



# TN : HAVELLS Sales Performance 21/03/2026 8:09 AM

MTD Sales  
77.79 L

Brand Share %  
8.72 %

Information:

MTD : 01-03-2026 To 20-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **8.72 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	24.15	10.32 %
Air-Cool	16.67	8.23 %
Iron	13.44	53.71 %
W.Heater	11.62	14.42 %
W-Purifi	10.02	10.34 %
Mixie	1.34	0.55 %
W-Disp	0.55	5.65 %
<b>Total</b>	<b>77.79</b>	<b>8.72 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	14.38	10.12 %
SOUTH-03	11.81	9.33 %
WEST-01	11.19	11.61 %
CHENNAI-01	9.73	6.88 %
TRICHY-01	7.91	9.19 %
NORTH ARCOT	6.58	9.26 %
WEST-02	6.45	5.83 %
CHENNAI-02	6.12	8.24 %
SOUTH ARCOT	3.61	8.34 %
<b>Total</b>	<b>77.79</b>	<b>8.72 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	5.78	19.02 %
Air-Cool	2.65	8.45 %
Iron	2.15	47.21 %
W-Purifi	2.02	8.80 %
W.Heater	1.33	13.72 %
Mixie	0.37	0.87 %
W-Disp	0.07	9.13 %
<b>Total</b>	<b>14.38</b>	<b>10.12 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	0.66	8.35 %
KYR1	0.34	7.75 %
RPM1	0.32	6.74 %
APK1	0.24	8.33 %
APK2	0.24	8.53 %
ERL2	0.20	6.84 %
SVK1	0.19	4.63 %
NGR1	0.18	2.96 %
MMT1	0.18	7.92 %
TCN1	0.17	5.98 %
TYI1	0.16	8.03 %
ASM1	0.14	3.97 %
VKM1	0.12	4.72 %
PDI1	0.12	4.40 %
SGT1	0.12	6.57 %
SDI1	0.10	2.72 %
PKD1	0.09	3.81 %
KGL1	0.08	7.79 %
ARM1	0.07	4.06 %
SKD1	0.06	3.42 %
TKY1	0.05	2.79 %
VNR1	0.03	0.88 %
KSM1	0.01	1.96 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>14.38</b>	<b>10.12 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Fan	2.96	8.60 %
Air-Cool	2.87	9.30 %
Iron	2.42	52.60 %
W.Heater	2.18	26.94 %
W-Purifi	0.96	7.09 %
Mixie	0.33	0.99 %
W-Disp	0.08	6.44 %
<b>Total</b>	<b>11.81</b>	<b>9.33 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	0.66	6.05 %
MDU6	0.48	8.41 %
TPT1	0.36	8.07 %
MDU5	0.32	7.15 %
TMM1	0.31	4.72 %
KKD3	0.31	5.88 %
MDU4	0.24	7.88 %
PKM1	0.18	7.29 %
TEN1	0.18	7.33 %
BTU1	0.18	8.40 %
KPT1	0.16	5.26 %
DGL2	0.16	6.96 %
NKI1	0.16	7.89 %
MPA1	0.15	4.32 %
ADP1	0.14	6.51 %
MDU3	0.14	3.49 %
MLR1	0.12	5.18 %
CBM1	0.12	2.81 %
USL1	0.12	4.28 %
PNV2	0.08	5.63 %
SVG1	0.06	2.55 %
KRR1	0.06	1.99 %
NTM1	0.05	2.77 %
ODM1	0.04	2.25 %
PVI1	0.02	1.26 %
SZSD		0.00 %
<b>Total</b>	<b>11.81</b>	<b>9.33 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cool	4.26	12.28 %
Fan	2.72	12.40 %
Iron	1.71	70.14 %
W-Purifi	1.28	22.40 %
W.Heater	1.10	12.85 %
Mixie	0.12	0.55 %
<b>Total</b>	<b>11.19</b>	<b>11.61 %</b>

Branch *	MTD Sales L	Brand Share %
SNR1	0.49	8.32 %
AVI1	0.40	8.36 %
SUL1	0.35	6.96 %
CBE6	0.17	4.53 %
PDM1	0.15	4.99 %
CBE1	0.14	3.17 %
UMP1	0.14	6.72 %
MPM1	0.13	3.43 %
KMD1	0.11	7.71 %
UAM1	0.09	5.69 %
DPM2	0.08	2.93 %
PPI1	0.07	3.51 %
KGM1	0.07	4.85 %
CBE3	0.03	2.37 %
TPR4	0.03	1.54 %
KGI1	0.01	2.28 %
WZSD		0.00 %
<b>Total</b>	<b>11.19</b>	<b>11.61 %</b>

**CHENNAI-01**

Property	MTD Sales L	Brand Share %
Fan	2.96	4.84 %
W.Heater	2.18	12.11 %
W-Purifi	1.81	9.63 %
Air-Cool	1.31	11.44 %
Iron	1.16	48.92 %
W-Disp	0.22	9.98 %
Mixie	0.09	0.32 %
<b>Total</b>	<b>9.73</b>	<b>6.88 %</b>

Branch *	MTD Sales L	Brand Share %
CH08	0.36	7.08 %
CH42	0.33	5.26 %
CH25	0.26	5.46 %
CH49	0.25	4.11 %
CH16	0.24	4.85 %
AVD1	0.20	8.65 %
GUD2	0.15	7.38 %
CH19	0.13	3.47 %
MRM1	0.12	4.49 %
CH35	0.10	5.40 %
CH48	0.10	2.68 %
CH22	0.10	3.29 %
CH47	0.07	2.58 %
GUD1	0.06	1.43 %
KNR1	0.05	5.96 %
CH26	0.02	2.21 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>9.73</b>	<b>6.88 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Fan	2.45	13.59 %
Air-Cool	2.18	8.65 %
W-Purifi	1.40	17.14 %
Iron	1.33	49.82 %
Mixie	0.26	0.97 %
W.Heater	0.21	4.52 %
W-Disp	0.08	9.98 %
<b>Total</b>	<b>7.91</b>	<b>9.19 %</b>

