

MTD Sales  
63.17 L

Brand Share %  
8.31 %

Information:

MTD : 01-03-2026 To 17-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **8.31 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	19.40	10.68 %
Air-Cool	12.19	6.92 %
Iron	11.65	53.40 %
W.Heater	9.49	13.27 %
W-Purifi	8.75	10.20 %
Mixie	1.14	0.53 %
W-Disp	0.55	6.19 %
<b>Total</b>	<b>63.17</b>	<b>8.31 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.28	9.22 %
WEST-01	10.08	11.69 %
SOUTH-03	8.33	7.76 %
CHENNAI-01	8.18	7.85 %
TRICHY-01	6.11	8.22 %
NORTH ARCOT	5.82	9.02 %
WEST-02	5.33	5.46 %
CHENNAI-02	5.19	7.92 %
SOUTH ARCOT	2.87	7.47 %
<b>Total</b>	<b>63.17</b>	<b>8.31 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	4.41	17.04 %
W-Purifi	1.89	9.16 %
Iron	1.75	45.92 %
Air-Cool	1.61	6.14 %
W.Heater	1.26	13.98 %
Mixie	0.29	0.81 %
W-Disp	0.07	9.13 %
<b>Total</b>	<b>11.28</b>	<b>9.22 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	0.56	7.90 %
TKS1	0.32	8.17 %
RPM1	0.32	7.80 %
KYR1	0.26	7.30 %
ERL2	0.18	6.93 %
NGR1	0.18	3.49 %
APK2	0.16	6.61 %
SVK1	0.16	4.47 %
TYI1	0.16	8.25 %
APK1	0.15	7.00 %
VKM1	0.12	6.02 %
PDI1	0.12	5.24 %
SDI1	0.10	2.94 %
SGT1	0.09	5.82 %
UDN1	0.08	7.86 %
TCN1	0.08	3.19 %
MMT1	0.07	3.76 %
ASM1	0.07	2.29 %
SKD1	0.06	4.03 %
ARM1	0.06	3.84 %
PKD1	0.06	2.59 %
TKY1	0.05	3.37 %
VNR1	0.03	0.91 %
KSM1	0.01	2.15 %
S2SD		0.00 %
<b>Total</b>	<b>11.28</b>	<b>9.22 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cool	3.96	12.50 %
Fan	2.28	12.18 %
Iron	1.53	69.43 %
W-Purifi	1.28	25.41 %
W.Heater	0.91	11.83 %
Mixie	0.12	0.61 %
<b>Total</b>	<b>10.08</b>	<b>11.69 %</b>

Branch *	MTD Sales L	Brand Share %
SUL1	0.31	6.72 %
CBE6	0.17	5.29 %
PDM1	0.14	4.77 %
CBE1	0.14	3.63 %
UMP1	0.14	7.45 %
MPM1	0.11	3.12 %
KMD1	0.11	8.16 %
SYM2	0.10	6.19 %
UAM1	0.09	6.02 %
DPM2	0.08	3.20 %
KGM1	0.07	6.86 %
PPI1	0.04	2.34 %
CBE3	0.03	2.57 %
TPR4	0.03	1.58 %
KGI1	0.01	2.69 %
WZSD		0.00 %
<b>Total</b>	<b>10.08</b>	<b>11.69 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Fan	2.28	8.10 %
Iron	2.08	52.30 %
Air-Cool	1.72	6.56 %
W.Heater	1.18	18.35 %
W-Purifi	0.71	6.24 %
Mixie	0.28	0.93 %
W-Disp	0.08	6.88 %
<b>Total</b>	<b>8.33</b>	<b>7.76 %</b>

Branch *	MTD Sales L	Brand Share %
MDU6	0.37	7.82 %
KKD3	0.30	6.74 %
DGL1	0.28	3.20 %
TPT1	0.27	7.02 %
MDU5	0.23	5.99 %
TMM1	0.22	3.95 %
MDU7	0.20	7.63 %
PKM1	0.18	7.99 %
TEN1	0.16	7.93 %
DGL2	0.16	7.77 %
KPT1	0.15	5.84 %
BTU1	0.15	7.97 %
MPA1	0.15	4.81 %
PNI1	0.12	7.08 %
ADP1	0.12	5.76 %
USL1	0.12	4.88 %
MLR1	0.11	4.99 %
NKI1	0.09	5.21 %
CBM1	0.09	2.38 %
PNV2	0.08	6.56 %
MNM1	0.08	7.25 %
SVG1	0.06	3.27 %
SGP1	0.06	7.70 %
KRR1	0.06	2.45 %
NTM1	0.05	3.37 %
ODM1	0.04	2.35 %
PVI1	0.02	1.34 %
SZSD		0.00 %
MDU3	-0.01	-0.22 %
<b>Total</b>	<b>8.33</b>	<b>7.76 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.43	7.23 %
W.Heater	1.78	11.30 %
W-Purifi	1.41	8.85 %
Air-Cool	1.20	11.89 %
Iron	1.05	49.00 %
W-Disp	0.22	10.75 %
Mixie	0.09	0.36 %
<b>Total</b>	<b>8.18</b>	<b>7.85 %</b>

