



TN : HAVELLS Sales Performance 19/05/2026 8:09 AM

MTD Sales
109.67 L

Brand Share %
11.88 %

Information:

MTD : 01-05-2026 To 18-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.88 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Fan | 47.80 | 20.33 % |
| Air-Cool | 28.96 | 10.62 % |
| W.Heater | 17.82 | 43.67 % |
| Iron | 6.41 | 38.88 % |
| W-Purifi | 5.68 | 6.30 % |
| Small-Ap | 2.14 | 7.68 % |
| Mixie | 0.87 | 0.36 % |
| Total | 109.67 | 11.88 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| SOUTH ARCOT | 21.30 | 29.06 % |
| SOUTH-01 | 21.09 | 13.23 % |
| TRICHY-01 | 14.10 | 13.12 % |
| CHENNAI-01 | 13.72 | 9.99 % |
| SOUTH-03 | 12.60 | 10.74 % |
| CHENNAI-02 | 8.17 | 9.33 % |
| WEST-01 | 6.52 | 8.69 % |
| NORTH ARCOT | 6.35 | 9.87 % |
| WEST-02 | 5.81 | 5.73 % |
| Total | 109.67 | 11.88 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| W.Heater | 13.94 | 94.31 % |
| Fan | 4.25 | 27.79 % |
| Air-Cool | 2.20 | 10.60 % |
| Iron | 0.52 | 38.72 % |
| W-Purifi | 0.32 | 7.70 % |
| Mixie | 0.07 | 0.42 % |
| Total | 21.30 | 29.06 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| CDM1 | 0.31 | 7.33 % |
| NVL2 | 0.29 | 6.56 % |
| TRK1 | 0.28 | 9.70 % |
| SJI2 | 0.24 | 7.62 % |
| STP1 | 0.22 | 10.39 % |
| KML1 | 0.21 | 10.97 % |
| VCM1 | 0.11 | 5.77 % |
| VPM1 | 0.10 | 9.24 % |
| KLM1 | 0.05 | 1.42 % |
| TVM1 | 0.03 | 1.94 % |
| TDM1 | | 0.00 % |
| TVM2 | | 0.00 % |
| Total | 21.30 | 29.06 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fan | 12.25 | 27.93 % |
| Air-Cool | 4.86 | 13.13 % |
| Iron | 1.84 | 47.58 % |
| W.Heater | 0.69 | 15.42 % |
| W-Purifi | 0.62 | 3.18 % |
| Small-Ap | 0.59 | 10.30 % |
| Mixie | 0.24 | 0.53 % |
| Total | 21.09 | 13.23 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| NGR1 | 0.62 | 6.44 % |
| RND1 | 0.60 | 11.22 % |
| TCN1 | 0.44 | 9.31 % |
| ERL2 | 0.30 | 6.79 % |
| VLY1 | 0.29 | 6.64 % |
| TKY1 | 0.28 | 11.02 % |
| VKM1 | 0.26 | 9.17 % |
| SVK1 | 0.26 | 8.00 % |
| PKD1 | 0.24 | 9.72 % |
| SNL1 | 0.23 | 6.26 % |
| SDI1 | 0.20 | 10.50 % |
| ARM1 | 0.20 | 10.02 % |
| ASM1 | 0.18 | 6.67 % |
| STU2 | 0.16 | 8.84 % |
| RPM1 | 0.16 | 3.10 % |
| PDI1 | 0.16 | 5.57 % |
| MMT1 | 0.15 | 4.88 % |
| UDN1 | 0.14 | 8.20 % |
| APK1 | 0.08 | 2.69 % |
| COL1 | 0.06 | 3.52 % |
| SGT1 | 0.05 | 4.38 % |
| SKD1 | 0.05 | 2.20 % |
| S2SD | | 0.00 % |
| WHTV | | 0.00 % |
| Total | 21.09 | 13.23 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fan | 6.48 | 21.87 % |
| Air-Cool | 6.18 | 16.37 % |
| Iron | 0.57 | 36.78 % |
| W-Purifi | 0.55 | 8.56 % |
| Small-Ap | 0.15 | 5.96 % |
| Mixie | 0.10 | 0.35 % |
| W.Heater | 0.07 | 4.24 % |
| Total | 14.10 | 13.12 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| MVM1 | 0.76 | 11.79 % |
| TYR1 | 0.62 | 11.74 % |
| MDI1 | 0.44 | 11.31 % |
| TNJ1 | 0.42 | 6.57 % |
| NGT1 | 0.37 | 9.14 % |
| PBR1 | 0.33 | 10.71 % |
| ORU1 | 0.29 | 11.62 % |
| PTK1 | 0.28 | 6.04 % |
| JKM1 | 0.19 | 5.54 % |
| TRY4 | 0.15 | 6.25 % |
| KRN1 | 0.13 | 5.88 % |
