

MTD Sales  
69.14 L

Brand Share %  
8.66 %

Information:

MTD : 01-03-2026 To 18-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **8.66 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	21.23	11.09 %
Air-Cool	14.02	7.53 %
Iron	12.23	53.47 %
W.Heater	10.85	14.44 %
W-Purifi	9.02	10.13 %
Mixie	1.26	0.56 %
W-Disp	0.55	5.83 %
Total	69.14	8.66 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	12.50	9.66 %
WEST-01	10.58	11.76 %
SOUTH-03	10.16	8.91 %
CHENNAI-01	8.64	8.00 %
TRICHY-01	6.96	8.86 %
NORTH ARCOT	6.03	8.97 %
WEST-02	5.65	5.52 %
CHENNAI-02	5.45	7.94 %
SOUTH ARCOT	3.17	7.83 %
Total	69.14	8.66 %

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	4.88	17.71 %
W-Purifi	2.02	9.37 %
Air-Cool	2.01	7.29 %
Iron	1.91	46.91 %
W.Heater	1.26	13.59 %
Mixie	0.35	0.90 %
W-Disp	0.07	8.29 %
Total	12.50	9.66 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.59	7.95 %
TUT2	0.34	8.34 %
TKS1	0.34	8.11 %
KYR1	0.34	8.58 %
RPM1	0.32	7.67 %
APK2	0.23	8.50 %
ERL2	0.20	7.48 %
NGR1	0.18	3.28 %
SVK1	0.16	4.36 %
TYI1	0.16	8.25 %
TCN1	0.14	5.41 %
ASM1	0.14	4.22 %
VKM1	0.12	5.84 %
PDI1	0.12	4.85 %
SDI1	0.10	2.77 %
SGT1	0.09	5.66 %
MMT1	0.07	3.66 %
SKD1	0.06	3.82 %
ARM1	0.06	3.62 %
PKD1	0.06	2.53 %
TKY1	0.05	3.09 %
VNR1	0.03	0.90 %
KSM1	0.01	2.05 %
S2SD		0.00 %
Total	12.50	9.66 %

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cool	4.02	12.28 %
Fan	2.66	13.25 %
Iron	1.59	69.57 %
W-Purifi	1.28	25.41 %
W.Heater	0.91	11.35 %
Mixie	0.12	0.58 %
<b>Total</b>	<b>10.58</b>	<b>11.76 %</b>

Branch *	MTD Sales L	Brand Share %
SNR1	0.47	8.40 %
SUL1	0.35	7.06 %
CBE6	0.17	5.10 %
PDM1	0.14	4.71 %
CBE1	0.14	3.58 %
UMP1	0.14	7.05 %
MPM1	0.11	3.07 %
KMD1	0.11	7.86 %
SYM2	0.10	5.66 %
UAM1	0.09	5.97 %
DPM2	0.08	3.15 %
KGM1	0.07	6.60 %
PPI1	0.06	2.94 %
CBE3	0.03	2.57 %
TPR4	0.03	1.54 %
KGI1	0.01	2.69 %
WZSD		0.00 %
<b>Total</b>	<b>10.58</b>	<b>11.76 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Fan	2.42	8.06 %
Air-Cool	2.30	8.15 %
Iron	2.19	51.71 %
W.Heater	2.18	29.08 %
W-Purifi	0.71	6.02 %
Mixie	0.28	0.90 %
W-Disp	0.08	6.44 %
<b>Total</b>	<b>10.16</b>	<b>8.91 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	0.74	8.59 %
DGL1	0.53	5.50 %
MDU6	0.37	7.69 %
TPT1	0.34	8.20 %
MDU5	0.32	8.09 %
KKD3	0.30	6.50 %
TMM1	0.22	3.82 %
MDU7	0.20	7.26 %
PKM1	0.18	7.94 %
TDI1	0.17	8.44 %
KPT1	0.16	6.03 %
TEN1	0.16	7.67 %
DGL2	0.16	7.66 %
BTU1	0.15	7.85 %
MPA1	0.15	4.54 %
ADP1	0.13	6.46 %
USL1	0.12	4.57 %
MLR1	0.11	4.94 %
CBM1	0.10	2.49 %
NKI1	0.09	5.18 %
PNV2	0.08	6.06 %
MNM1	0.08	6.96 %
SVG1	0.06	2.94 %
KRR1	0.06	2.36 %
NTM1	0.05	3.17 %
ODM1	0.04	2.31 %
PVI1	0.02	1.29 %
SZSD		0.00 %
MDU3	-0.01	-0.22 %
<b>Total</b>	<b>10.16</b>	<b>8.91 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.61	7.59 %
W.Heater	1.99	12.01 %
W-Purifi	1.41	8.44 %
Air-Cool	1.27	12.05 %
Iron	1.06	49.29 %
W-Disp	0.22	9.98 %
Mixie	0.09	0.34 %
<b>Total</b>	<b>8.64</b>	<b>8.00 %</b>

Branch *	MTD Sales L	Brand Share %
CH08	0.35	7.81 %
CH42	0.33	5.47 %
CH25	0.23	5.43 %
CH16	0.22	4.90 %
CH49	0.20	3.58 %
GUD2	0.15	7.71 %
CH35	0.10	6.26 %
CH19	0.10	2.94 %
CH22	0.10	3.78 %
MRM1	0.07	2.98 %
CH48	0.06	1.72 %
GUD1	0.06	1.49 %
SKL1	0.05	3.11 %
KNR1	0.05	7.88 %
CH47	0.03	1.09 %
CH26	0.02	2.21 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>8.64</b>	<b>8.00 %</b>

## TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.03	12.48 %
Air-Cool	1.65	7.28 %
W-Purifi	1.53	20.12 %
Iron	1.20	49.68 %
Mixie	0.26	1.05 %
W.Heater	0.21	4.79 %
W-Disp	0.08	11.00 %
<b>Total</b>	<b>6.96</b>	<b>8.86 %</b>

Branch *	MTD Sales L	Brand Share %
TRY4	0.26	7.75 %
JKM1	0.20	8.34 %
ORU1	0.18	7.65 %
MVM1	0.18	4.06 %
MDI1	0.15	4.73 %
KUM1	0.15	3.40 %
TRY3	0.12	4.31 %
KIK1	0.12	7.63 %
TVR1	0.08	4.94 %
MSI1	0.08	4.47 %
TYR1	0.07	1.76 %
TVR2	0.07	1.51 %
PTK1	0.06	2.72 %
KRN1	0.04	1.50 %
TTP1	0.04	2.19 %
TNJ1	0.04	0.77 %
PDK1	0.03	3.28 %
TRY2	0.02	8.62 %
NMM1	0.02	1.03 %
APM1	0.02	1.24 %
AYR1		0.00 %
TZSD		0.00 %
<b>Total</b>	<b>6.96</b>	<b>8.86 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.49	14.21 %
W.Heater	1.11	10.83 %
Iron	0.93	50.48 %
Air-Cool	0.91	7.59 %
W-Purifi	0.54	7.65 %
Mixie	0.04	0.25 %
<b>Total</b>	<b>6.03</b>	<b>8.97 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.24	6.58 %
VNB1	0.18	8.38 %
WJP1	0.17	5.07 %
VEL1	0.13	3.30 %
VSI1	0.11	7.29 %
UGI1	0.11	4.86 %
SLG1	0.10	5.44 %
ABR1	0.08	3.95 %
WJD1	0.07	3.08 %
PTU1	0.06	5.21 %
BGR1	0.05	1.91 %
GDM1	0.04	1.83 %
CPT1	0.03	1.58 %
CGM1	0.02	0.92 %
AKM1	0.01	0.33 %
ANI1		0.00 %
<b>Total</b>	<b>6.03</b>	<b>8.97 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Iron	1.67	61.92 %
Fan	1.48	7.06 %
Air-Cool	1.17	3.07 %
W.Heater	0.77	13.74 %
W-Purifi	0.43	8.11 %
W-Disp	0.09	15.95 %
Mixie	0.05	0.18 %
<b>Total</b>	<b>5.65</b>	<b>5.52 %</b>

Branch *	MTD Sales L	Brand Share %
SLM2	0.20	5.32 %
KRI1	0.20	5.21 %
SLM3	0.19	4.84 %
EPI1	0.17	3.87 %
APN1	0.16	5.37 %
BMD1	0.14	7.36 %
ERD1	0.13	3.72 %
EDP1	0.11	5.94 %
TRM1	0.11	3.34 %
OML1	0.10	2.91 %
KMM1	0.10	4.38 %
VKL1	0.10	3.97 %
HRR1	0.09	5.67 %
SGG1	0.09	5.89 %
TCG1	0.08	4.44 %
VPD1	0.07	2.72 %
ATU1	0.06	1.67 %
PLC1	0.06	2.34 %
SGI1	0.06	2.25 %
KAM1	0.05	2.90 %
HSR1	0.05	1.18 %
PMP1	0.04	3.02 %
RSP1	0.04	1.41 %
DPR1	0.03	1.74 %
CMI1	0.03	1.35 %
KVP1	0.03	1.77 %
MTR1	0.03	1.18 %
DPR2	0.03	1.45 %
MCR1	0.02	0.70 %
PDR1	0.02	1.31 %
WZWH		0.00 %
<b>Total</b>	<b>5.65</b>	<b>5.52 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	1.98	21.01 %
Fan	1.59	11.38 %
Iron	0.76	51.35 %
W-Purifi	0.73	6.04 %
Air-Cool	0.32	4.23 %
Mixie	0.07	0.29 %
<b>Total</b>	<b>5.45</b>	<b>7.94 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	0.72	8.16 %
CH12	0.36	7.09 %
CH34	0.27	7.70 %
CH15	0.24	4.33 %
CH43	0.24	5.45 %
CH41	0.15	7.98 %
CH18	0.12	3.74 %
CH46	0.11	7.22 %
PON1	0.11	8.17 %
CH33	0.11	6.80 %
CH44	0.06	3.41 %
CH06	0.03	1.37 %
CH31	0.02	2.54 %
CH23	0.02	2.38 %
CH01	0.01	7.23 %
CH27	0.01	0.75 %
CH20		0.00 %
CH32		0.00 %
CH36		0.00 %
CH51		0.00 %
<b>Total</b>	<b>5.45</b>	<b>7.94 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.07	9.91 %
Iron	0.92	54.30 %
W.Heater	0.44	10.62 %
Air-Cool	0.38	5.38 %
W-Purifi	0.36	21.22 %
<b>Total</b>	<b>3.17</b>	<b>7.83 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.19	6.26 %
PRT1	0.17	7.15 %
ULP1	0.15	5.97 %
NVL2	0.13	4.64 %
POY2	0.11	4.63 %
VCM1	0.10	6.56 %
TRK1	0.09	4.49 %
MKM1	0.07	7.62 %
KLM1	0.06	4.61 %
TDM1	0.05	2.79 %
CDM1	0.04	1.40 %
KML1	0.04	2.56 %
STP1	0.04	2.77 %
TVM1	0.03	4.80 %
VPM1	0.03	4.25 %
TVM2		0.00 %
<b>Total</b>	<b>3.17</b>	<b>7.83 %</b>