

MTD Sales
96.51 L

Brand Share %
10.37 %

Information:

MTD : 01-09-2026 To 18-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	44.06	21.90 %
W.Heater	15.08	14.33 %
Iron	13.56	57.38 %
W-Purifi	11.07	9.77 %
Chimney	8.15	14.11 %
Mixie	2.60	0.96 %
Small-Ap	1.46	4.52 %
Air-Cool	0.61	1.27 %
W-Disp	-0.08	-0.32 %
Total	96.51	10.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	17.36	10.13 %
CHENNAI-01	15.38	11.72 %
TRICHY-01	12.79	12.60 %
SOUTH-03	9.47	7.40 %
NORTH ARCOT	9.02	13.29 %
WEST-01	8.52	12.95 %
CHENNAI-02	8.50	9.73 %
SOUTH ARCOT	8.13	13.63 %
WEST-03	3.84	9.84 %
WEST-02	3.48	4.43 %
Total	96.51	10.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	8.95	20.50 %
Iron	3.12	59.28 %
W-Purifi	1.66	8.22 %
W.Heater	1.60	12.91 %
Chimney	1.40	18.86 %
Mixie	0.33	0.55 %
Small-Ap	0.27	5.48 %
Air-Cool	0.04	0.62 %
Total	17.36	10.13 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.08	8.94 %
KVT1	1.07	8.56 %
NGR1	0.93	10.00 %
RND2	0.52	8.05 %
TCN1	0.42	8.12 %
TUT2	0.41	9.32 %
VLY1	0.38	7.09 %
SNL1	0.35	8.86 %
TKS1	0.28	4.39 %
SVK1	0.28	6.79 %
KYR1	0.22	6.29 %
PDI1	0.22	9.91 %
RPM1	0.17	2.92 %
TKY1	0.17	6.40 %
ASM1	0.17	7.42 %
MAR1	0.16	3.45 %
MMT1	0.14	6.35 %
STU2	0.13	5.99 %
UDN1	0.13	7.71 %
COL1	0.09	5.44 %
KSM1	0.08	5.14 %
SKD1	0.08	3.40 %
SGT1	0.07	7.59 %
VNR1	0.07	2.98 %
KGL1	0.06	4.04 %
S2SD	0.04	2.07 %
WHTV		0.00 %
Total	17.36	10.13 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	7.63	31.78 %
W.Heater	3.41	15.64 %
W-Purifi	1.70	7.87 %
Iron	1.66	65.65 %
Chimney	0.42	7.28 %
Mixie	0.35	0.99 %
Small-Ap	0.15	2.16 %
Air-Cool	0.07	5.04 %
Total	15.38	11.72 %

Branch *	MTD Sales L	Brand Share %
CH16	0.72	8.87 %
CH49	0.58	6.39 %
CH48	0.42	6.32 %
CH42	0.41	5.92 %
CH22	0.39	8.45 %
GUD1	0.36	6.14 %
SKL1	0.30	9.94 %
CH05	0.28	3.46 %
GUD2	0.24	8.79 %
CH25	0.20	3.79 %
CH08	0.20	4.96 %
CH39	0.14	5.35 %
CH30	0.12	3.91 %
CH26	0.11	7.24 %
CH38	0.08	2.17 %
CH40		0.00 %
CZWH		0.00 %
Total	15.38	11.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	5.58	23.53 %
W.Heater	2.38	18.26 %
Chimney	1.53	25.33 %
W-Purifi	1.47	12.98 %
Iron	1.19	50.09 %
Mixie	0.51	1.70 %
Small-Ap	0.14	4.88 %
Total	12.79	12.60 %

