

MTD Sales
73.37 L

Brand Share %
8.57 %

Information:

MTD : 01-03-2026 To 19-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.57 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	22.65	10.22 %
Air-Cool	15.40	7.89 %
Iron	12.70	53.27 %
W.Heater	11.30	14.58 %
W-Purifi	9.44	10.01 %
Mixie	1.34	0.57 %
W-Disp	0.55	5.70 %
Total	73.37	8.57 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	13.43	9.79 %
SOUTH-03	11.02	9.15 %
WEST-01	10.99	11.78 %
CHENNAI-01	9.00	6.77 %
TRICHY-01	7.65	9.29 %
NORTH ARCOT	6.23	9.01 %
WEST-02	5.99	5.59 %
CHENNAI-02	5.76	8.08 %
SOUTH ARCOT	3.29	7.80 %
Total	73.37	8.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	5.31	18.29 %
Air-Cool	2.32	7.78 %
W-Purifi	2.02	8.93 %
Iron	2.01	47.06 %
W.Heater	1.33	13.80 %
Mixie	0.37	0.90 %
W-Disp	0.07	9.13 %
Total	13.43	9.79 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.60	7.68 %
TUT2	0.36	8.00 %
KYR1	0.34	7.96 %
RPM1	0.32	6.94 %
APK2	0.23	8.31 %
ERL2	0.20	6.94 %
SVK1	0.19	4.76 %
NGR1	0.18	3.11 %
TCN1	0.17	6.13 %
TYI1	0.16	8.17 %
ASM1	0.14	4.16 %
MMT1	0.12	5.90 %
VKM1	0.12	5.34 %
PDI1	0.12	4.63 %
SGT1	0.12	6.57 %
SDI1	0.10	2.76 %
KGL1	0.08	7.79 %
SKD1	0.06	3.63 %
ARM1	0.06	3.19 %
PKD1	0.06	2.41 %
TKY1	0.05	2.92 %
VNR1	0.03	0.88 %
KSM1	0.01	1.96 %
S2SD		0.00 %
Total	13.43	9.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	2.83	8.72 %
Air-Cool	2.51	8.50 %
Iron	2.25	51.26 %
W.Heater	2.18	28.11 %
W-Purifi	0.83	6.43 %
Mixie	0.33	1.04 %
W-Disp	0.08	6.44 %
Total	11.02	9.15 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.65	6.14 %
MDU5	0.32	7.64 %
KKD3	0.30	6.31 %
MDU4	0.24	8.20 %
TMM1	0.22	3.54 %
PKM1	0.18	7.54 %
TDI1	0.17	7.64 %
KPT1	0.16	5.49 %
BTU1	0.16	8.41 %
TEN1	0.16	6.99 %
DGL2	0.16	7.45 %
MPA1	0.15	4.35 %
MDU3	0.14	3.49 %
ADP1	0.13	6.28 %
USL1	0.12	4.44 %
MLR1	0.11	4.82 %
CBM1	0.10	2.49 %
NKI1	0.09	4.96 %
PNV2	0.08	5.76 %
MNM1	0.08	6.72 %
SVG1	0.06	2.82 %
KRR1	0.06	2.14 %
NTM1	0.05	3.00 %
ODM1	0.04	2.32 %
PVI1	0.02	1.29 %
SZSD		0.00 %
Total	11.02	9.15 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.17	12.29 %
Fan	2.68	12.74 %
Iron	1.63	69.84 %
W-Purifi	1.28	23.88 %
W.Heater	1.10	13.44 %
Mixie	0.12	0.57 %
Total	10.99	11.78 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.49	8.50 %
SUL1	0.35	7.00 %
CBE6	0.17	4.82 %
PDM1	0.14	4.71 %
CBE1	0.14	3.52 %
UMP1	0.14	6.72 %
MPM1	0.13	3.46 %
KMD1	0.11	7.71 %
SYM2	0.10	5.12 %
UAM1	0.09	5.97 %
DPM2	0.08	3.01 %
KGM1	0.07	5.39 %
PPI1	0.06	2.94 %
CBE3	0.03	2.37 %
TPR4	0.03	1.54 %
KGI1	0.01	2.69 %
WZSD		0.00 %
Total	10.99	11.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.64	4.68 %
W.Heater	2.06	12.03 %
W-Purifi	1.62	9.00 %
Air-Cool	1.27	11.98 %
Iron	1.11	48.53 %
W-Disp	0.22	9.98 %
Mixie	0.09	0.33 %
Total	9.00	6.77 %

