

MTD Sales
101.18 L

Brand Share %
10.36 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.36 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	45.67	21.70 %
W.Heater	16.50	14.52 %
Iron	14.07	57.07 %
W-Purifi	11.59	9.71 %
Chimney	8.43	13.97 %
Mixie	2.80	0.99 %
Small-Ap	1.51	4.41 %
Air-Cool	0.69	1.39 %
W-Disp	-0.08	-0.32 %
Total	101.18	10.36 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	18.13	10.19 %
CHENNAI-01	16.87	12.11 %
TRICHY-01	13.17	12.48 %
SOUTH-03	9.98	7.41 %
NORTH ARCOT	9.38	13.31 %
CHENNAI-02	8.85	9.47 %
WEST-01	8.83	12.74 %
SOUTH ARCOT	8.63	13.59 %
WEST-03	3.72	9.19 %
WEST-02	3.62	4.42 %
Total	101.18	10.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	9.33	20.52 %
Iron	3.24	59.25 %
W-Purifi	1.80	8.56 %
W.Heater	1.67	12.87 %
Chimney	1.40	18.39 %
Mixie	0.38	0.61 %
Small-Ap	0.27	5.11 %
Air-Cool	0.04	0.58 %
Total	18.13	10.19 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.14	9.05 %
KVT1	1.14	8.80 %
NGR1	0.93	9.74 %
RND2	0.57	8.33 %
TCN1	0.46	8.22 %
TUT2	0.41	9.00 %
VLV1	0.38	7.05 %
SNL1	0.37	9.16 %
SVK1	0.30	6.97 %
TKS1	0.29	4.37 %
KYR1	0.22	6.11 %
PDI1	0.22	9.91 %
RPM1	0.19	3.20 %
MMT1	0.19	7.66 %
MAR1	0.18	3.84 %
TKY1	0.17	6.20 %
ASM1	0.17	7.21 %
UDN1	0.16	8.85 %
STU2	0.13	5.68 %
KSM1	0.09	4.90 %
KGL1	0.09	6.38 %
COL1	0.09	5.31 %
VNR1	0.08	3.49 %
SKD1	0.08	3.32 %
SGT1	0.07	7.59 %
S2SD	0.04	2.07 %
WHTV		0.00 %
Total	18.13	10.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	7.84	31.31 %
W.Heater	4.09	17.19 %
W-Purifi	1.82	8.05 %
Iron	1.72	65.68 %
Chimney	0.70	10.90 %
Mixie	0.35	0.93 %
Small-Ap	0.20	2.74 %
Air-Cool	0.15	9.83 %
Total	16.87	12.11 %

Branch *	MTD Sales L	Brand Share %
CH16	0.91	10.16 %
CH49	0.60	6.28 %
CH42	0.49	6.89 %
CH48	0.46	6.69 %
CH22	0.39	7.12 %
GUD1	0.37	5.73 %
SKL1	0.30	9.60 %
CH05	0.28	3.29 %
GUD2	0.24	8.39 %
CZWH	0.22	6.79 %
CH25	0.21	3.84 %
CH08	0.20	4.96 %
CH39	0.14	5.21 %
CH30	0.12	3.77 %
CH26	0.11	7.24 %
CH38	0.11	2.76 %
CH40		0.00 %
Total	16.87	12.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	5.73	23.18 %
W.Heater	2.52	18.52 %
Chimney	1.53	24.24 %
W-Purifi	1.47	12.42 %
Iron	1.27	50.35 %
Mixie	0.51	1.63 %
Small-Ap	0.14	4.69 %
Total	13.17	12.48 %