Branch *	MTD Sales L	Brand Share %
NGT1	0.39	10.37 %
KIK1	0.35	9.58 %
MVM1	0.34	4.26 %
TRY4	0.33	8.67 %
TNJ1	0.21	4.88 %
KUM2	0.20	5.91 %
ORU1	0.17	7.92 %
PBR1	0.14	7.89 %
PDK2	0.14	4.50 %
TYR1	0.14	4.97 %
TRY3	0.13	5.71 %
PDK1	0.11	7.36 %
TTP1	0.10	5.30 %
PTK1	0.09	1.72 %
KRN1	0.09	4.69 %
MSI1	0.05	4.59 %
NMM1	0.03	1.50 %
AYR1	0.02	1.17 %
TZSD		0.17 %
APM1		0.00 %
Total	12.79	12.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	4.86	13.21 %
Iron	1.92	54.81 %
W.Heater	1.12	10.28 %
W-Purifi	0.69	4.77 %
Chimney	0.42	5.03 %
Mixie	0.30	0.88 %
Small-Ap	0.23	6.84 %
Air-Cool	0.01	0.14 %
W-Disp	-0.08	-2.06 %
Total	9.47	7.40 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.00	9.56 %
DGL1	0.74	7.34 %
KKD3	0.31	4.91 %
DKI1	0.27	9.08 %
ATG1	0.27	9.87 %
MDU5	0.25	5.31 %
PVI1	0.25	6.89 %
BNR1	0.22	9.37 %
TMM1	0.20	4.40 %
KRR1	0.20	6.29 %
TPT1	0.19	5.61 %
DGL2	0.19	9.81 %
TEN1	0.18	6.85 %
NKI1	0.18	6.63 %
BTU1	0.15	5.88 %
MDU6	0.15	2.55 %
CBM1	0.14	4.51 %
MDU7	0.14	3.73 %
PKM1	0.13	4.67 %
NTM1	0.12	8.87 %
MPA1	0.11	5.06 %
USL1	0.11	5.42 %
MLR1	0.11	4.91 %
SVG1	0.10	5.97 %
MDU3	0.10	3.68 %
MDU4	0.09	4.72 %
TDI1	0.09	5.36 %
PNV2	0.09	4.90 %
ADP1	0.09	3.33 %
PNI1	0.07	3.18 %
CMR1	0.05	3.28 %
SGP1	0.03	2.41 %
KYK1	0.03	1.87 %
SZSD	0.01	0.38 %
ODM1		0.00 %
WHMD		0.00 %
Total	9.47	7.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.04	33.25 %
W.Heater	0.97	10.72 %
Iron	0.95	55.29 %
Chimney	0.87	16.27 %
W-Purifi	0.73	7.59 %
Mixie	0.41	2.36 %
Small-Ap	0.04	1.44 %
Total	9.02	13.29 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.46	9.27 %
VEL2	0.39	8.60 %
KPM2	0.27	4.70 %
VEL1	0.12	4.00 %
CPT1	0.09	5.48 %
VSI1	0.06	4.41 %
WJD1	0.05	2.52 %
PLR1	0.05	3.19 %
CYR1	0.04	3.85 %
ANI1	0.03	2.42 %
GDM1	0.03	1.55 %
PTU1	0.01	2.83 %
TRT1	0.01	0.92 %
BGR1	0.01	0.43 %
UGI1	0.01	0.77 %
KPM1		0.00 %
WJP1		0.00 %
Total	9.02	13.29 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	2.27	26.68 %
W-Purifi	1.93	27.44 %
Chimney	1.60	20.38 %
Fan	1.27	15.71 %
Iron	0.93	60.59 %
Small-Ap	0.30	12.36 %
Mixie	0.20	1.07 %
Air-Cool	0.03	0.47 %
Total	8.52	12.95 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.31	8.64 %
MPM1	0.24	5.55 %
CBE4	0.22	5.11 %
KMD1	0.11	10.23 %
SUL1	0.11	3.11 %
PDM1	0.08	8.40 %
PPI1	0.06	4.93 %
CBE1	0.06	1.94 %
UAM1	0.06	2.51 %
UMP1	0.05	1.85 %
CBE5	0.05	2.09 %
DPM2	0.03	1.29 %
WZSD	0.03	0.57 %
KGI1	0.02	1.53 %
ANR1	0.02	2.93 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	8.52	12.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.53	22.00 %
W.Heater	1.32	12.49 %
W-Purifi	1.30	11.69 %
Iron	1.12	59.53 %
Chimney	0.93	21.40 %
Small-Ap	0.17	4.16 %
Mixie	0.09	0.39 %
Air-Cool	0.04	0.44 %
Total	8.50	9.73 %

