

MTD Sales
93.70 L

Brand Share %
10.45 %

Information:

MTD : 01-09-2026 To 17-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.45 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	42.29	21.81 %
W.Heater	14.78	14.57 %
Iron	13.08	57.41 %
W-Purifi	10.94	9.99 %
Chimney	8.15	14.68 %
Mixie	2.51	0.96 %
Small-Ap	1.42	4.60 %
Air-Cool	0.61	1.30 %
W-Disp	-0.08	-0.33 %
Total	93.70	10.45 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	16.95	10.24 %
CHENNAI-01	14.82	11.86 %
TRICHY-01	12.50	12.77 %
SOUTH-03	9.16	7.35 %
NORTH ARCOT	8.71	13.40 %
WEST-01	8.34	13.12 %
CHENNAI-02	8.27	9.84 %
SOUTH ARCOT	7.88	13.87 %
WEST-03	3.68	9.76 %
WEST-02	3.39	4.46 %
Total	93.70	10.45 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	8.66	20.71 %
Iron	3.02	59.45 %
W-Purifi	1.66	8.73 %
W.Heater	1.60	13.54 %
Chimney	1.40	18.86 %
Mixie	0.30	0.52 %
Small-Ap	0.27	5.74 %
Air-Cool	0.04	0.65 %
Total	16.95	10.24 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.07	9.05 %
KVT1	1.01	8.48 %
RND2	0.46	7.39 %
TCN1	0.42	8.15 %
TUT2	0.40	9.33 %
VLY1	0.33	6.25 %
SNL1	0.30	7.70 %
TKS1	0.28	4.57 %
SVK1	0.28	6.92 %
KYR1	0.22	7.07 %
PDI1	0.18	8.91 %
RPM1	0.17	2.98 %
TKY1	0.17	6.88 %
ASM1	0.17	7.74 %
MAR1	0.16	3.63 %
MMT1	0.14	6.56 %
STU2	0.13	6.70 %
UDN1	0.13	8.07 %
COL1	0.09	5.91 %
KSM1	0.08	5.27 %
SKD1	0.08	3.56 %
SGT1	0.07	7.59 %
VNR1	0.07	3.25 %
KGL1	0.06	4.04 %
S2SD	0.04	2.07 %
WHTV		0.00 %
Total	16.95	10.24 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	7.36	31.89 %
W.Heater	3.33	15.63 %
W-Purifi	1.57	7.62 %
Iron	1.57	65.45 %
Chimney	0.42	8.25 %
Mixie	0.35	1.05 %
Small-Ap	0.15	2.43 %
Air-Cool	0.07	5.27 %
Total	14.82	11.86 %

Branch *	MTD Sales L	Brand Share %
CH16	0.65	8.37 %
CH49	0.53	6.06 %
CH48	0.42	6.52 %
CH42	0.41	6.26 %
CH22	0.38	8.47 %
GUD1	0.36	6.60 %
SKL1	0.28	10.04 %
CH05	0.26	3.27 %
GUD2	0.24	9.16 %
CH08	0.20	4.96 %
CH25	0.18	4.11 %
CH39	0.14	5.41 %
CH30	0.12	3.96 %
CH26	0.11	7.29 %
CH38	0.05	1.48 %
CH40		0.00 %
CZWH		0.00 %
Total	14.82	11.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	5.41	23.62 %
W.Heater	2.30	18.46 %
Chimney	1.53	25.33 %
W-Purifi	1.47	13.54 %
Iron	1.17	50.43 %
Mixie	0.48	1.67 %
Small-Ap	0.14	5.16 %
Total	12.50	12.77 %