| PDK1 | 0.07 | 4.91 % |
| APM1 | 0.03 | 1.58 % |
| AYR1 | 0.03 | 1.01 % |
| MSI1 | 0.01 | 0.81 % |
| TRY2 | 0.01 | 2.49 % |
| TZSD | | 0.00 % |
| WTRZ | | 0.00 % |
| NMM1 | -0.02 | -0.47 % |
| Total | 14.10 | 13.12 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| Fan | 5.10 | 15.48 % |
| Air-Cool | 4.60 | 11.81 % |
| W-Purifi | 1.18 | 5.95 % |
| Iron | 0.99 | 46.64 % |
| Small-Ap | 0.87 | 14.85 % |
| W.Heater | 0.77 | 14.76 % |
| Mixie | 0.21 | 0.65 % |
| Total | 13.72 | 9.99 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| CH42 | 0.97 | 10.84 % |
| CH08 | 0.53 | 5.65 % |
| CH16 | 0.51 | 9.46 % |
| CH48 | 0.50 | 8.79 % |
| GUD1 | 0.49 | 9.14 % |
| CH19 | 0.42 | 5.62 % |
| CH49 | 0.41 | 5.64 % |
| CH30 | 0.30 | 9.23 % |
| CH25 | 0.28 | 6.25 % |
| GUD2 | 0.27 | 10.23 % |
| CH39 | 0.25 | 4.95 % |
| MRM1 | 0.20 | 5.97 % |
| TKM1 | 0.18 | 7.47 % |
| CH28 | 0.15 | 3.09 % |
| KNR1 | 0.11 | 10.96 % |
| CH35 | 0.10 | 2.85 % |
| CH37 | 0.03 | 2.09 % |
| CH38 | 0.03 | 0.57 % |
| CH22 | 0.01 | 0.43 % |
| CH40 | 0.01 | 2.08 % |
| WHC3 | 0.01 | 0.21 % |
| CH26 | | 0.00 % |
| CZWH | | 0.00 % |
| WCHN | -0.04 | 10.28 % |
| Total | 13.72 | 9.99 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fan | 7.52 | 21.05 % |
| Air-Cool | 3.47 | 12.21 % |
| Iron | 0.81 | 33.51 % |
| W.Heater | 0.35 | 12.95 % |
| Small-Ap | 0.20 | 4.33 % |
| W-Purifi | 0.20 | 1.49 % |
| Mixie | 0.05 | 0.16 % |
| Total | 12.60 | 10.74 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| MDU6 | 0.53 | 9.71 % |
| MDU5 | 0.45 | 10.08 % |
| TMM1 | 0.40 | 7.20 % |
| TEN1 | 0.24 | 8.47 % |
| PNV2 | 0.24 | 9.59 % |
| MLR1 | 0.21 | 8.06 % |
| MDU4 | 0.21 | 8.60 % |
| KKD3 | 0.21 | 3.60 % |
| DGL2 | 0.17 | 5.61 % |
| MPA1 | 0.16 | 4.99 % |
| KPT1 | 0.15 | 5.87 % |
| PNI1 | 0.15 | 7.45 % |
| TDI1 | 0.14 | 7.29 % |
| SVG1 | 0.12 | 6.15 % |
| DKI1 | 0.11 | 4.18 % |
| USL1 | 0.11 | 7.19 % |
| ADP1 | 0.10 | 8.54 % |
| BNR1 | 0.08 | 4.56 % |
| PKM1 | 0.05 | 3.73 % |
| PVI1 | 0.04 | 1.67 % |
| SGP1 | 0.04 | 2.61 % |
| KYK1 | 0.03 | 1.42 % |
| NTM1 | 0.02 | 2.34 % |
| ODM1 | 0.02 | 1.47 % |
| CBM1 | | 0.00 % |
| CMR1 | | 0.00 % |
| SZSD | | 0.00 % |
| Total | 12.60 | 10.74 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan | 3.97 | 17.45 % |
| Air-Cool | 2.35 | 7.83 % |
| Iron | 0.60 | 44.15 % |
| W-Purifi | 0.59 | 5.98 % |
| W.Heater | 0.56 | 28.36 % |
| Mixie | 0.06 | 0.29 % |
| Small-Ap | 0.04 | 1.62 % |
| Total | 8.17 | 9.33 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| CH03 | 0.53 | 9.93 % |
| CH18 | 0.40 | 5.59 % |
| CH43 | 0.36 | 8.43 % |
| CH15 | 0.32 | 4.99 % |
| CH50 | 0.30 | 5.70 % |
| CH33 | 0.29 | 10.23 % |
| GPD1 | 0.20 | 8.53 % |
| CH23 | 0.20 | 9.99 % |
| CH34 | 0.19 | 4.98 % |
| CH20 | 0.19 | 5.22 % |
| CH17 | 0.15 | 3.99 % |
| CH46 | 0.09 | 3.74 % |
| CH44 | 0.06 | 2.04 % |
| CH27 | 0.02 | 0.92 % |
| CH36 | 0.01 | 0.59 % |
| CH01 | | 0.00 % |
| CH06 | | 0.00 % |
| CH31 | | 0.00 % |
| CH32 | | 0.00 % |
| CH51 | | 0.00 % |
