

MTD Sales
90.49 L

Brand Share %
10.62 %

Information:

MTD : 01-09-2026 To 16-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.62 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	40.43	21.74 %
W.Heater	14.40	14.77 %
Iron	12.53	57.59 %
W-Purifi	10.71	10.33 %
Chimney	8.03	14.77 %
Mixie	2.49	1.00 %
Small-Ap	1.37	4.69 %
Air-Cool	0.61	1.59 %
W-Disp	-0.08	-0.35 %
Total	90.49	10.62 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	16.45	10.67 %
CHENNAI-01	14.36	12.12 %
TRICHY-01	12.06	12.93 %
SOUTH-03	8.61	7.17 %
NORTH ARCOT	8.56	13.62 %
CHENNAI-02	7.99	9.82 %
WEST-01	7.93	12.99 %
SOUTH ARCOT	7.64	13.90 %
WEST-03	3.66	10.10 %
WEST-02	3.23	4.66 %
Total	90.49	10.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	8.29	21.24 %
Iron	2.87	59.66 %
W-Purifi	1.81	10.46 %
W.Heater	1.60	14.73 %
Chimney	1.27	17.66 %
Mixie	0.30	0.54 %
Small-Ap	0.27	6.27 %
Air-Cool	0.04	0.90 %
Total	16.45	10.67 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.22	10.49 %
KVT1	0.87	8.60 %
RND2	0.46	8.04 %
TUT2	0.40	9.71 %
TCN1	0.39	7.68 %
VLY1	0.31	6.03 %
SNL1	0.30	8.00 %
TKS1	0.28	5.00 %
SVK1	0.27	6.71 %
KYR1	0.19	6.22 %
PDI1	0.18	10.08 %
RPM1	0.17	3.15 %
TKY1	0.17	6.98 %
ASM1	0.17	7.95 %
MMT1	0.14	6.45 %
MAR1	0.14	3.29 %
STU2	0.13	6.96 %
UDN1	0.13	8.31 %
SGT1	0.07	8.17 %
SKD1	0.07	3.24 %
VNR1	0.07	3.78 %
KGL1	0.06	4.04 %
COL1	0.05	4.13 %
S2SD	0.04	10.37 %
KSM1	0.04	2.67 %
WHTV		0.00 %
Total	16.45	10.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	7.05	32.36 %
W.Heater	3.25	15.93 %
W-Purifi	1.57	8.08 %
Iron	1.50	65.80 %
Chimney	0.42	8.25 %
Mixie	0.35	1.11 %
Small-Ap	0.15	2.61 %
Air-Cool	0.07	5.54 %
Total	14.36	12.12 %

Branch *	MTD Sales L	Brand Share %
CH16	0.58	7.83 %
CH49	0.51	6.29 %
CH48	0.42	7.04 %
CH42	0.41	6.55 %
CH22	0.38	9.47 %
GUD1	0.36	6.88 %
CH05	0.26	3.37 %
SKL1	0.24	9.55 %
GUD2	0.24	9.65 %
CH08	0.20	4.96 %
CH25	0.18	4.29 %
CH39	0.14	5.81 %
CH30	0.12	3.99 %
CH26	0.11	7.87 %
CH38	0.05	1.57 %
CH40		0.00 %
CZWH		0.00 %
Total	14.36	12.12 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	5.20	23.23 %
W.Heater	2.17	18.11 %
Chimney	1.53	26.73 %
W-Purifi	1.47	14.45 %
Iron	1.11	50.20 %
Mixie	0.48	1.73 %
Small-Ap	0.10	3.76 %
Total	12.06	12.93 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.34	4.52 %
TRY4	0.33	8.79 %
KIK1	0.31	9.42 %
TNJ1	0.21	5.10 %
KUM2	0.19	5.55 %
ORU1	0.17	8.78 %
PBR1	0.14	8.31 %
PDK2	0.14	4.61 %
TYR1	0.13	4.94 %
TRY3	0.13	6.67 %
TTP1	0.10	5.62 %
PTK1	0.09	1.83 %
MSI1	0.05	4.87 %
KRN1	0.05	3.22 %
NMM1	0.03	1.60 %
AYR1	0.02	1.32 %
PDK1	0.02	1.37 %
TZSD		1.07 %
APM1		0.00 %
Total	12.06	12.93 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	4.33	12.53 %
Iron	1.84	55.19 %
W.Heater	1.04	10.17 %
W-Purifi	0.52	3.98 %
Chimney	0.42	5.24 %
Mixie	0.30	0.93 %
Small-Ap	0.23	7.32 %
Air-Cool	0.01	0.15 %
W-Disp	-0.08	-2.24 %
Total	8.61	7.17 %

