



TN : HAVELLS Sales Performance 20/05/2026 8:09 AM

MTD Sales
113.37 L

Brand Share %
11.70 %

Information:

MTD : 01-05-2026 To 19-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.70 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	49.96	19.59 %
Air-Cool	29.67	10.59 %
W.Heater	18.25	42.99 %
Iron	6.68	38.99 %
W-Purifi	5.80	6.16 %
Small-Ap	2.14	7.43 %
Mixie	0.87	0.35 %
Total	113.37	11.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH ARCOT	21.70	28.45 %
SOUTH-01	21.57	12.93 %
TRICHY-01	14.58	12.89 %
CHENNAI-01	14.13	9.64 %
SOUTH-03	13.08	10.52 %
CHENNAI-02	8.38	9.22 %
WEST-01	6.93	8.85 %
NORTH ARCOT	6.82	10.09 %
WEST-02	6.20	5.87 %
Total	113.37	11.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	13.94	93.83 %
Fan	4.36	27.35 %
Air-Cool	2.49	11.32 %
Iron	0.52	37.63 %
W-Purifi	0.32	7.45 %
Mixie	0.07	0.40 %
Total	21.70	28.45 %

Branch *	MTD Sales L	Brand Share %
POY1	0.45	11.51 %
TRK1	0.34	10.84 %
CDM1	0.31	7.13 %
NVL2	0.29	6.47 %
SJI2	0.24	7.52 %
STP1	0.22	10.13 %
KML1	0.21	10.05 %
VCM1	0.11	5.77 %
VPM1	0.10	9.13 %
KLM1	0.05	1.33 %
TVM1	0.03	1.82 %
TDM1		0.00 %
TVM2		0.00 %
Total	21.70	28.45 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	12.58	26.67 %
Air-Cool	4.92	13.07 %
Iron	1.93	47.96 %
W.Heater	0.69	14.48 %
W-Purifi	0.62	3.07 %
Small-Ap	0.59	10.05 %
Mixie	0.24	0.51 %
Total	21.57	12.93 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.68	6.61 %
RND1	0.61	11.04 %
TCN1	0.48	9.87 %
VLY1	0.30	6.69 %
ERL2	0.30	6.56 %
TKY1	0.28	10.77 %
SVK1	0.27	7.66 %
VKM1	0.26	8.98 %
PKD1	0.24	9.72 %
SNL1	0.23	5.95 %
ARM1	0.22	10.58 %
SDI1	0.20	10.50 %
STU2	0.20	10.10 %
ASM1	0.18	6.58 %
RPM1	0.16	3.02 %
PDI1	0.16	5.40 %
UDN1	0.16	8.72 %
MMT1	0.15	4.83 %
APK1	0.08	2.65 %
COL1	0.06	3.52 %
SGT1	0.05	4.23 %
SKD1	0.05	2.14 %
S2SD		0.00 %
WHTV		0.00 %
Total	21.57	12.93 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	6.84	21.16 %
Air-Cool	6.25	16.27 %
Iron	0.61	38.34 %
W-Purifi	0.55	7.94 %
Small-Ap	0.15	5.66 %
Mixie	0.10	0.34 %
W.Heater	0.07	3.99 %
Total	14.58	12.89 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.76	11.02 %
TNJ1	0.47	7.04 %
MDI1	0.46	11.54 %
NGT1	0.44	10.50 %
PBR1	0.33	10.26 %
ORU1	0.29	11.11 %
PTK1	0.28	5.28 %
JKM1	0.23	6.27 %
TRY4	0.15	6.20 %
KRN1	0.13	5.79 %
PDK1	0.07	4.79 %
APM1	0.03	1.52 %
AYR1	0.03	0.98 %
MSI1	0.01	0.81 %
TRY2	0.01	2.07 %
NMM1		0.03 %
TZSD		0.00 %
WTRZ		0.00 %
Total	14.58	12.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	5.32	13.95 %
Air-Cool	4.60	11.41 %
W-Purifi	1.30	6.17 %
Iron	1.06	47.76 %
Small-Ap	0.87	14.49 %
W.Heater	0.77	14.27 %
Mixie	0.21	0.64 %
Total	14.13	9.64 %

