

MTD Sales
203.18 L

Brand Share %
11.94 %

Information:

MTD : 01-04-2026 To 16-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	117.26	13.98 %
Fan	60.86	15.62 %
Iron	9.33	51.49 %
W-Purifi	6.88	7.96 %
W.Heater	6.33	17.79 %
Mixie	1.14	0.49 %
Small-Ap	0.79	2.76 %
W-Disp	0.41	2.29 %
Chimney	0.18	0.35 %
Total	203.18	11.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	40.65	14.89 %
SOUTH-03	32.03	13.31 %
TRICHY-01	28.73	14.72 %
WEST-02	22.22	8.32 %
CHENNAI-01	20.89	11.64 %
WEST-01	16.95	8.51 %
CHENNAI-02	15.79	13.28 %
SOUTH ARCOT	13.31	13.04 %
NORTH ARCOT	12.63	10.02 %
Total	203.18	11.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	22.70	19.19 %
Fan	12.51	17.19 %
Iron	2.33	58.70 %
W-Purifi	1.83	9.36 %
W.Heater	0.66	13.08 %
Mixie	0.26	0.66 %
Small-Ap	0.22	4.01 %
W-Disp	0.13	9.15 %
Total	40.65	14.89 %

Branch *	MTD Sales L	Brand Share %
TKS1	1.06	11.18 %
TUT2	0.68	6.04 %
MMT1	0.51	11.72 %
TCN1	0.47	5.96 %
KYR1	0.43	6.85 %
RPM1	0.41	4.64 %
SGT1	0.36	10.50 %
STU2	0.35	8.04 %
PDI1	0.27	6.37 %
ERL2	0.26	7.11 %
COL1	0.23	9.44 %
ASM1	0.22	6.13 %
KSM1	0.19	6.67 %
SDI1	0.18	4.05 %
TKY1	0.17	3.88 %
SKD1	0.16	5.09 %
PKD1	0.13	4.25 %
UDN1	0.06	2.53 %
Total	40.65	14.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	16.22	14.54 %
Fan	11.58	17.36 %
Iron	1.84	61.83 %
W-Purifi	1.33	10.39 %
W.Heater	0.57	18.26 %
Small-Ap	0.25	5.32 %
W-Disp	0.13	10.41 %
Mixie	0.12	0.40 %
Total	32.03	13.31 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.90	10.27 %
MDU6	0.78	6.11 %
TEN1	0.65	9.03 %
KKD3	0.52	5.07 %
MDU5	0.51	6.55 %
MDU7	0.51	7.55 %
MDU4	0.40	6.24 %
USL1	0.37	9.24 %
DKI1	0.36	7.31 %
ADP1	0.26	5.59 %
MPA1	0.25	3.80 %
KYK1	0.25	7.66 %
ODM1	0.23	10.23 %
TDI1	0.23	5.75 %
BTU1	0.23	9.25 %
PVI1	0.22	9.87 %
PNV2	0.21	6.64 %
DGL2	0.20	4.59 %
MLR1	0.20	5.73 %
SVG1	0.19	5.97 %
KPT1	0.15	2.62 %
SGP1	0.13	5.25 %
ATG1	0.11	2.53 %
PKM1	0.09	3.48 %
KRR1	0.07	1.15 %
CMR1	0.06	2.28 %
NTM1	0.04	1.43 %
Total	32.03	13.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	19.32	18.66 %
Fan	7.73	17.02 %
Iron	0.69	35.16 %
W-Purifi	0.69	10.99 %
W.Heater	0.25	14.30 %
Small-Ap	0.06	1.91 %
Total	28.73	14.72 %

Branch *	MTD Sales L	Brand Share %
KIK1	0.50	11.06 %
PTK1	0.44	6.50 %
KRN1	0.33	6.38 %
ORU1	0.27	4.90 %
TTP1	0.27	10.18 %
PDK1	0.27	7.89 %
TRY3	0.26	4.51 %
TVR1	0.26	8.60 %
NCK1	0.23	5.05 %
JKM1	0.20	3.20 %
TNJ1	0.14	1.40 %
NMM1	0.05	1.03 %
APM1	0.04	1.36 %
AYR1		0.00 %
MSI1		0.00 %
TRY2		0.00 %
WTRZ		0.00 %
Total	28.73	14.72 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	16.06	9.66 %
Fan	4.56	9.19 %
Iron	0.84	51.80 %
W.Heater	0.55	15.66 %
W-Purifi	0.17	3.15 %
Mixie	0.03	0.11 %
Total	22.22	8.32 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.21	11.49 %
HSR2	1.08	9.88 %
KRI1	0.96	6.62 %
SLM3	0.63	5.60 %
KVP1	0.38	5.31 %
BMD1	0.35	8.80 %
RSP1	0.24	2.85 %
EPI1	0.23	2.94 %
KAM1	0.19	2.27 %
EDP1	0.17	3.23 %
SGG1	0.16	3.46 %
DPR1	0.16	3.16 %
VPD1	0.14	1.62 %
MCR1	0.14	2.88 %
APN1	0.13	2.04 %
PLC1	0.11	1.35 %
OML1	0.11	1.52 %
TCG1	0.08	1.33 %
MTR1	0.05	1.16 %
CMI1	0.04	0.84 %
SGI1	0.03	0.80 %
PMP1	0.03	0.54 %
VKL1	0.02	0.41 %
HSR1	0.02	0.18 %
PDR1	0.01	0.25 %
HRR1	0.01	0.20 %
KMM1	0.01	0.16 %
WHKP		0.00 %
WHPD		0.00 %
Total	22.22	8.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	10.17	16.57 %
Fan	6.56	16.99 %
W.Heater	1.58	22.80 %
Iron	1.10	49.29 %
W-Purifi	0.80	4.15 %
Mixie	0.20	0.63 %
Chimney	0.18	2.37 %
Small-Ap	0.17	2.83 %
W-Disp	0.14	2.26 %
Total	20.89	11.64 %

