

MTD Sales
245.19 L

Brand Share %
12.13 %

Information:

MTD : 01-04-2026 To 19-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.13 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	138.32	13.74 %
Fan	77.72	16.77 %
Iron	10.79	51.21 %
W-Purifi	8.33	8.16 %
W.Heater	6.63	16.53 %
Small-Ap	1.56	4.54 %
Mixie	1.26	0.46 %
W-Disp	0.41	1.95 %
Chimney	0.18	0.29 %
Total	245.19	12.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	47.55	14.32 %
SOUTH-03	40.24	13.66 %
TRICHY-01	32.83	14.22 %
CHENNAI-01	28.89	13.36 %
WEST-02	25.69	8.30 %
WEST-01	21.05	8.79 %
CHENNAI-02	18.99	13.64 %
NORTH ARCOT	15.01	10.45 %
SOUTH ARCOT	14.96	12.82 %
Total	245.19	12.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	26.10	17.90 %
Fan	15.33	17.03 %
Iron	2.69	58.19 %
W-Purifi	2.05	9.37 %
W.Heater	0.66	12.07 %
Small-Ap	0.32	4.83 %
Mixie	0.26	0.56 %
W-Disp	0.13	7.71 %
Total	47.55	14.32 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.30	11.63 %
SVK1	1.24	11.50 %
TUT2	0.94	7.26 %
TCN1	0.64	7.17 %
RPM1	0.57	5.75 %
MMT1	0.56	10.04 %
KYR1	0.48	6.49 %
SGT1	0.43	9.50 %
PDI1	0.43	7.70 %
STU2	0.35	7.18 %
TKY1	0.34	6.78 %
ASM1	0.32	6.40 %
ERL2	0.31	7.29 %
KSM1	0.30	9.08 %
SDI1	0.24	4.40 %
COL1	0.23	8.24 %
PKD1	0.17	4.38 %
SKD1	0.16	4.04 %
UDN1	0.13	4.79 %
Total	47.55	14.32 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	20.30	14.47 %
Fan	15.01	18.63 %
Iron	2.09	59.96 %
W-Purifi	1.56	10.59 %
W.Heater	0.65	18.60 %
Small-Ap	0.34	6.28 %
Mixie	0.16	0.45 %
W-Disp	0.13	8.74 %
Total	40.24	13.66 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.08	9.36 %
MDU6	1.56	9.96 %
KKD3	0.88	7.15 %
MDU4	0.69	8.76 %
MDU5	0.68	7.22 %
TEN1	0.67	7.33 %
MDU7	0.65	8.69 %
BNR1	0.57	11.48 %
USL1	0.50	8.93 %
MPA1	0.47	6.02 %
DGL2	0.41	6.43 %
ADP1	0.34	5.92 %
SVG1	0.32	8.97 %
TDI1	0.29	6.29 %
PNV2	0.27	6.68 %
PVI1	0.26	9.44 %
KYK1	0.26	6.44 %
BTU1	0.24	8.49 %
MLR1	0.20	4.98 %
KPT1	0.15	2.13 %
SGP1	0.13	4.10 %
ATG1	0.12	2.40 %
PKM1	0.09	2.88 %
NTM1	0.07	2.20 %
KRR1	0.07	0.99 %
CMR1	0.06	1.82 %
Total	40.24	13.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	21.47	17.00 %
Fan	9.25	17.50 %
Iron	0.89	39.48 %
W-Purifi	0.88	12.35 %
W.Heater	0.25	13.01 %
Small-Ap	0.09	2.75 %
Total	32.83	14.22 %

Branch *	MTD Sales L	Brand Share %
PBR1	0.63	11.98 %
KIK1	0.54	9.99 %
PTK1	0.51	6.26 %
KRN1	0.42	6.92 %
PDK1	0.38	9.34 %
ORU1	0.36	5.54 %
TTP1	0.36	11.19 %
TRY3	0.32	4.43 %
JKM1	0.27	3.55 %
TVR1	0.27	7.32 %
NCK1	0.24	4.59 %
TNJ1	0.20	1.66 %
APM1	0.05	1.37 %
NMM1	0.05	0.84 %
AYR1	0.02	0.27 %
MSI1		0.00 %
TRY2		0.00 %
WTRZ		0.00 %
Total	32.83	14.22 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	14.34	19.24 %
Fan	9.34	20.05 %
W.Heater	1.64	19.03 %
Iron	1.32	49.33 %
W-Purifi	1.31	5.64 %
Small-Ap	0.42	5.65 %
Mixie	0.20	0.53 %
Chimney	0.18	1.94 %
W-Disp	0.14	2.07 %
Total	28.89	13.36 %