Branch *	MTD Sales L	Brand Share %
CH42	0.97	10.56 %
CH47	0.91	11.69 %
CH08	0.60	6.16 %
CH16	0.51	9.24 %
GUD1	0.51	9.23 %
CH48	0.50	8.25 %
CH19	0.47	6.02 %
CH49	0.43	5.80 %
CH30	0.30	8.95 %
CH25	0.28	5.91 %
GUD2	0.27	9.34 %
CH39	0.25	4.82 %
MRM1	0.20	5.76 %
TKM1	0.18	7.37 %
CH28	0.15	3.04 %
KNR1	0.11	10.31 %
CH35	0.10	2.74 %
CH37	0.06	3.47 %
CH38	0.03	0.56 %
CH22	0.01	0.41 %
CH40	0.01	2.08 %
WHC3	0.01	0.10 %
CH26		0.00 %
CZWH		0.00 %
WCHN	-0.04	10.28 %
Total	14.13	9.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	7.95	20.24 %
Air-Cool	3.51	12.05 %
Iron	0.83	32.58 %
W.Heater	0.35	12.52 %
Small-Ap	0.20	4.12 %
W-Purifi	0.20	1.42 %
Mixie	0.05	0.15 %
Total	13.08	10.52 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.54	9.45 %
MDU5	0.48	10.30 %
TMM1	0.42	7.15 %
TEN1	0.26	8.91 %
PNV2	0.24	9.07 %
KKD3	0.22	3.69 %
MLR1	0.21	7.86 %
MDU4	0.21	8.67 %
KPT1	0.17	6.28 %
DGL2	0.17	5.49 %
MPA1	0.16	4.87 %
PNI1	0.15	7.28 %
DKI1	0.14	5.51 %
TDI1	0.14	6.93 %
ADP1	0.12	8.73 %
SVG1	0.12	6.15 %
USL1	0.11	7.19 %
BNR1	0.08	4.54 %
PKM1	0.06	4.40 %
PVI1	0.04	1.63 %
SGP1	0.04	2.47 %
KYK1	0.03	1.36 %
NTM1	0.02	2.26 %
ODM1	0.02	1.45 %
CBM1		0.00 %
CMR1		0.00 %
SZSD		0.00 %
Total	13.08	10.52 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	4.09	17.35 %
Air-Cool	2.35	7.58 %
Iron	0.63	44.46 %
W.Heater	0.62	30.66 %
W-Purifi	0.59	5.69 %
Mixie	0.06	0.28 %
Small-Ap	0.04	1.57 %
Total	8.38	9.22 %

Branch *	MTD Sales L	Brand Share %
CH03	0.53	9.00 %
CH18	0.40	5.43 %
CH43	0.36	8.24 %
CH15	0.33	5.03 %
CH50	0.30	5.43 %
CH33	0.29	9.95 %
CH41	0.22	11.48 %
GPD1	0.20	8.46 %
CH23	0.20	9.08 %
CH34	0.19	4.98 %
CH20	0.19	5.22 %
CH17	0.15	3.82 %
CH46	0.13	5.34 %
CH44	0.06	1.96 %
CH27	0.02	0.86 %
CH36	0.01	0.58 %
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	8.38	9.22 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	3.56	19.57 %
W-Purifi	1.15	22.68 %
W.Heater	0.95	20.05 %
Air-Cool	0.79	3.84 %
Iron	0.26	22.57 %
Small-Ap	0.16	5.69 %
Mixie	0.07	0.25 %
Total	6.93	8.85 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.28	9.20 %
SUL1	0.26	6.73 %
PDM1	0.22	11.13 %
CBE5	0.21	8.35 %
TPR1	0.20	7.76 %
SYM2	0.11	5.10 %
TPR3	0.10	4.40 %
CBE3	0.09	8.29 %
KMD1	0.09	8.32 %
KGI1	0.07	10.85 %
AVI1	0.07	1.73 %
CBE4	0.06	2.37 %
SNR1	0.06	1.99 %
DPM2	0.05	2.76 %
CBE6	0.04	1.18 %
UMP1	0.04	2.18 %
UAM1	0.03	1.30 %
PPI1	0.03	1.46 %
GBM1	0.02	1.01 %
CNR1	0.02	1.08 %
CBE1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
ANR1		-0.40 %
WHCB	-0.04	6.70 %
Total	6.93	8.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.72	15.18 %
Air-Cool	2.63	11.16 %
W.Heater	0.48	18.25 %
W-Purifi	0.45	7.05 %
Iron	0.41	35.37 %
Mixie	0.09	0.60 %
Small-Ap	0.04	4.00 %
Total	6.82	10.09 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.52	6.69 %
VEL1	0.34	8.37 %
TRR1	0.22	5.92 %
ABR1	0.16	7.09 %
SLG1	0.16	7.58 %
BGR1	0.07	2.98 %
WJD1	0.07	4.00 %
VSI1	0.04	1.83 %
GDM1	0.02	1.22 %
PTU1	0.02	1.72 %
CYR1	0.02	1.24 %
CGM1	0.02	0.93 %
UGI1	0.02	1.17 %
PLR1	0.01	0.76 %
ANI1	0.01	0.61 %
CPT1	0.01	0.61 %
TRT1		0.00 %
WJP1		0.00 %
Total	6.82	10.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.54	11.27 %
Air-Cool	2.15	5.66 %
W-Purifi	0.62	10.37 %
Iron	0.44	26.27 %
W.Heater	0.37	10.74 %
Small-Ap	0.09	5.37 %
Total	6.20	5.87 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.79	10.82 %
SLM1	0.61	10.63 %
HSR2	0.33	8.19 %
MTR1	0.24	7.42 %
RSP1	0.21	8.73 %
KAM1	0.19	4.78 %
BMD1	0.19	6.50 %
DPR2	0.18	6.63 %
OML1	0.17	10.44 %
MCR1	0.13	4.46 %
APN1	0.10	4.50 %
SLM2	0.09	3.64 %
SGI1	0.09	2.39 %
DPR1	0.08	2.69 %
TRM1	0.08	4.45 %
TCG1	0.07	7.41 %
PLC1	0.06	1.55 %
EPI1	0.05	2.00 %
KRI1	0.05	0.87 %
VPD1	0.05	2.47 %
EDP1	0.05	3.86 %
SGG1	0.03	2.52 %
VKL1	0.03	1.25 %
CMI1	0.02	1.22 %
HSR1	0.02	0.36 %
SLM3	0.01	0.26 %
PDR1	0.01	0.55 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
WZWH		0.00 %
Total	6.20	5.87 %