Branch *	MTD Sales L	Brand Share %
NGT1	0.39	9.86 %
KIK1	0.36	9.38 %
TRY4	0.36	9.24 %
MVM1	0.34	4.38 %
TNJ1	0.21	4.51 %
KUM2	0.20	5.89 %
ORU1	0.17	7.62 %
PBR1	0.14	7.24 %
PDK2	0.14	4.17 %
TYR1	0.14	4.52 %
TRY3	0.13	5.56 %
PDK1	0.11	7.36 %
TTP1	0.11	5.50 %
PTK1	0.09	1.59 %
KRN1	0.09	4.69 %
MSI1	0.05	4.59 %
NMM1	0.03	1.49 %
AYR1	0.02	1.14 %
TZSD		0.17 %
APM1		0.00 %
Total	13.17	12.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	5.08	13.13 %
Iron	1.96	54.11 %
W.Heater	1.15	9.61 %
W-Purifi	0.87	5.68 %
Chimney	0.42	4.92 %
Mixie	0.33	0.91 %
Small-Ap	0.23	6.59 %
Air-Cool	0.01	0.14 %
W-Disp	-0.08	-1.98 %
Total	9.98	7.41 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.11	10.08 %
MDU2	1.02	9.66 %
DGL1	0.82	7.78 %
KKD3	0.31	4.87 %
PVI1	0.30	8.04 %
DKI1	0.27	8.26 %
ATG1	0.27	9.25 %
MDU5	0.25	4.93 %
BNR1	0.22	8.81 %
KRR1	0.20	6.23 %
TMM1	0.19	3.79 %
TPT1	0.19	5.25 %
TEN1	0.18	6.51 %
MDU6	0.18	2.95 %
NKI1	0.18	6.20 %
BTU1	0.15	5.32 %
NTM1	0.14	10.03 %
CBM1	0.14	4.42 %
MDU7	0.14	3.41 %
PKM1	0.13	4.51 %
MDU3	0.12	4.28 %
MPA1	0.11	4.57 %
USL1	0.11	5.28 %
MLR1	0.11	4.91 %
SVG1	0.10	5.97 %
MDU4	0.09	4.58 %
TDI1	0.09	5.36 %
PNV2	0.09	4.67 %
ADP1	0.09	3.30 %
PNI1	0.07	3.04 %
CMR1	0.06	3.92 %
SGP1	0.03	2.41 %
KYK1	0.03	1.85 %
SZSD	0.01	0.38 %
ODM1		0.00 %
WHMD		0.00 %
Total	9.98	7.41 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.24	33.18 %
W.Heater	1.04	11.06 %
Iron	1.00	56.10 %
Chimney	0.87	15.34 %
W-Purifi	0.73	7.48 %
Mixie	0.44	2.44 %
Small-Ap	0.04	1.37 %
Total	9.38	13.31 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.65	10.24 %
TRL1	0.46	9.09 %
VEL2	0.39	8.33 %
KPM2	0.27	4.55 %
VEL1	0.12	3.98 %
CPT1	0.10	5.75 %
VSI1	0.06	3.86 %
WJD1	0.05	2.46 %
PLR1	0.05	3.19 %
CYR1	0.04	3.57 %
GDM1	0.04	2.06 %
ANI1	0.03	2.40 %
UGI1	0.02	1.51 %
KPM1	0.02	1.92 %
PTU1	0.01	2.48 %
TRT1	0.01	0.81 %
BGR1	0.01	0.42 %
WJP1		0.00 %
Total	9.38	13.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.67	22.04 %
W.Heater	1.50	11.35 %
W-Purifi	1.30	11.00 %
Iron	1.16	58.59 %
Chimney	0.93	19.42 %
Small-Ap	0.17	3.93 %
Mixie	0.09	0.37 %
Air-Cool	0.04	0.43 %
Total	8.85	9.47 %

