

MTD Sales
227.57 L

Brand Share %
12.03 %

Information:

MTD : 01-04-2026 To 18-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.03 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	131.43	13.98 %
Fan	68.88	15.94 %
Iron	10.17	51.50 %
W-Purifi	7.78	8.17 %
W.Heater	6.53	17.20 %
Mixie	1.14	0.45 %
Small-Ap	1.05	3.28 %
W-Disp	0.41	2.03 %
Chimney	0.18	0.30 %
Total	227.57	12.03 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	45.24	14.58 %
SOUTH-03	36.89	13.45 %
TRICHY-01	31.94	14.66 %
CHENNAI-01	25.26	12.68 %
WEST-02	23.99	8.24 %
WEST-01	18.72	8.50 %
CHENNAI-02	17.37	13.37 %
SOUTH ARCOT	14.16	12.68 %
NORTH ARCOT	14.00	10.27 %
Total	227.57	12.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	25.32	18.55 %
Fan	14.18	17.18 %
Iron	2.55	58.60 %
W-Purifi	1.91	9.08 %
W.Heater	0.66	12.43 %
Mixie	0.26	0.60 %
Small-Ap	0.22	3.66 %
W-Disp	0.13	7.71 %
Total	45.24	14.58 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.20	11.89 %
TUT2	0.94	7.49 %
TCN1	0.64	7.41 %
MMT1	0.52	10.28 %
RPM1	0.51	5.45 %
KYR1	0.47	6.76 %
SGT1	0.41	10.54 %
PDI1	0.41	7.91 %
STU2	0.35	7.67 %
TKY1	0.31	6.40 %
ERL2	0.30	7.37 %
ASM1	0.29	6.45 %
SDI1	0.24	4.69 %
COL1	0.23	8.74 %
KSM1	0.19	5.89 %
SKD1	0.16	4.39 %
PKD1	0.13	3.64 %
UDN1	0.10	3.77 %
Total	45.24	14.58 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	19.24	14.83 %
Fan	12.97	17.39 %
Iron	1.97	60.49 %
W-Purifi	1.56	11.10 %
W.Heater	0.65	18.60 %
Small-Ap	0.25	4.79 %
W-Disp	0.13	9.74 %
Mixie	0.12	0.36 %
Total	36.89	13.45 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.00	9.88 %
MDU6	1.45	9.65 %
KKD3	0.84	7.27 %
TEN1	0.67	7.92 %
DKI1	0.65	11.69 %
MDU7	0.58	8.22 %
MDU5	0.55	6.28 %
BNR1	0.54	11.79 %
MDU4	0.46	6.35 %
USL1	0.42	7.72 %
DGL2	0.38	6.45 %
ADP1	0.34	6.60 %
MPA1	0.32	4.53 %
SVG1	0.31	8.95 %
PNV2	0.27	7.37 %
PVI1	0.26	10.28 %
KYK1	0.25	6.63 %
BTU1	0.24	9.17 %
TDI1	0.23	5.17 %
MLR1	0.20	5.14 %
KPT1	0.15	2.22 %
SGP1	0.13	4.60 %
ATG1	0.11	2.19 %
PKM1	0.09	3.00 %
KRR1	0.07	1.09 %
CMR1	0.06	2.02 %
NTM1	0.05	1.76 %
Total	36.89	13.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	21.19	17.92 %
Fan	8.69	17.37 %
W-Purifi	0.88	12.87 %
Iron	0.83	38.67 %
W.Heater	0.25	13.01 %
Small-Ap	0.09	2.86 %
Total	31.94	14.66 %

Branch *	MTD Sales L	Brand Share %
KIK1	0.50	9.89 %
PTK1	0.48	6.32 %
KRN1	0.39	6.63 %
PDK1	0.38	9.83 %
TTP1	0.30	10.05 %
ORU1	0.29	4.69 %
TVR1	0.27	7.43 %
TRY3	0.26	3.92 %
JKM1	0.23	3.21 %
NCK1	0.23	4.66 %
TNJ1	0.17	1.45 %
APM1	0.05	1.48 %
NMM1	0.05	0.92 %
AYR1	0.02	0.29 %
MSI1		0.00 %
TRY2		0.00 %
WTRZ		0.00 %
Total	31.94	14.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	12.86	18.48 %
Fan	7.65	17.91 %
W.Heater	1.61	22.19 %
W-Purifi	1.19	5.63 %
Iron	1.18	49.20 %
Small-Ap	0.25	3.70 %
Mixie	0.20	0.57 %
Chimney	0.18	2.07 %
W-Disp	0.14	2.13 %
Total	25.26	12.68 %