Branch *	MTD Sales L	Brand Share %
CH08	0.33	7.35 %
CH42	0.33	5.52 %
CH25	0.23	5.60 %
CH16	0.22	5.39 %
CH49	0.19	3.51 %
GUD2	0.15	7.89 %
CH39	0.13	6.77 %
CH35	0.10	6.38 %
CH19	0.10	3.14 %
CH22	0.10	3.78 %
MRM1	0.07	3.05 %
CH48	0.06	1.77 %
GUD1	0.06	1.56 %
SKL1	0.05	3.11 %
CH47	0.03	1.21 %
CH26	0.02	2.34 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>8.18</b>	<b>7.85 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	1.73	11.41 %
W-Purifi	1.53	20.12 %
Air-Cool	1.21	5.78 %
Iron	1.15	50.54 %
W.Heater	0.21	4.91 %
Mixie	0.20	0.83 %
W-Disp	0.08	12.23 %
<b>Total</b>	<b>6.11</b>	<b>8.22 %</b>

Branch *	MTD Sales L	Brand Share %
TRY4	0.26	8.05 %
ORU1	0.16	7.03 %
MDI1	0.15	4.75 %
KUM1	0.15	3.41 %
TRY3	0.12	4.33 %
JKM1	0.11	4.98 %
TVR1	0.08	5.51 %
TYR1	0.07	1.82 %
MSI1	0.07	3.76 %
TVR2	0.07	1.58 %
PTK1	0.05	2.47 %
MVM1	0.04	1.00 %
TTP1	0.04	2.36 %
TNJ1	0.04	0.82 %
PDK1	0.03	3.47 %
NMM1	0.02	1.04 %
APM1	0.02	1.42 %
KRN1	0.01	0.37 %
AYR1		0.00 %
TZSD		0.00 %
<b>Total</b>	<b>6.11</b>	<b>8.22 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.43	14.36 %
W.Heater	1.11	11.21 %
Iron	0.87	49.79 %
Air-Cool	0.82	7.27 %
W-Purifi	0.54	7.77 %
Mixie	0.04	0.26 %
Total	5.82	9.02 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.22	6.31 %
VEL1	0.13	3.57 %
VSI1	0.11	7.77 %
UGI1	0.11	4.86 %
SLG1	0.09	5.10 %
ABR1	0.08	4.19 %
WJP1	0.08	2.50 %
WJD1	0.07	3.28 %
PTU1	0.05	4.23 %
BGR1	0.05	2.01 %
GDM1	0.03	1.35 %
CPT1	0.03	1.68 %
CGM1	0.01	0.43 %
AKM1	0.01	0.33 %
ANI1		0.00 %
Total	5.82	9.02 %

**WEST-02**

Property	MTD Sales L	Brand Share %
Iron	1.63	62.47 %
Fan	1.42	7.26 %
Air-Cool	1.08	2.97 %
W.Heater	0.63	11.52 %
W-Purifi	0.43	8.31 %
W-Disp	0.09	18.73 %
Mixie	0.05	0.19 %
<b>Total</b>	<b>5.33</b>	<b>5.46 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.40	7.13 %
SLM2	0.20	5.61 %
KRI1	0.19	5.20 %
EPI1	0.17	4.11 %
SLM3	0.17	4.30 %
APN1	0.15	5.17 %
BMD1	0.13	7.50 %
ERD1	0.13	3.80 %
EDP1	0.11	6.70 %
TRM1	0.11	3.57 %
OML1	0.10	3.10 %
VKL1	0.10	4.10 %
HRR1	0.09	5.80 %
SGG1	0.09	6.05 %
KMM1	0.08	3.94 %
TCG1	0.08	4.54 %
VPD1	0.07	2.76 %
ATU1	0.06	1.81 %
PLC1	0.06	2.34 %
SGI1	0.06	2.29 %
KAM1	0.05	2.97 %
HSR1	0.05	1.20 %
PMP1	0.04	3.12 %
RSP1	0.04	1.56 %
DPR1	0.03	1.91 %
CMI1	0.03	1.50 %
KVP1	0.03	1.82 %
MTR1	0.03	1.20 %
DPR2	0.03	1.48 %
MCR1	0.02	0.72 %
PDR1	0.02	1.42 %
WZWH		0.00 %
<b>Total</b>	<b>5.33</b>	<b>5.46 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	1.98	21.70 %
Fan	1.45	10.82 %
Iron	0.74	51.37 %
W-Purifi	0.73	6.37 %
Air-Cool	0.23	3.24 %
Mixie	0.07	0.30 %
<b>Total</b>	<b>5.19</b>	<b>7.92 %</b>

Branch *	MTD Sales L	Brand Share %
CH12	0.36	7.22 %
CH15	0.24	4.50 %
CH43	0.24	5.86 %
CH34	0.24	7.34 %
CH41	0.15	8.21 %
CH18	0.12	3.74 %
CH33	0.11	7.90 %
PON1	0.09	6.71 %
CH46	0.08	5.32 %
CH44	0.06	3.51 %
CH06	0.03	1.44 %
CH31	0.02	2.54 %
CH23	0.02	2.38 %
CH27	0.01	0.81 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH36		0.00 %
CH51		0.00 %
<b>Total</b>	<b>5.19</b>	<b>7.92 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	0.98	9.51 %
Iron	0.85	52.81 %
W.Heater	0.44	11.10 %
Air-Cool	0.38	5.79 %
W-Purifi	0.23	14.66 %
<b>Total</b>	<b>2.87</b>	<b>7.47 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.18	6.02 %
PRT1	0.16	6.80 %
ULP1	0.12	5.05 %
POY2	0.10	4.11 %
VCM1	0.09	6.24 %
TRK1	0.08	4.59 %
KLM1	0.06	4.70 %
TDM1	0.05	3.06 %
CDM1	0.04	1.51 %
KML1	0.04	2.64 %
TVM1	0.03	4.80 %
VPM1	0.03	4.25 %
STP1	0.03	2.10 %
NVL2	0.01	0.19 %
TVM2		0.00 %
<b>Total</b>	<b>2.87</b>	<b>7.47 %</b>