Branch *	MTD Sales L	Brand Share %
NGT1	0.38	10.23 %
KIK1	0.35	9.80 %
MVM1	0.34	4.43 %
TRY4	0.33	8.74 %
TNJ1	0.21	5.04 %
KUM2	0.20	5.97 %
ORU1	0.17	8.23 %
PBR1	0.14	8.20 %
TYR1	0.14	5.16 %
PDK2	0.14	4.44 %
TRY3	0.13	6.63 %
TTP1	0.10	5.44 %
PTK1	0.09	1.75 %
KRN1	0.09	5.22 %
MSI1	0.05	4.66 %
PDK1	0.04	3.38 %
NMM1	0.03	1.59 %
AYR1	0.02	1.26 %
TZSD		0.17 %
APM1		0.00 %
Total	12.50	12.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	4.62	12.90 %
Iron	1.89	55.06 %
W.Heater	1.08	10.31 %
W-Purifi	0.69	4.83 %
Chimney	0.42	5.24 %
Mixie	0.30	0.91 %
Small-Ap	0.23	6.91 %
Air-Cool	0.01	0.14 %
W-Disp	-0.08	-2.10 %
Total	9.16	7.35 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.02	9.85 %
DGL1	0.69	7.06 %
KKD3	0.28	4.58 %
DKI1	0.27	9.62 %
MDU5	0.27	6.01 %
ATG1	0.27	10.05 %
PVI1	0.23	6.46 %
BNR1	0.22	9.47 %
TMM1	0.20	4.72 %
KRR1	0.20	6.65 %
DGL2	0.19	9.81 %
TEN1	0.18	6.91 %
NKI1	0.17	6.37 %
BTU1	0.15	6.13 %
MDU6	0.15	2.58 %
CBM1	0.14	4.51 %
MDU7	0.14	3.83 %
TPT1	0.14	4.17 %
PKM1	0.13	4.67 %
NTM1	0.12	9.26 %
MPA1	0.11	5.06 %
USL1	0.11	5.59 %
MLR1	0.11	4.96 %
MDU4	0.09	4.72 %
TDI1	0.09	5.38 %
PNV2	0.09	4.97 %
ADP1	0.09	3.42 %
MDU3	0.08	3.10 %
PNI1	0.07	3.18 %
SVG1	0.06	4.05 %
CMR1	0.05	3.40 %
SGP1	0.03	2.48 %
KYK1	0.03	1.87 %
SZSD	0.01	0.38 %
ODM1		0.00 %
WHMD		0.00 %
Total	9.16	7.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	4.75	32.87 %
W.Heater	0.97	11.48 %
Iron	0.93	56.13 %
Chimney	0.87	16.27 %
W-Purifi	0.73	7.97 %
Mixie	0.41	2.47 %
Small-Ap	0.04	1.44 %
Total	8.71	13.40 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.43	8.90 %
VEL2	0.35	7.95 %
AKM1	0.28	10.11 %
KPM2	0.27	4.88 %
VEL1	0.12	4.14 %
CPT1	0.09	5.81 %
VSI1	0.06	4.41 %
WJD1	0.05	2.70 %
CYR1	0.04	4.09 %
PLR1	0.04	2.69 %
ANI1	0.03	2.49 %
GDM1	0.03	1.70 %
PTU1	0.01	2.83 %
TRT1	0.01	1.04 %
BGR1	0.01	0.45 %
UGI1	0.01	0.77 %
KPM1		0.00 %
WJP1		0.00 %
Total	8.71	13.40 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	2.16	26.24 %
W-Purifi	1.93	28.03 %
Chimney	1.60	20.90 %
Fan	1.27	16.16 %
Iron	0.86	59.51 %
Small-Ap	0.30	12.40 %
Mixie	0.20	1.13 %
Air-Cool	0.03	0.47 %
Total	8.34	13.12 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.24	5.61 %
CBE4	0.22	5.44 %
SNR1	0.20	5.85 %
SUL1	0.11	3.24 %
PDM1	0.07	7.46 %
PPI1	0.06	5.01 %
UMP1	0.05	1.87 %
CBE5	0.05	2.13 %
UAM1	0.04	1.88 %
CBE1	0.04	1.34 %
DPM2	0.03	1.31 %
WZSD	0.03	0.57 %
KGI1	0.02	1.56 %
ANR1	0.02	2.93 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	8.34	13.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.35	21.92 %
W.Heater	1.32	12.89 %
W-Purifi	1.30	11.78 %
Iron	1.10	59.90 %
Chimney	0.93	22.27 %
Small-Ap	0.17	4.26 %
Mixie	0.06	0.25 %
Air-Cool	0.04	0.45 %
Total	8.27	9.84 %

