

MTD Sales  
**101.44 L**

Brand Share %  
**12.15 %**

Information:

MTD : 01-05-2026 To 16-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **12.15 %** are only listed below

| Property     | MTD Sales L   | Brand Share %  |
|--------------|---------------|----------------|
| Fan          | 43.54         | 20.44 %        |
| Air-Cool     | 27.27         | 10.64 %        |
| W.Heater     | 17.65         | 46.95 %        |
| Iron         | 5.73          | 38.98 %        |
| W-Purifi     | 4.57          | 5.74 %         |
| Small-Ap     | 1.82          | 7.52 %         |
| Mixie        | 0.87          | 0.42 %         |
| <b>Total</b> | <b>101.44</b> | <b>12.15 %</b> |

| Sales Zone   | MTD Sales L   | Brand Share %  |
|--------------|---------------|----------------|
| SOUTH ARCOT  | 20.70         | 30.68 %        |
| SOUTH-01     | 18.75         | 12.98 %        |
| TRICHY-01    | 13.29         | 13.42 %        |
| CHENNAI-01   | 12.44         | 9.97 %         |
| SOUTH-03     | 11.32         | 10.76 %        |
| CHENNAI-02   | 7.28          | 9.28 %         |
| NORTH ARCOT  | 6.23          | 10.59 %        |
| WEST-01      | 5.88          | 8.76 %         |
| WEST-02      | 5.57          | 6.20 %         |
| <b>Total</b> | <b>101.44</b> | <b>12.15 %</b> |

**SOUTH ARCOT**

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| W.Heater     | 13.94        | 95.40 %        |
| Fan          | 3.92         | 27.94 %        |
| Air-Cool     | 1.94         | 9.97 %         |
| Iron         | 0.50         | 39.81 %        |
| W-Purifi     | 0.32         | 9.08 %         |
| Mixie        | 0.07         | 0.49 %         |
| <b>Total</b> | <b>20.70</b> | <b>30.68 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| CDM1         | 0.31         | 8.17 %         |
| NVL2         | 0.29         | 7.01 %         |
| TRK1         | 0.28         | 11.22 %        |
| ULP1         | 0.26         | 11.38 %        |
| STP1         | 0.22         | 11.75 %        |
| SJI2         | 0.22         | 7.95 %         |
| KML1         | 0.20         | 10.83 %        |
| VPM1         | 0.10         | 10.86 %        |
| VCM1         | 0.07         | 4.09 %         |
| KLM1         | 0.05         | 1.76 %         |
| TVM1         | 0.03         | 1.99 %         |
| TDM1         |              | 0.00 %         |
| TVM2         |              | 0.00 %         |
| <b>Total</b> | <b>20.70</b> | <b>30.68 %</b> |

**SOUTH-01**

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Fan          | 11.08        | 27.83 %        |
| Air-Cool     | 4.33         | 12.38 %        |
| Iron         | 1.53         | 45.64 %        |
| W.Heater     | 0.69         | 17.17 %        |
| Small-Ap     | 0.45         | 9.24 %         |
| W-Purifi     | 0.42         | 2.40 %         |
| Mixie        | 0.24         | 0.60 %         |
| <b>Total</b> | <b>18.75</b> | <b>12.98 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| NGR1         | 0.59         | 6.54 %         |
| RND1         | 0.57         | 11.42 %        |
| TUT2         | 0.53         | 10.60 %        |
| TCN1         | 0.32         | 7.83 %         |
| ERL2         | 0.30         | 7.70 %         |
| VKM1         | 0.26         | 9.48 %         |
| TKY1         | 0.25         | 10.74 %        |
| PKD1         | 0.24         | 10.71 %        |
| SNL1         | 0.22         | 6.14 %         |
| ARM1         | 0.20         | 11.60 %        |
| SVK1         | 0.17         | 6.33 %         |
| VLY1         | 0.16         | 4.43 %         |
| PDI1         | 0.14         | 5.59 %         |
| SDI1         | 0.13         | 7.83 %         |
| ASM1         | 0.13         | 5.44 %         |
| UDN1         | 0.12         | 7.99 %         |
| RPM1         | 0.12         | 2.48 %         |
| MMT1         | 0.10         | 3.59 %         |
| STU2         | 0.09         | 5.54 %         |
| APK1         | 0.08         | 2.96 %         |
| COL1         | 0.06         | 3.66 %         |
| SGT1         | 0.05         | 4.70 %         |
| SKD1         | 0.05         | 2.72 %         |
| S2SD         |              | 0.00 %         |
| WHTV         |              | 0.00 %         |
| <b>Total</b> | <b>18.75</b> | <b>12.98 %</b> |