Branch *	MTD Sales L	Brand Share %
CH47	1.34	10.69 %
CH42	1.03	9.00 %
CH07	0.92	10.87 %
GUD1	0.66	11.32 %
CH39	0.53	10.54 %
CH08	0.52	6.13 %
CH16	0.51	6.98 %
CH19	0.38	4.06 %
CH25	0.25	4.34 %
GUD2	0.25	5.57 %
CH35	0.18	3.65 %
CH30	0.14	3.27 %
MRM1	0.13	2.52 %
CH22	0.06	1.20 %
CH29	0.06	7.17 %
CH38	0.04	0.78 %
KNR1	0.03	2.20 %
CH26	0.01	0.57 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	20.89	11.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	10.23	8.47 %
Fan	4.88	15.73 %
W.Heater	0.71	13.06 %
Iron	0.58	53.63 %
W-Purifi	0.33	4.92 %
Mixie	0.12	0.51 %
Small-Ap	0.10	3.93 %
Total	16.95	8.51 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.96	11.79 %
SNR1	0.82	7.15 %
CBE6	0.68	10.38 %
AVI1	0.61	6.38 %
PLI1	0.61	7.98 %
MPM1	0.51	6.75 %
SYM2	0.45	6.98 %
UMP1	0.43	7.12 %
TPR3	0.38	5.86 %
CBE4	0.37	3.58 %
SUL1	0.25	2.80 %
CBE1	0.20	2.47 %
PPI1	0.18	2.92 %
CBE5	0.17	3.30 %
KMD1	0.14	4.02 %
GBM1	0.11	2.22 %
TPR4	0.09	2.17 %
ANR1	0.06	1.50 %
PDM1	0.05	0.95 %
KGM1	0.04	0.71 %
UAM1	0.02	1.05 %
CNR1	0.02	2.78 %
GDR1	0.02	5.25 %
DPM2	0.01	0.33 %
KGI1	0.01	1.93 %
CBE3	0.01	0.28 %
WHCB		0.00 %
Total	16.95	8.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	8.99	19.65 %
Fan	3.96	14.21 %
W.Heater	1.26	29.34 %
Iron	0.74	47.00 %
W-Purifi	0.56	6.64 %
Mixie	0.27	1.22 %
Total	15.79	13.28 %

Branch *	MTD Sales L	Brand Share %
CH43	0.74	11.47 %
CH18	0.73	8.40 %
CH17	0.69	10.19 %
CH15	0.49	5.25 %
PON1	0.20	8.00 %
CH33	0.19	4.35 %
CH34	0.17	3.29 %
CH44	0.14	4.55 %
CH41	0.12	4.35 %
CH20	0.09	2.04 %
CH46	0.08	3.33 %
CH31	0.04	2.13 %
CH06	0.03	0.85 %
UKI1	0.03	1.34 %
CH36	0.01	0.42 %
CH27	0.01	0.53 %
CH01	0.01	4.65 %
CH23	0.01	0.56 %
CH51		0.00 %
MC06		0.00 %
Total	15.79	13.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	6.99	14.05 %
Fan	5.08	18.75 %
W-Purifi	0.46	17.22 %
Iron	0.43	31.81 %
W.Heater	0.34	16.94 %
Total	13.31	13.04 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.37	6.62 %
STP1	0.27	7.92 %
SJI2	0.23	4.80 %
KML1	0.20	4.36 %
CDM1	0.14	3.03 %
PRT1	0.11	1.63 %
VPM1	0.09	3.97 %
VCM1	0.05	1.35 %
TDM1	0.03	0.92 %
TVM2	0.03	2.11 %
KLM1	0.03	0.86 %
TVM1	0.02	1.01 %
Total	13.31	13.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	6.58	10.68 %
Fan	4.00	13.06 %
Iron	0.78	57.79 %
W-Purifi	0.71	13.32 %
W.Heater	0.40	11.75 %
Mixie	0.14	0.93 %
Total	12.63	10.02 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.45	11.38 %
VEL2	0.93	7.81 %
KPM2	0.74	10.20 %
ABR1	0.62	9.18 %
VNB1	0.57	9.18 %
SLG1	0.32	8.23 %
KPM1	0.30	8.79 %
VEL1	0.29	4.02 %
ARC2	0.23	5.16 %
BGR1	0.22	4.27 %
UGI1	0.14	7.89 %
WJD1	0.13	3.61 %
WJP1	0.12	2.08 %
CPT1	0.06	2.02 %
GDM1	0.05	1.36 %
TRT1	0.05	1.52 %
CGM1	0.03	1.06 %
ANI1	0.03	1.53 %
PLR1	0.02	0.63 %
CYR1	0.02	0.76 %
VSI1	0.01	0.63 %
PTU1		0.00 %
WHVL		0.00 %
Total	12.63	10.02 %