| MC05 | | 0.00 % |
| MC06 | | 0.00 % |
| UKI1 | | 0.00 % |
| Total | 8.17 | 9.33 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan | 3.37 | 19.88 % |
| W-Purifi | 1.15 | 23.24 % |
| Air-Cool | 0.79 | 3.86 % |
| W.Heater | 0.75 | 17.32 % |
| Iron | 0.24 | 22.13 % |
| Small-Ap | 0.16 | 5.80 % |
| Mixie | 0.07 | 0.26 % |
| Total | 6.52 | 8.69 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| MPM1 | 0.28 | 9.59 % |
| SUL1 | 0.24 | 6.62 % |
| PDM1 | 0.22 | 11.47 % |
| CBE5 | 0.21 | 8.63 % |
| TPR1 | 0.20 | 7.84 % |
| SYM2 | 0.11 | 5.10 % |
| TPR3 | 0.10 | 4.66 % |
| CBE3 | 0.09 | 8.29 % |
| KMD1 | 0.09 | 8.74 % |
| KGI1 | 0.07 | 10.95 % |
| AVI1 | 0.07 | 1.73 % |
| CBE4 | 0.06 | 2.41 % |
| CBE6 | 0.04 | 1.27 % |
| SNR1 | 0.04 | 1.34 % |
| UMP1 | 0.04 | 2.33 % |
| UAM1 | 0.03 | 1.30 % |
| DPM2 | 0.03 | 1.85 % |
| PPI1 | 0.03 | 1.51 % |
| GBM1 | 0.02 | 1.04 % |
| CNR1 | 0.02 | 1.08 % |
| CBE1 | | 0.00 % |
| GDR1 | | 0.00 % |
| KGM1 | | 0.00 % |
| TPR4 | | 0.00 % |
| WZSD | | 0.00 % |
| ANR1 | | -0.42 % |
| WHCB | -0.04 | 6.70 % |
| Total | 6.52 | 8.69 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Air-Cool | 2.46 | 11.03 % |
| Fan | 2.44 | 14.28 % |
| W.Heater | 0.48 | 19.45 % |
| W-Purifi | 0.45 | 7.35 % |
| Iron | 0.40 | 35.76 % |
| Mixie | 0.09 | 0.62 % |
| Small-Ap | 0.04 | 4.10 % |
| Total | 6.35 | 9.87 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| KPM2 | 0.35 | 4.70 % |
| VEL1 | 0.34 | 8.74 % |
| TRR1 | 0.22 | 6.08 % |
| KPM1 | 0.17 | 8.28 % |
| ABR1 | 0.16 | 7.52 % |
| SLG1 | 0.16 | 8.14 % |
| BGR1 | 0.07 | 2.98 % |
| WJD1 | 0.07 | 4.19 % |
| VSI1 | 0.04 | 2.24 % |
| GDM1 | 0.02 | 1.26 % |
| PTU1 | 0.02 | 2.09 % |
| CYR1 | 0.02 | 1.27 % |
| CGM1 | 0.02 | 1.07 % |
| UGI1 | 0.02 | 1.17 % |
| PLR1 | 0.01 | 0.79 % |
| ANI1 | 0.01 | 0.61 % |
| CPT1 | 0.01 | 0.65 % |
| TRT1 | | 0.00 % |
| WJP1 | | 0.00 % |
| Total | 6.35 | 9.87 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan | 2.42 | 11.60 % |
| Air-Cool | 2.05 | 5.52 % |
| W-Purifi | 0.62 | 10.37 % |
| Iron | 0.42 | 26.77 % |
| W.Heater | 0.21 | 6.61 % |
| Small-App | 0.09 | 5.55 % |
| Total | 5.81 | 5.73 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| ERD2 | 0.71 | 10.21 % |
| SLM1 | 0.61 | 10.98 % |
| HSR2 | 0.25 | 6.40 % |
| MTR1 | 0.24 | 7.42 % |
| KAM1 | 0.19 | 4.83 % |
| RSP1 | 0.19 | 8.24 % |
| DPR2 | 0.18 | 6.70 % |
| BMD1 | 0.16 | 5.72 % |
| OML1 | 0.15 | 10.22 % |
| APN1 | 0.10 | 4.59 % |
| SLM2 | 0.09 | 3.73 % |
| SGI1 | 0.09 | 2.42 % |
| DPR1 | 0.08 | 2.69 % |
| TRM1 | 0.08 | 4.50 % |
| TCG1 | 0.07 | 8.14 % |
| PLC1 | 0.06 | 1.59 % |
| MCR1 | 0.06 | 2.04 % |
| EPI1 | 0.05 | 2.01 % |
| KRI1 | 0.05 | 0.89 % |
| VPD1 | 0.05 | 2.55 % |
| EDP1 | 0.05 | 4.39 % |
| SGG1 | 0.03 | 2.59 % |
| VKL1 | 0.03 | 1.28 % |
| CMI1 | 0.02 | 1.29 % |
| HSR1 | 0.02 | 0.36 % |
| SLM3 | 0.01 | 0.27 % |
| PDR1 | 0.01 | 0.55 % |
| HRR1 | | 0.00 % |
| KMM1 | | 0.00 % |
| KVP1 | | 0.00 % |
| PMP1 | | 0.00 % |
| WZWH | | 0.00 % |
| Total | 5.81 | 5.73 % |