### TRICHY-01

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Fan          | 5.98         | 21.67 %        |
| Air-Cool     | 5.90         | 16.23 %        |
| W-Purifi     | 0.55         | 9.50 %         |
| Iron         | 0.54         | 36.88 %        |
| Small-Ap     | 0.15         | 6.93 %         |
| Mixie        | 0.10         | 0.41 %         |
| W.Heater     | 0.07         | 5.07 %         |
| <b>Total</b> | <b>13.29</b> | <b>13.42 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| MVM1         | 0.69         | 12.07 %        |
| TNJ1         | 0.42         | 6.88 %         |
| NGT1         | 0.36         | 10.01 %        |
| PBR1         | 0.33         | 11.12 %        |
| ORU1         | 0.29         | 11.62 %        |
| PTK1         | 0.28         | 6.64 %         |
| NCK1         | 0.20         | 9.81 %         |
| TRY4         | 0.15         | 6.96 %         |
| JKM1         | 0.14         | 4.78 %         |
| KRN1         | 0.13         | 6.29 %         |
| PDK1         | 0.07         | 5.78 %         |
| APM1         | 0.03         | 1.76 %         |
| AYR1         | 0.03         | 1.18 %         |
| MSI1         | 0.01         | 0.91 %         |
| TRY2         | 0.01         | 2.64 %         |
| TZSD         |              | 0.00 %         |
| WTRZ         |              | 0.00 %         |
| NMM1         | -0.02        | -0.54 %        |
| <b>Total</b> | <b>13.29</b> | <b>13.42 %</b> |

### CHENNAI-01

| Property     | MTD Sales L  | Brand Share % |
|--------------|--------------|---------------|
| Fan          | 4.65         | 15.52 %       |
| Air-Cool     | 4.42         | 11.81 %       |
| Iron         | 0.87         | 47.17 %       |
| W-Purifi     | 0.81         | 4.70 %        |
| W.Heater     | 0.74         | 15.27 %       |
| Small-Ap     | 0.73         | 14.12 %       |
| Mixie        | 0.21         | 0.75 %        |
| <b>Total</b> | <b>12.44</b> | <b>9.97 %</b> |

| Branch *     | MTD Sales L  | Brand Share % |
|--------------|--------------|---------------|
| CH47         | 0.84         | 11.95 %       |
| CH42         | 0.83         | 10.76 %       |
| CH08         | 0.49         | 5.58 %        |
| CH48         | 0.46         | 9.03 %        |
| GUD1         | 0.46         | 9.00 %        |
| CH16         | 0.43         | 9.58 %        |
| CH19         | 0.42         | 6.24 %        |
| CH49         | 0.41         | 6.43 %        |
| CH30         | 0.29         | 9.02 %        |
| CH25         | 0.28         | 6.92 %        |
| GUD2         | 0.27         | 10.81 %       |
| CH39         | 0.20         | 4.37 %        |
| TKM1         | 0.18         | 7.65 %        |
| MRM1         | 0.17         | 5.51 %        |
| CH28         | 0.13         | 2.77 %        |
| CH35         | 0.10         | 3.26 %        |
| CH37         | 0.03         | 2.34 %        |
| CH38         | 0.03         | 0.58 %        |
| CH22         | 0.01         | 0.51 %        |
| CH40         | 0.01         | 2.30 %        |
| WHC3         | 0.01         | 0.21 %        |
| CH26         |              | 0.00 %        |
| CZWH         |              | 0.00 %        |
| WCHN         | -0.04        | 10.28 %       |
| <b>Total</b> | <b>12.44</b> | <b>9.97 %</b> |

