.52 %
W-Disp	0.09	18.73 %
Mixie	0.05	0.20 %
Total	4.91	5.31 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.34	6.23 %
SLM2	0.20	5.91 %
KRI1	0.18	4.89 %
EPI1	0.17	4.39 %
SLM3	0.17	4.41 %
APN1	0.13	4.86 %
EDP1	0.11	6.85 %
TRM1	0.11	3.69 %
ERD1	0.10	3.26 %
OML1	0.10	3.10 %
VKL1	0.10	4.41 %
SGG1	0.09	6.99 %
KMM1	0.08	4.19 %
TCG1	0.08	4.63 %
HRR1	0.08	5.22 %
VPD1	0.07	2.91 %
SGI1	0.06	2.42 %
PLC1	0.05	2.08 %
HSR1	0.05	1.27 %
PMP1	0.04	3.29 %
RSP1	0.04	1.69 %
ATU1	0.03	1.17 %
KAM1	0.03	2.07 %
DPR1	0.03	1.91 %
CMI1	0.03	1.81 %
KVP1	0.03	1.94 %
MTR1	0.03	1.22 %
DPR2	0.03	1.74 %
MCR1	0.02	0.78 %
PDR1	0.02	1.44 %
WZWH		0.00 %
Total	4.91	5.31 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.88	9.25 %
Iron	0.77	51.90 %
W.Heater	0.52	13.35 %
Air-Cool	0.28	4.97 %
W-Purifi	0.23	15.97 %
Total	2.68	7.54 %

Branch *	MTD Sales L	Brand Share %
POY1	0.16	6.07 %
PRT1	0.16	7.18 %
POY2	0.10	4.21 %
ULP1	0.09	4.08 %
VCM1	0.09	6.70 %
NVL2	0.08	3.31 %
TRK1	0.08	5.36 %
KLM1	0.06	5.01 %
TDM1	0.05	3.10 %
CDM1	0.04	1.51 %
KML1	0.04	2.83 %
VPM1	0.03	4.25 %
STP1	0.03	2.41 %
TVM1	0.02	2.43 %
TVM2		0.00 %
Total	2.68	7.54 %