Branch *	MTD Sales L	Brand Share %
CH47	1.66	11.93 %
CH42	1.03	8.53 %
CH07	0.92	10.14 %
CH48	0.84	11.78 %
CH08	0.70	6.96 %
GUD1	0.66	10.51 %
CH16	0.52	6.54 %
CH19	0.42	4.10 %
CH25	0.25	3.89 %
GUD2	0.25	5.01 %
CH35	0.24	4.49 %
MRM1	0.23	4.06 %
CH30	0.14	2.77 %
CH29	0.09	9.99 %
CH22	0.06	1.06 %
CH38	0.04	0.71 %
KNR1	0.03	1.76 %
CH26	0.01	0.55 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	25.26	12.68 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	17.05	9.39 %
Fan	5.26	9.76 %
Iron	0.93	53.15 %
W.Heater	0.55	15.35 %
W-Purifi	0.17	2.69 %
Mixie	0.03	0.10 %
Total	23.99	8.24 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.29	10.38 %
ERD1	1.28	11.22 %
KRI1	1.05	6.80 %
SLM3	0.91	7.12 %
KVP1	0.42	5.63 %
BMD1	0.40	9.20 %
DPR1	0.27	4.85 %
EPI1	0.25	3.05 %
RSP1	0.25	2.70 %
KAM1	0.25	2.61 %
EDP1	0.17	2.97 %
MCR1	0.17	3.11 %
PLC1	0.16	1.83 %
SGG1	0.16	3.21 %
VPD1	0.15	1.64 %
APN1	0.13	1.79 %
OML1	0.12	1.59 %
HSR1	0.09	0.88 %
TCG1	0.08	1.26 %
MTR1	0.05	1.12 %
CMI1	0.04	0.78 %
SGI1	0.04	0.91 %
PMP1	0.03	0.52 %
VKL1	0.02	0.39 %
PDR1	0.01	0.24 %
HRR1	0.01	0.18 %
KMM1	0.01	0.15 %
WHKP		0.00 %
WHPD		0.00 %
Total	23.99	8.24 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	11.38	8.47 %
Fan	5.45	15.72 %
W.Heater	0.71	12.78 %
Iron	0.63	52.75 %
W-Purifi	0.33	4.38 %
Mixie	0.12	0.48 %
Small-Ap	0.10	3.72 %
Total	18.72	8.50 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.09	11.59 %
SYM2	0.93	11.97 %
SNR1	0.93	7.58 %
UMP1	0.74	11.00 %
PLI1	0.71	8.61 %
CBE6	0.68	8.65 %
AVI1	0.68	6.44 %
MPM1	0.51	6.02 %
TPR3	0.48	6.56 %
CBE4	0.41	3.70 %
SUL1	0.25	2.58 %
CBE1	0.22	2.35 %
CBE5	0.22	3.17 %
PPI1	0.18	2.60 %
KMD1	0.14	3.77 %
GBM1	0.11	2.06 %
TPR4	0.09	1.80 %
ANR1	0.06	1.36 %
PDM1	0.05	0.83 %
KGM1	0.04	0.66 %
CNR1	0.04	3.91 %
UAM1	0.02	0.97 %
GDR1	0.02	5.02 %
DPM2	0.01	0.32 %
KGI1	0.01	1.83 %
CBE3	0.01	0.23 %
WHCB		0.00 %
Total	18.72	8.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	9.57	19.69 %
Fan	4.75	15.13 %
W.Heater	1.34	27.37 %
Iron	0.77	45.88 %
W-Purifi	0.56	5.74 %
Mixie	0.27	1.13 %
Small-Ap	0.10	3.19 %
Total	17.37	13.37 %

Branch *	MTD Sales L	Brand Share %
CH18	1.01	10.72 %
CH17	0.70	9.78 %
CH15	0.49	5.02 %
PON1	0.27	10.24 %
CH34	0.26	4.63 %
CH33	0.23	4.56 %
CH20	0.15	2.88 %
CH44	0.14	3.94 %
CH41	0.12	3.90 %
CH46	0.10	3.58 %
CH31	0.04	1.64 %
CH06	0.03	0.79 %
UKI1	0.03	1.17 %
CH36	0.01	0.39 %
CH27	0.01	0.51 %
CH01	0.01	6.07 %
CH23	0.01	0.46 %
CH51		0.00 %
MC06		0.00 %
Total	17.37	13.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	7.38	13.47 %
Fan	5.53	18.92 %
W-Purifi	0.46	16.41 %
Iron	0.46	31.92 %
W.Heater	0.34	16.04 %
Total	14.16	12.68 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.38	6.27 %
STP1	0.27	6.88 %
KML1	0.26	5.15 %
SJI2	0.25	4.89 %
VPM1	0.23	8.30 %
CDM1	0.17	3.37 %
PRT1	0.11	1.49 %
VCM1	0.05	1.26 %
TDM1	0.03	0.84 %
TVM2	0.03	1.94 %
KLM1	0.03	0.80 %
TVM1	0.02	0.84 %
Total	14.16	12.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	7.44	11.16 %
Fan	4.40	13.36 %
Iron	0.86	55.31 %
W-Purifi	0.71	12.69 %
W.Heater	0.40	10.81 %
Mixie	0.14	0.86 %
Small-Ap	0.04	2.00 %
Total	14.00	10.27 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.47	11.06 %
VEL2	1.04	8.17 %
ABR1	0.69	9.01 %
VNB1	0.61	9.62 %
KPM1	0.34	8.70 %
SLG1	0.33	8.48 %
VEL1	0.29	3.65 %
ARC2	0.23	4.89 %
BGR1	0.23	4.32 %
UGI1	0.14	6.91 %
WJP1	0.14	2.17 %
WJD1	0.13	3.27 %
GDM1	0.06	1.52 %
CPT1	0.06	1.90 %
CGM1	0.05	1.45 %
TRT1	0.05	1.35 %
ANI1	0.03	1.41 %
PLR1	0.02	0.60 %
CYR1	0.02	0.72 %
VSI1	0.01	0.58 %
PTU1		0.00 %
WHVL		0.00 %
Total	14.00	10.27 %