Branch *	MTD Sales L	Brand Share %
CH08	0.33	6.81 %
CH42	0.33	5.35 %
CH25	0.26	5.86 %
CH16	0.24	5.17 %
CH49	0.22	3.63 %
CH39	0.21	8.30 %
GUD2	0.15	7.46 %
CH35	0.10	5.53 %
CH19	0.10	2.88 %
CH22	0.10	3.47 %
MRM1	0.08	3.33 %
CH48	0.06	1.67 %
GUD1	0.06	1.49 %
SKL1	0.05	2.94 %
KNR1	0.05	7.05 %
CH47	0.03	1.09 %
CH26	0.02	2.21 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	9.00	6.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.23	13.16 %
Air-Cool	2.09	8.67 %
W-Purifi	1.53	18.95 %
Iron	1.26	49.44 %
Mixie	0.26	1.01 %
W.Heater	0.21	4.62 %
W-Disp	0.08	9.98 %
Total	7.65	9.29 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.30	6.42 %
TRY4	0.26	7.49 %
JKM1	0.20	8.26 %
ORU1	0.18	7.12 %
KUM1	0.16	3.71 %
MDI1	0.15	4.67 %
TYR1	0.14	3.13 %
TRY3	0.12	4.06 %
KIK1	0.12	7.20 %
KRN1	0.08	2.66 %
TVR1	0.08	4.45 %
MSI1	0.08	4.25 %
PTK1	0.08	3.29 %
TVR2	0.07	1.49 %
TTP1	0.04	2.13 %
TNJ1	0.04	0.74 %
PDK1	0.03	3.16 %
NMM1	0.02	0.98 %
APM1	0.02	1.19 %
AYR1	0.02	0.65 %
TZSD		0.00 %
Total	7.65	9.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.52	14.12 %
W.Heater	1.15	11.12 %
Air-Cool	1.00	8.01 %
Iron	0.97	51.08 %
W-Purifi	0.54	7.44 %
Mixie	0.04	0.24 %
Total	6.23	9.01 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.25	6.74 %
WJP1	0.17	5.07 %
VEL1	0.13	3.20 %
ABR1	0.12	5.30 %
VSI1	0.11	7.29 %
UGI1	0.11	4.83 %
AKM1	0.10	4.02 %
SLG1	0.10	5.44 %
WJD1	0.07	3.08 %
PTU1	0.06	4.44 %
GDM1	0.06	2.33 %
BGR1	0.05	1.91 %
CPT1	0.03	1.58 %
CGM1	0.02	0.92 %
ANI1		0.00 %
Total	6.23	9.01 %

WEST-02

Property	MTD Sales L	Brand Share %
Iron	1.75	62.08 %
Fan	1.63	7.37 %
Air-Cool	1.17	2.94 %
W.Heater	0.77	13.37 %
W-Purifi	0.54	9.36 %
W-Disp	0.09	15.95 %
Mixie	0.05	0.18 %
Total	5.99	5.59 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.55	8.51 %
OML1	0.20	5.76 %
SLM2	0.20	5.28 %
KRI1	0.20	4.98 %
SLM3	0.19	4.74 %
EPI1	0.17	3.85 %
APN1	0.16	5.37 %
PLC1	0.16	4.83 %
BMD1	0.14	6.88 %
ERD1	0.13	3.51 %
EDP1	0.11	5.18 %
TRM1	0.11	3.29 %
KMM1	0.10	4.03 %
VKL1	0.10	3.82 %
HRR1	0.09	5.52 %
SGG1	0.09	5.89 %
TCG1	0.08	4.44 %
ATU1	0.07	2.04 %
VPD1	0.07	2.65 %
SGI1	0.07	2.67 %
KAM1	0.05	2.85 %
HSR1	0.05	1.10 %
KVP1	0.04	2.48 %
PMP1	0.04	2.78 %
RSP1	0.04	1.25 %
DPR1	0.03	1.74 %
CMI1	0.03	1.28 %
MTR1	0.03	1.13 %
DPR2	0.03	1.40 %
MCR1	0.02	0.66 %
PDR1	0.02	1.31 %
WHPD		0.00 %
WZWH		0.00 %
Total	5.99	5.59 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	1.98	20.66 %
Fan	1.71	11.72 %
Iron	0.78	50.43 %
W-Purifi	0.73	5.82 %
Air-Cool	0.50	6.26 %
Mixie	0.07	0.27 %
Total	5.76	8.08 %

Branch *	MTD Sales L	Brand Share %
CH12	0.36	6.81 %
CH34	0.27	7.62 %
CH15	0.24	4.07 %
CH43	0.22	5.04 %
CH41	0.15	7.27 %
CH18	0.12	3.50 %
CH46	0.11	7.01 %
PON1	0.11	8.17 %
CH33	0.11	6.73 %
CH44	0.06	3.30 %
CH06	0.03	1.24 %
CH31	0.02	2.54 %
CH23	0.02	2.25 %
CH01	0.01	7.23 %
CH27	0.01	0.69 %
CH20		0.00 %
CH32		0.00 %
CH36		0.00 %
CH51		0.00 %
Total	5.76	8.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.10	9.77 %
Iron	0.94	53.76 %
W.Heater	0.52	11.29 %
Air-Cool	0.38	5.24 %
W-Purifi	0.36	19.84 %
Total	3.29	7.80 %

Branch *	MTD Sales L	Brand Share %
POY1	0.22	7.10 %
PRT1	0.17	6.90 %
ULP1	0.15	5.90 %
NVL2	0.13	4.14 %
POY2	0.11	4.41 %
VCM1	0.10	6.47 %
TRK1	0.09	4.44 %
MKM1	0.07	6.72 %
KLM1	0.06	4.34 %
TDM1	0.05	2.79 %
CDM1	0.04	1.37 %
KML1	0.04	2.47 %
STP1	0.04	2.66 %
TVM1	0.03	4.34 %
VPM1	0.03	4.25 %
TVM2	0.02	1.93 %
Total	3.29	7.80 %