Branch *	MTD Sales L	Brand Share %
CH15	0.47	7.95 %
CH18	0.43	6.45 %
CH50	0.27	6.39 %
CH43	0.17	4.55 %
PON1	0.16	8.14 %
CH20	0.16	6.16 %
GPD1	0.16	10.13 %
CH03	0.16	2.45 %
CH35	0.13	4.03 %
CH46	0.11	7.93 %
CH27	0.08	5.07 %
CH36	0.07	3.58 %
CH06	0.05	1.93 %
CH12	0.04	1.31 %
CH31	0.04	9.04 %
CH23	0.03	5.71 %
CH37	0.03	1.98 %
CH44	0.02	0.83 %
CH32		0.00 %
MC06		0.00 %
UK11		0.00 %
WHC3		0.00 %
WCHN	-0.10	9.17 %
Total	8.27	9.84 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	4.30	36.25 %
Iron	1.22	61.89 %
W.Heater	1.19	14.54 %
W-Purifi	0.58	8.60 %
Mixie	0.28	1.55 %
Chimney	0.27	12.10 %
Small-Ap	0.04	2.19 %
Total	7.88	13.87 %

Branch *	MTD Sales L	Brand Share %
POY1	0.54	9.24 %
TRK1	0.34	7.61 %
CDM1	0.32	7.58 %
NVL2	0.24	7.40 %
KML1	0.20	6.94 %
KLM1	0.11	3.74 %
ULP1	0.11	6.02 %
PRT1	0.10	4.55 %
TVM1	0.05	5.37 %
TDM1	0.03	1.42 %
TVM2	0.02	2.50 %
WHUT		0.00 %
Total	7.88	13.87 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	0.92	20.66 %
Fan	0.81	12.73 %
Iron	0.62	72.38 %
Air-Cool	0.41	10.73 %
Chimney	0.39	12.35 %
W.Heater	0.38	9.89 %
Mixie	0.09	0.78 %
Small-Ap	0.07	7.57 %
Total	3.68	9.76 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.20	7.26 %
ERD1	0.17	4.08 %
TPR1	0.14	3.57 %
AVI1	0.11	4.21 %
SYM2	0.09	7.83 %
TPR3	0.06	8.31 %
RSP1	0.05	3.23 %
VKL1	0.04	4.69 %
KGM1	0.04	2.36 %
CMI1	0.03	1.96 %
PDR1	0.03	1.97 %
KMM1	0.02	1.49 %
GBM1	0.02	1.88 %
SGG1	0.01	1.13 %
TCG1	0.01	0.69 %
Total	3.68	9.76 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.76	12.18 %
Iron	0.71	39.44 %
W.Heater	0.44	6.92 %
Chimney	0.33	5.06 %
W-Purifi	0.09	1.38 %
Mixie	0.05	0.23 %
Air-Cool	0.02	0.16 %
Total	3.39	4.46 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.49	9.40 %
MCR1	0.26	7.19 %
TRM1	0.24	4.91 %
ATU1	0.15	4.03 %
BMD1	0.15	7.65 %
VPD1	0.13	4.77 %
SLM2	0.13	5.95 %
OML1	0.10	5.52 %
DPR2	0.10	6.75 %
KVP1	0.10	5.12 %
EPI1	0.09	4.04 %
EDP1	0.09	4.72 %
KAM1	0.07	3.01 %
PNG1	0.06	3.37 %
DPR1	0.06	2.45 %
APN1	0.06	2.80 %
HRR1	0.05	2.30 %
KRI1	0.04	1.32 %
PLC1	0.03	0.86 %
SGI1	0.02	1.47 %
WZWH	0.02	0.40 %
PMP1	0.02	1.16 %
MTR1	0.01	0.56 %
SLM3	0.01	0.43 %
HSR1	0.01	0.15 %
WHKP		0.00 %
Total	3.39	4.46 %