Branch *	MTD Sales L	Brand Share %
MDU2	0.97	9.87 %
DGL1	0.69	7.37 %
KKD3	0.28	4.76 %
ATG1	0.27	10.25 %
DKI1	0.26	9.41 %
MDU5	0.25	5.90 %
PVI1	0.23	6.60 %
BNR1	0.22	9.47 %
KRR1	0.20	7.00 %
DGL2	0.19	9.92 %
TMM1	0.17	4.61 %
NKI1	0.17	6.43 %
TEN1	0.16	6.11 %
CBM1	0.14	4.57 %
TPT1	0.14	4.33 %
PKM1	0.13	4.82 %
MDU7	0.12	3.57 %
NTM1	0.12	9.62 %
MPA1	0.11	5.14 %
USL1	0.11	5.71 %
MLR1	0.11	5.46 %
BTU1	0.11	4.57 %
MDU4	0.09	4.99 %
TDI1	0.09	5.59 %
PNV2	0.09	5.50 %
ADP1	0.09	3.47 %
MDU3	0.08	3.12 %
MDU6	0.07	1.33 %
PNI1	0.07	3.26 %
SVG1	0.06	4.10 %
CMR1	0.05	3.66 %
SGP1	0.03	2.48 %
KYK1	0.03	1.98 %
SZSD	0.01	0.38 %
ODM1		0.00 %
WHMD		0.00 %
Total	8.61	7.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	4.63	32.97 %
W.Heater	0.97	11.94 %
Iron	0.90	56.56 %
Chimney	0.87	16.82 %
W-Purifi	0.73	8.18 %
Mixie	0.41	2.56 %
Small-Ap	0.04	1.46 %
Total	8.56	13.62 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.61	10.46 %
TRL1	0.43	9.66 %
VEL2	0.31	7.17 %
KPM2	0.27	5.10 %
AKM1	0.25	9.70 %
VEL1	0.12	4.23 %
CPT1	0.09	5.81 %
VSI1	0.06	4.79 %
WJD1	0.05	2.72 %
CYR1	0.04	4.19 %
PLR1	0.04	2.91 %
ANI1	0.03	2.70 %
GDM1	0.03	1.70 %
PTU1	0.01	3.05 %
TRT1	0.01	1.04 %
BGR1	0.01	0.50 %
UGI1	0.01	0.79 %
KPM1		0.00 %
WJP1		0.00 %
Total	8.56	13.62 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.12	21.25 %
W.Heater	1.36	13.34 %
W-Purifi	1.30	11.96 %
Iron	1.04	60.06 %
Chimney	0.93	21.42 %
Small-Ap	0.17	4.55 %
Air-Cool	0.04	0.47 %
Mixie	0.03	0.16 %
Total	7.99	9.82 %