**SOUTH-03**

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Fan          | 6.78         | 21.45 %        |
| Air-Cool     | 3.30         | 12.18 %        |
| Iron         | 0.73         | 33.68 %        |
| W.Heater     | 0.27         | 11.78 %        |
| Small-Ap     | 0.20         | 5.08 %         |
| Mixie        | 0.05         | 0.18 %         |
| <b>Total</b> | <b>11.32</b> | <b>10.76 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| MDU6         | 0.41         | 8.74 %         |
| MDU5         | 0.39         | 9.66 %         |
| TPT1         | 0.36         | 10.46 %        |
| TMM1         | 0.31         | 6.52 %         |
| PNV2         | 0.23         | 9.53 %         |
| TEN1         | 0.23         | 8.43 %         |
| MDU4         | 0.21         | 9.57 %         |
| KKD3         | 0.21         | 3.92 %         |
| DGL2         | 0.17         | 6.70 %         |
| MLR1         | 0.16         | 7.14 %         |
| PNI1         | 0.15         | 7.45 %         |
| MPA1         | 0.14         | 4.70 %         |
| TDI1         | 0.14         | 7.83 %         |
| KPT1         | 0.13         | 5.53 %         |
| SVG1         | 0.12         | 6.51 %         |
| DKI1         | 0.11         | 4.74 %         |
| USL1         | 0.11         | 7.31 %         |
| BNR1         | 0.08         | 4.66 %         |
| ADP1         | 0.07         | 7.16 %         |
| PKM1         | 0.05         | 3.93 %         |
| PVI1         | 0.04         | 1.76 %         |
| KYK1         | 0.03         | 1.52 %         |
| SGP1         | 0.02         | 1.46 %         |
| ODM1         | 0.02         | 1.51 %         |
| CBM1         |              | 0.00 %         |
| CMR1         |              | 0.00 %         |
| NTM1         |              | 0.00 %         |
| SZSD         |              | 0.00 %         |
| <b>Total</b> | <b>11.32</b> | <b>10.76 %</b> |

**CHENNAI-02**

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan          | 3.53        | 17.32 %       |
| Air-Cool     | 2.17        | 8.02 %        |
| W.Heater     | 0.56        | 28.90 %       |
| Iron         | 0.55        | 44.38 %       |
| W-Purifi     | 0.37        | 4.35 %        |
| Mixie        | 0.06        | 0.32 %        |
| Small-Ap     | 0.04        | 1.92 %        |
| <b>Total</b> | <b>7.28</b> | <b>9.28 %</b> |

| Branch *     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| CH03         | 0.40        | 8.66 %        |
| CH43         | 0.33        | 8.50 %        |
| CH18         | 0.33        | 5.21 %        |
| CH15         | 0.32        | 5.39 %        |
| CH33         | 0.26        | 11.85 %       |
| CH50         | 0.25        | 5.37 %        |
| CH23         | 0.20        | 10.22 %       |
| CH34         | 0.19        | 5.60 %        |
| CH41         | 0.18        | 10.41 %       |
| CH17         | 0.15        | 4.58 %        |
| GPD1         | 0.15        | 7.17 %        |
| CH20         | 0.12        | 3.97 %        |
| CH46         | 0.07        | 3.42 %        |
| CH44         | 0.06        | 2.38 %        |
| CH27         | 0.02        | 0.97 %        |
| CH36         | 0.01        | 0.60 %        |
| CH01         |             | 0.00 %        |
| CH06         |             | 0.00 %        |
| CH31         |             | 0.00 %        |
| CH32         |             | 0.00 %        |
| CH51         |             | 0.00 %        |
| MC05         |             | 0.00 %        |
| MC06         |             | 0.00 %        |
| UKI1         |             | 0.00 %        |
| <b>Total</b> | <b>7.28</b> | <b>9.28 %</b> |

## NORTH ARCOT

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Air-Cool     | 2.46        | 11.76 %        |
| Fan          | 2.34        | 14.99 %        |
| W.Heater     | 0.48        | 21.77 %        |
| W-Purifi     | 0.45        | 7.96 %         |
| Iron         | 0.38        | 37.72 %        |
| Mixie        | 0.09        | 0.71 %         |
| Small-Ap     | 0.04        | 4.50 %         |
| <b>Total</b> | <b>6.23</b> | <b>10.59 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| KPM2         | 0.35        | 4.97 %         |
| VEL1         | 0.34        | 9.42 %         |
| TRR1         | 0.22        | 6.59 %         |
| ABR1         | 0.16        | 8.53 %         |
| SLG1         | 0.16        | 8.63 %         |
| KPM1         | 0.15        | 7.83 %         |
| BGR1         | 0.07        | 3.58 %         |
| WJD1         | 0.07        | 4.68 %         |
| VSI1         | 0.04        | 3.18 %         |
| GDM1         | 0.02        | 1.31 %         |
| PTU1         | 0.02        | 2.09 %         |
| UGI1         | 0.02        | 1.19 %         |
| PLR1         | 0.01        | 0.85 %         |
| ANI1         | 0.01        | 0.82 %         |
| CPT1         | 0.01        | 0.72 %         |
| CGM1         | 0.01        | 0.51 %         |
| CYR1         |             | 0.00 %         |
| TRT1         |             | 0.00 %         |
| WJP1         |             | 0.00 %         |
| <b>Total</b> | <b>6.23</b> | <b>10.59 %</b> |