Branch *	MTD Sales L	Brand Share %
CH15	0.51	7.60 %
CH18	0.50	6.54 %
CH50	0.27	5.85 %
CH20	0.23	8.12 %
PON1	0.18	7.38 %
CH43	0.18	4.43 %
CH35	0.17	4.75 %
CH03	0.16	2.22 %
CH27	0.13	7.07 %
CH46	0.12	7.54 %
CH36	0.07	3.34 %
CH06	0.05	1.80 %
CH12	0.04	1.27 %
CH31	0.04	6.92 %
CH23	0.03	4.87 %
CH37	0.03	1.65 %
CH44	0.02	0.80 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.10	7.70 %
Total	8.85	9.47 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	2.34	25.86 %
W-Purifi	2.00	26.42 %
Chimney	1.60	20.38 %
Fan	1.35	15.33 %
Iron	0.97	61.20 %
Small-Ap	0.30	11.14 %
Mixie	0.25	1.25 %
Air-Cool	0.03	0.45 %
Total	8.83	12.74 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.31	8.19 %
MPM1	0.24	5.42 %
CBE4	0.23	5.04 %
KMD1	0.11	9.88 %
SUL1	0.11	3.03 %
PPI1	0.10	7.19 %
PDM1	0.08	8.09 %
CBE1	0.06	1.83 %
UAM1	0.06	2.42 %
UMP1	0.05	1.81 %
CBE5	0.05	1.96 %
DPM2	0.03	1.20 %
WZSD	0.03	0.57 %
KGI1	0.02	1.53 %
ANR1	0.02	2.69 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	8.83	12.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	4.69	36.10 %
W.Heater	1.36	15.58 %
Iron	1.32	61.04 %
W-Purifi	0.58	7.64 %
Mixie	0.33	1.60 %
Chimney	0.27	9.78 %
Small-Ap	0.09	3.78 %
Total	8.63	13.59 %

Branch *	MTD Sales L	Brand Share %
POY1	0.54	8.21 %
CDM1	0.32	6.96 %
TRK1	0.31	5.79 %
NVL2	0.26	7.32 %
KML1	0.26	8.34 %
KLM1	0.11	3.72 %
ULP1	0.11	5.51 %
PRT1	0.11	4.66 %
TVM1	0.05	5.29 %
TDM1	0.03	1.23 %
TVM2	0.02	2.32 %
WHUT		0.00 %
Total	8.63	13.59 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	0.92	20.09 %
Fan	0.80	11.73 %
Iron	0.67	72.34 %
Air-Cool	0.41	9.78 %
Chimney	0.39	11.21 %
W.Heater	0.38	9.57 %
Mixie	0.09	0.72 %
Small-Ap	0.07	7.04 %
Total	3.72	9.19 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.24	7.22 %
ERD1	0.18	4.30 %
TPR1	0.14	3.41 %
AVI1	0.11	4.17 %
SYM2	0.09	7.55 %
TPR3	0.06	8.10 %
CMI1	0.06	3.27 %
KGM1	0.05	2.54 %
RSP1	0.05	3.31 %
VKL1	0.04	3.64 %
PDR1	0.03	1.86 %
KMM1	0.02	1.46 %
SGG1	0.02	1.87 %
GBM1	0.02	1.68 %
TCG1	0.01	0.66 %
Total	3.72	9.19 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.94	12.54 %
Iron	0.76	38.21 %
W.Heater	0.44	6.41 %
Chimney	0.33	4.69 %
W-Purifi	0.09	1.25 %
Mixie	0.05	0.21 %
Air-Cool	0.02	0.16 %
Total	3.62	4.42 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.49	8.60 %
MCR1	0.27	6.81 %
TRM1	0.24	4.77 %
ATU1	0.15	3.97 %
BMD1	0.15	7.13 %
SLM2	0.14	5.64 %
KVP1	0.13	5.88 %
VPD1	0.13	4.53 %
APN1	0.11	4.94 %
OML1	0.10	4.60 %
EPI1	0.10	3.72 %
DPR2	0.10	5.95 %
EDP1	0.09	4.52 %
PNG1	0.08	4.03 %
KAM1	0.07	2.72 %
DPR1	0.06	2.37 %
HRR1	0.05	1.95 %
SLM3	0.05	1.29 %
KRI1	0.04	1.15 %
PLC1	0.03	0.85 %
SGI1	0.02	1.44 %
WZWH	0.02	0.40 %
PMP1	0.02	1.09 %
MTR1	0.01	0.50 %
HSR1	0.01	0.14 %
WHKP		0.00 %
Total	3.62	4.42 %