Branch *	MTD Sales L	Brand Share %
CH47	1.81	12.12 %
CH42	1.14	8.55 %
CH07	1.06	10.47 %
CH48	0.87	11.27 %
GUD1	0.78	11.28 %
CH08	0.77	7.22 %
CH16	0.64	7.44 %
CH19	0.46	4.26 %
CH25	0.28	4.11 %
GUD2	0.28	5.10 %
MRM1	0.28	4.63 %
CH35	0.24	4.27 %
CH30	0.14	2.68 %
CH29	0.09	9.99 %
CH22	0.06	0.98 %
CH38	0.04	0.65 %
KNR1	0.03	1.70 %
CH26	0.01	0.52 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	28.89	13.36 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	17.67	9.14 %
Fan	6.27	10.98 %
Iron	0.99	53.13 %
W.Heater	0.55	14.72 %
W-Purifi	0.17	2.52 %
Mixie	0.03	0.10 %
Total	25.69	8.30 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.36	10.32 %
ERD1	1.28	10.41 %
KRI1	1.05	6.57 %
SLM3	1.00	7.08 %
KVP1	0.42	5.30 %
EPI1	0.41	4.76 %
BMD1	0.40	8.70 %
DPR1	0.33	5.74 %
MCR1	0.32	5.30 %
PLC1	0.30	3.34 %
RSP1	0.26	2.69 %
KAM1	0.25	2.54 %
EDP1	0.20	3.29 %
VPD1	0.18	1.82 %
SGG1	0.16	3.07 %
APN1	0.13	1.65 %
OML1	0.12	1.56 %
HSR1	0.10	0.91 %
TCG1	0.08	1.24 %
MTR1	0.05	1.07 %
CMI1	0.04	0.72 %
SGI1	0.04	0.85 %
PMP1	0.03	0.46 %
VKL1	0.02	0.36 %
PDR1	0.01	0.23 %
HRR1	0.01	0.17 %
KMM1	0.01	0.15 %
WHKP		0.00 %
WHPD		0.00 %
Total	25.69	8.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	12.46	8.51 %
Fan	6.63	17.32 %
W.Heater	0.71	12.55 %
Iron	0.66	51.48 %
W-Purifi	0.33	4.14 %
Mixie	0.15	0.57 %
Small-Ap	0.10	3.42 %
Total	21.05	8.79 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.99	7.72 %
PLI1	0.89	10.19 %
CBE6	0.89	10.25 %
AVI1	0.81	7.27 %
UMP1	0.74	10.24 %
TPR3	0.64	7.73 %
MPM1	0.55	5.97 %
CBE4	0.47	4.06 %
SUL1	0.41	3.87 %
CBE5	0.31	4.19 %
CBE1	0.27	2.68 %
PPI1	0.20	2.78 %
KMD1	0.14	3.40 %
GBM1	0.11	1.87 %
TPR4	0.09	1.56 %
ANR1	0.06	1.11 %
PDM1	0.05	0.78 %
KGM1	0.04	0.61 %
CNR1	0.04	3.76 %
UAM1	0.02	0.90 %
CBE3	0.02	0.53 %
GDR1	0.02	4.57 %
DPM2	0.01	0.32 %
KGI1	0.01	1.64 %
WHCB		0.00 %
Total	21.05	8.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	10.33	19.63 %
Fan	5.25	15.77 %
W.Heater	1.34	26.72 %
Iron	0.78	44.56 %
W-Purifi	0.76	6.94 %
Mixie	0.27	1.06 %
Small-Ap	0.25	7.08 %
Total	18.99	13.64 %

Branch *	MTD Sales L	Brand Share %
CH18	1.01	10.12 %
CH17	0.74	9.55 %
CH15	0.69	6.43 %
PON1	0.31	10.71 %
CH34	0.26	4.48 %
CH33	0.23	4.39 %
CH20	0.17	3.07 %
CH44	0.14	3.64 %
CH41	0.12	3.90 %
CH46	0.10	3.23 %
CH31	0.04	1.49 %
CH06	0.03	0.78 %
UKI1	0.03	0.99 %
CH36	0.01	0.36 %
CH27	0.01	0.49 %
CH01	0.01	6.07 %
CH23	0.01	0.45 %
CH51		0.00 %
MC06		0.00 %
Total	18.99	13.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	7.97	11.28 %
Fan	4.66	13.66 %
Iron	0.91	55.68 %
W-Purifi	0.81	12.66 %
W.Heater	0.47	12.08 %
Mixie	0.14	0.83 %
Small-Ap	0.04	1.94 %
Total	15.01	10.45 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.54	11.43 %
VEL2	1.04	7.76 %
ABR1	0.72	8.78 %
VNB1	0.61	9.31 %
KPM1	0.37	8.89 %
ARC2	0.36	6.89 %
SLG1	0.33	7.81 %
VEL1	0.29	3.46 %
WJP1	0.24	3.59 %
BGR1	0.23	4.20 %
UGI1	0.14	6.66 %
WJD1	0.14	3.54 %
GDM1	0.06	1.38 %
CPT1	0.06	1.85 %
CGM1	0.05	1.41 %
TRT1	0.05	1.32 %
ANI1	0.04	1.83 %
PLR1	0.02	0.57 %
CYR1	0.02	0.61 %
VSI1	0.01	0.52 %
PTU1		0.00 %
WHVL		0.00 %
Total	15.01	10.45 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	7.68	13.48 %
Fan	5.98	19.46 %
W-Purifi	0.46	15.09 %
Iron	0.46	30.58 %
W.Heater	0.34	15.61 %
Mixie	0.04	0.24 %
Total	14.96	12.82 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.38	5.88 %
KML1	0.34	6.28 %
STP1	0.27	6.78 %
SJI2	0.25	4.77 %
VPM1	0.23	8.23 %
MKM1	0.22	11.42 %
CDM1	0.17	3.25 %
PRT1	0.11	1.43 %
VCM1	0.05	1.26 %
TDM1	0.03	0.78 %
TVM2	0.03	1.94 %
KLM1	0.03	0.72 %
TVM1	0.02	0.84 %
Total	14.96	12.82 %