Branch *	MTD Sales L	Brand Share %
MVM1	0.30	6.21 %
JKM1	0.20	7.67 %
ORU1	0.18	7.06 %
KUM1	0.16	3.53 %
MDI1	0.15	4.45 %
TYR1	0.14	2.96 %
TRY3	0.12	3.88 %
KIK1	0.12	6.48 %
TVR2	0.11	2.26 %
KRN1	0.08	2.59 %
TVR1	0.08	4.36 %
MSI1	0.08	3.80 %
PTK1	0.08	3.20 %
PDK1	0.05	4.59 %
TTP1	0.04	2.01 %
TNJ1	0.04	0.71 %
TRY2	0.02	8.30 %
NMM1	0.02	0.97 %
APM1	0.02	1.19 %
AYR1	0.02	0.64 %
TZSD		0.00 %
<b>Total</b>	<b>7.91</b>	<b>9.19 %</b>

**NORTH ARCOT**

Property	MTD Sales L	Brand Share %
Fan	2.57	14.07 %
W.Heater	1.15	10.73 %
Air-Cool	1.00	7.90 %
Iron	0.99	51.23 %
W-Purifi	0.82	10.91 %
Mixie	0.04	0.23 %
<b>Total</b>	<b>6.58</b>	<b>9.26 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.25	6.63 %
AKM1	0.21	7.31 %
WJP1	0.17	4.87 %
VEL1	0.13	3.01 %
ABR1	0.12	5.11 %
VSI1	0.11	7.29 %
UGI1	0.11	4.70 %
SLG1	0.10	5.44 %
WJD1	0.07	2.99 %
PTU1	0.06	4.34 %
GDM1	0.06	2.28 %
BGR1	0.05	1.84 %
CPT1	0.03	1.56 %
CGM1	0.02	0.88 %
ANI1		0.00 %
<b>Total</b>	<b>6.58</b>	<b>9.26 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Iron	1.83	62.07 %
Fan	1.65	7.25 %
Air-Cool	1.45	3.59 %
W.Heater	0.84	13.71 %
W-Purifi	0.54	9.36 %
W-Disp	0.09	15.95 %
Mixie	0.05	0.17 %
<b>Total</b>	<b>6.45</b>	<b>5.83 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.55	8.46 %
ERD1	0.21	5.19 %
OML1	0.20	5.58 %
SLM2	0.20	5.21 %
KRI1	0.20	4.86 %
SLM3	0.19	4.64 %
APN1	0.18	5.62 %
EPI1	0.17	3.63 %
PLC1	0.16	4.75 %
BMD1	0.14	6.88 %
TRM1	0.13	3.55 %
EDP1	0.12	5.53 %
VKL1	0.11	4.17 %
KMM1	0.10	4.03 %
HRR1	0.09	5.52 %
SGG1	0.09	5.34 %
TCG1	0.08	4.33 %
ATU1	0.07	1.98 %
VPD1	0.07	2.59 %
SGI1	0.07	2.56 %
KAM1	0.05	2.67 %
HSR1	0.05	1.07 %
KVP1	0.04	2.40 %
PMP1	0.04	2.78 %
RSP1	0.04	1.24 %
PDR1	0.03	2.02 %
DPR1	0.03	1.71 %
CMI1	0.03	1.23 %
MTR1	0.03	1.08 %
DPR2	0.03	1.40 %
MCR1	0.02	0.63 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>6.45</b>	<b>5.83 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	2.05	20.31 %
Fan	1.90	12.33 %
Iron	0.87	51.82 %
W-Purifi	0.73	5.84 %
Air-Cool	0.50	5.97 %
Mixie	0.07	0.26 %
<b>Total</b>	<b>6.12</b>	<b>8.24 %</b>

Branch *	MTD Sales L	Brand Share %
CH12	0.37	7.12 %
CH43	0.25	5.58 %
CH15	0.24	4.05 %
CH24	0.24	8.47 %
CH41	0.15	6.85 %
CH18	0.12	3.13 %
CH46	0.11	7.01 %
PON1	0.11	7.75 %
CH33	0.11	6.57 %
CH44	0.07	3.91 %
CH06	0.06	2.44 %
CH31	0.02	2.47 %
CH36	0.02	0.68 %
CH23	0.02	2.08 %
CH01	0.01	7.23 %
CH27	0.01	0.68 %
CH20		0.00 %
CH32		0.00 %
CH51		0.00 %
MC06		0.00 %
<b>Total</b>	<b>6.12</b>	<b>8.24 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.16	10.09 %
Iron	0.97	53.61 %
W.Heater	0.58	12.47 %
W-Purifi	0.45	23.94 %
Air-Cool	0.44	5.93 %
<b>Total</b>	<b>3.61</b>	<b>8.34 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.23	7.30 %
PRT1	0.17	6.70 %
ULP1	0.15	5.75 %
NVL2	0.13	4.09 %
TRK1	0.13	6.07 %
POY2	0.11	4.41 %
VCM1	0.10	6.38 %
MKM1	0.07	6.72 %
TDM1	0.06	3.23 %
KLM1	0.06	4.30 %
CDM1	0.04	1.34 %
KML1	0.04	2.47 %
STP1	0.04	2.56 %
TVM1	0.03	4.34 %
VPM1	0.03	4.25 %
TVM2	0.02	1.93 %
<b>Total</b>	<b>3.61</b>	<b>8.34 %</b>