**WEST-01**

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan          | 3.04        | 20.21 %       |
| W-Purifi     | 1.02        | 22.78 %       |
| Air-Cool     | 0.70        | 3.66 %        |
| W.Heater     | 0.68        | 18.97 %       |
| Iron         | 0.21        | 23.47 %       |
| Small-Ap     | 0.16        | 6.30 %        |
| Mixie        | 0.07        | 0.30 %        |
| <b>Total</b> | <b>5.88</b> | <b>8.76 %</b> |

| Branch *     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| MPM1         | 0.22        | 9.09 %        |
| SUL1         | 0.19        | 5.69 %        |
| CBE5         | 0.18        | 7.86 %        |
| TPR1         | 0.18        | 7.56 %        |
| SYM2         | 0.10        | 5.49 %        |
| TPR3         | 0.10        | 4.93 %        |
| CBE3         | 0.09        | 9.23 %        |
| KGI1         | 0.07        | 10.95 %       |
| AVI1         | 0.05        | 1.46 %        |
| CBE4         | 0.05        | 2.14 %        |
| CBE6         | 0.04        | 1.38 %        |
| UMP1         | 0.04        | 2.54 %        |
| UAM1         | 0.03        | 1.45 %        |
| SNR1         | 0.02        | 0.89 %        |
| GBM1         | 0.02        | 1.24 %        |
| CNR1         | 0.02        | 1.32 %        |
| DPM2         | 0.01        | 0.95 %        |
| 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 %        |
| <b>Total</b> | <b>5.88</b> | <b>8.76 %</b> |

**WEST-02**

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan          | 2.22        | 11.73 %       |
| Air-Cool     | 2.05        | 6.07 %        |
| W-Purifi     | 0.62        | 12.15 %       |
| Iron         | 0.42        | 28.53 %       |
| W.Heater     | 0.21        | 7.98 %        |
| Small-Ap     | 0.04        | 3.43 %        |
| <b>Total</b> | <b>5.57</b> | <b>6.20 %</b> |

| Branch *     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| ERD2         | 0.71        | 11.16 %       |
| SLM1         | 0.56        | 11.75 %       |
| HSR2         | 0.25        | 8.03 %        |
| MTR1         | 0.24        | 9.17 %        |
| KAM1         | 0.19        | 5.27 %        |
| DPR2         | 0.18        | 7.23 %        |
| RSP1         | 0.17        | 8.80 %        |
| OML1         | 0.15        | 12.03 %       |
| BMD1         | 0.14        | 5.74 %        |
| SLM2         | 0.09        | 4.00 %        |
| SGI1         | 0.09        | 2.53 %        |
| APN1         | 0.09        | 4.52 %        |
| DPR1         | 0.08        | 2.86 %        |
| TRM1         | 0.08        | 5.07 %        |
| TCG1         | 0.07        | 9.55 %        |
| PLC1         | 0.06        | 1.67 %        |
| MCR1         | 0.06        | 2.22 %        |
| EPI1         | 0.05        | 2.37 %        |
| KRI1         | 0.05        | 0.93 %        |
| VPD1         | 0.05        | 3.20 %        |
| EDP1         | 0.04        | 3.40 %        |
| SGG1         | 0.03        | 2.81 %        |
| VKL1         | 0.03        | 1.46 %        |
| HSR1         | 0.02        | 0.46 %        |
| SLM3         | 0.01        | 0.32 %        |
| CMI1         | 0.01        | 0.61 %        |
| PDR1         | 0.01        | 0.74 %        |
| HRR1         |             | 0.00 %        |
| KMM1         |             | 0.00 %        |
| KVP1         |             | 0.00 %        |
| PMP1         |             | 0.00 %        |
| WZWH         |             | 0.00 %        |
| <b>Total</b> | <b>5.57</b> | <b>6.20 %</b> |