Branch *	MTD Sales L	Brand Share %
CH15	0.44	8.06 %
CH18	0.43	6.67 %
CH50	0.27	6.48 %
CH43	0.17	4.70 %
PON1	0.16	8.22 %
CH03	0.16	2.47 %
CH20	0.15	6.06 %
GPD1	0.15	8.90 %
CH35	0.11	3.63 %
CH46	0.11	7.93 %
CH36	0.06	3.49 %
CH06	0.05	2.03 %
CH12	0.04	1.35 %
CH27	0.04	2.80 %
CH31	0.04	9.04 %
CH23	0.03	6.39 %
CH37	0.03	2.09 %
CH44	0.02	0.83 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.10	9.17 %
Total	7.99	9.82 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	2.08	26.11 %
W-Purifi	1.72	26.27 %
Chimney	1.60	21.30 %
Fan	1.17	15.69 %
Iron	0.84	59.73 %
Small-Ap	0.30	12.40 %
Mixie	0.20	1.20 %
Air-Cool	0.03	0.47 %
Total	7.93	12.99 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.22	5.61 %
SNR1	0.20	5.99 %
MPM1	0.16	3.83 %
SUL1	0.11	3.38 %
PDM1	0.07	8.33 %
PPI1	0.06	5.01 %
UMP1	0.05	1.95 %
CBE5	0.05	2.31 %
UAM1	0.04	1.96 %
CBE1	0.04	1.34 %
DPM2	0.03	1.32 %
WZSD	0.03	0.57 %
KGI1	0.02	1.56 %
ANR1	0.02	3.44 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	7.93	12.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	4.21	36.48 %
Iron	1.15	62.50 %
W.Heater	1.11	14.05 %
W-Purifi	0.58	9.06 %
Mixie	0.28	1.61 %
Chimney	0.27	12.10 %
Small-Ap	0.04	2.24 %
Total	7.64	13.90 %

Branch *	MTD Sales L	Brand Share %
POY1	0.50	8.92 %
TRK1	0.34	8.11 %
CDM1	0.32	7.72 %
NVL2	0.24	7.56 %
POY2	0.24	10.52 %
KML1	0.20	7.04 %
ULP1	0.11	6.43 %
KLM1	0.10	3.52 %
PRT1	0.09	4.10 %
TVM1	0.05	5.37 %
TDM1	0.03	1.66 %
TVM2	0.02	2.50 %
WHUT		0.00 %
Total	7.64	13.90 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	0.92	20.66 %
Fan	0.81	12.89 %
Iron	0.59	72.77 %
Air-Cool	0.41	12.18 %
Chimney	0.39	13.96 %
W.Heater	0.38	10.51 %
Mixie	0.09	0.79 %
Small-Ap	0.07	7.70 %
Total	3.66	10.10 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.20	7.26 %
ERD1	0.15	3.83 %
TPR1	0.14	3.79 %
AVI1	0.11	4.45 %
SYM2	0.09	8.07 %
TPR3	0.06	8.31 %
RSP1	0.05	3.42 %
KGM1	0.04	2.95 %
CMI1	0.03	1.97 %
VKL1	0.03	3.79 %
PDR1	0.03	1.98 %
KMM1	0.02	1.49 %
GBM1	0.02	1.88 %
SGG1	0.01	1.24 %
TCG1	0.01	0.70 %
Total	3.66	10.10 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.61	11.39 %
Iron	0.70	39.63 %
W.Heater	0.44	7.05 %
Chimney	0.33	5.21 %
W-Purifi	0.09	1.38 %
Mixie	0.05	0.24 %
Air-Cool	0.02	0.30 %
Total	3.23	4.66 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.49	10.14 %
MCR1	0.26	7.26 %
ATU1	0.15	4.16 %
TRM1	0.15	3.17 %
VPD1	0.13	4.82 %
SLM2	0.13	6.49 %
OML1	0.10	5.83 %
DPR2	0.10	6.98 %
KVP1	0.10	5.28 %
BMD1	0.10	5.16 %
EPI1	0.09	3.93 %
EDP1	0.09	4.78 %
KAM1	0.07	3.13 %
PNG1	0.06	3.37 %
DPR1	0.06	2.53 %
APN1	0.06	2.80 %
HRR1	0.05	2.32 %
KRI1	0.04	1.36 %
PLC1	0.03	0.91 %
PMP1	0.02	1.16 %
SGI1	0.02	0.96 %
MTR1	0.01	0.56 %
SLM3	0.01	0.43 %
HSR1	0.01	0.15 %
WHKP		0.00 %
Total	3.23	4.66 %