Branch *	MTD Sales L	Brand Share %
CH18	0.50	6.80 %
CH15	0.47	7.62 %
CH50	0.27	6.37 %
CH43	0.18	4.56 %
CH35	0.17	5.03 %
PON1	0.16	7.97 %
CH20	0.16	6.07 %
GPD1	0.16	9.88 %
CH03	0.16	2.36 %
CH46	0.12	7.54 %
CH27	0.11	6.85 %
CH36	0.07	3.41 %
CH06	0.05	1.93 %
CH12	0.04	1.28 %
CH31	0.04	8.50 %
CH23	0.03	5.49 %
CH37	0.03	1.73 %
CH44	0.02	0.80 %
CH32		0.00 %
MC06		0.00 %
UK11		0.00 %
WHC3		0.00 %
WCHN	-0.10	7.93 %
Total	8.50	9.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	4.44	36.50 %
Iron	1.29	62.74 %
W.Heater	1.19	14.27 %
W-Purifi	0.58	8.40 %
Mixie	0.28	1.45 %
Chimney	0.27	9.78 %
Small-Ap	0.09	4.09 %
Total	8.13	13.63 %

Branch *	MTD Sales L	Brand Share %
POY1	0.54	9.12 %
TRK1	0.34	6.77 %
CDM1	0.32	7.31 %
NVL2	0.26	7.81 %
KML1	0.26	8.75 %
KLM1	0.11	3.74 %
ULP1	0.11	5.51 %
PRT1	0.10	4.35 %
TVM1	0.05	5.33 %
TDM1	0.03	1.33 %
TVM2	0.02	2.32 %
WHUT		0.00 %
Total	8.13	13.63 %

WEST-03

Property	MTD Sales L	Brand Share %
Fan	0.93	13.96 %
W-Purifi	0.92	20.70 %
Iron	0.66	73.59 %
Air-Cool	0.41	10.11 %
Chimney	0.39	11.76 %
W.Heater	0.38	9.83 %
Mixie	0.09	0.74 %
Small-Ap	0.07	7.57 %
Total	3.84	9.84 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.24	8.19 %
ERD1	0.18	4.34 %
TPR1	0.14	3.55 %
AVI1	0.11	4.17 %
SYM2	0.09	7.83 %
TPR3	0.06	8.10 %
CMI1	0.06	3.41 %
RSP1	0.05	3.33 %
VKL1	0.04	3.86 %
KGM1	0.04	2.16 %
PDR1	0.03	1.97 %
KMM1	0.02	1.49 %
SGG1	0.02	2.17 %
GBM1	0.02	1.69 %
TCG1	0.01	0.66 %
Total	3.84	9.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.83	12.25 %
Iron	0.73	38.63 %
W.Heater	0.44	6.46 %
Chimney	0.33	4.93 %
W-Purifi	0.09	1.35 %
Mixie	0.05	0.22 %
Air-Cool	0.02	0.16 %
Total	3.48	4.43 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.49	9.14 %
MCR1	0.26	7.10 %
TRM1	0.24	4.77 %
ATU1	0.15	3.99 %
BMD1	0.15	7.49 %
KVP1	0.13	6.42 %
VPD1	0.13	4.62 %
SLM2	0.13	5.63 %
OML1	0.10	4.86 %
DPR2	0.10	6.34 %
EPI1	0.09	3.86 %
APN1	0.09	4.30 %
EDP1	0.09	4.62 %
PNG1	0.08	4.32 %
KAM1	0.07	2.91 %
DPR1	0.06	2.41 %
HRR1	0.05	2.25 %
KRI1	0.04	1.22 %
PLC1	0.03	0.86 %
SGI1	0.02	1.47 %
WZWH	0.02	0.40 %
PMP1	0.02	1.10 %
MTR1	0.01	0.51 %
SLM3	0.01	0.42 %
HSR1	0.01	0.15 %
WHKP		0.00 %
Total	3.48	4.43 %