

MTD Sales
117.91 L

Brand Share %
11.64 %

Information:

MTD : 01-05-2026 To 20-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.64 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	52.20	19.56 %
Air-Cool	30.08	10.34 %
W.Heater	18.55	40.97 %
Iron	7.04	39.27 %
W-Purifi	6.81	6.88 %
Small-Ap	2.35	7.68 %
Mixie	0.87	0.33 %
Total	117.91	11.64 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	22.33	12.87 %
SOUTH ARCOT	21.94	27.81 %
TRICHY-01	15.41	12.92 %
CHENNAI-01	14.73	9.61 %
SOUTH-03	14.02	10.66 %
CHENNAI-02	8.78	9.17 %
WEST-01	7.50	9.25 %
NORTH ARCOT	6.95	9.83 %
WEST-02	6.25	5.76 %
Total	117.91	11.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	12.99	26.53 %
Air-Cool	4.85	12.71 %
Iron	2.06	48.54 %
W-Purifi	0.82	3.89 %
W.Heater	0.77	14.27 %
Small-Ap	0.59	9.44 %
Mixie	0.24	0.48 %
Total	22.33	12.87 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.70	11.18 %
NGR1	0.68	6.52 %
RND1	0.63	11.30 %
TKS1	0.57	9.82 %
TCN1	0.49	9.63 %
VLY1	0.30	6.48 %
ERL2	0.30	6.45 %
TKY1	0.28	10.42 %
SVK1	0.27	7.07 %
VKM1	0.26	8.48 %
PKD1	0.24	9.32 %
SNL1	0.23	5.78 %
ARM1	0.22	10.08 %
SDI1	0.22	10.50 %
STU2	0.20	9.84 %
ASM1	0.18	6.09 %
UDN1	0.17	9.06 %
RPM1	0.16	2.77 %
PDI1	0.16	5.19 %
MMT1	0.15	4.57 %
APK1	0.08	2.65 %
COL1	0.06	3.52 %
SGT1	0.05	4.15 %
SKD1	0.05	2.05 %
S2SD		0.00 %
WHTV		0.00 %
Total	22.33	12.87 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	13.94	93.83 %
Fan	4.48	27.26 %
Air-Cool	2.49	10.84 %
Iron	0.55	36.51 %
W-Purifi	0.42	9.54 %
Mixie	0.07	0.38 %
Total	21.94	27.81 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.34	10.57 %
CDM1	0.32	7.39 %
NVL2	0.29	6.25 %
STP1	0.26	11.13 %
SJI2	0.24	6.79 %
KML1	0.21	9.49 %
VCM1	0.11	5.77 %
VPM1	0.10	9.13 %
KLM1	0.05	1.29 %
TVM1	0.03	1.78 %
TDM1		0.00 %
TVM2		0.00 %
Total	21.94	27.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	7.19	21.20 %
Air-Cool	6.57	16.20 %
W-Purifi	0.69	9.13 %
Iron	0.63	38.45 %
Small-Ap	0.15	5.40 %
Mixie	0.10	0.32 %
W.Heater	0.07	3.55 %
Total	15.41	12.92 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.77	10.67 %
TYR1	0.65	11.31 %
TNJ1	0.48	6.76 %
NGT1	0.44	9.93 %
PTK1	0.44	7.87 %
PBR1	0.33	10.13 %
ORU1	0.29	10.94 %
TRY4	0.27	9.79 %
JKM1	0.23	6.13 %
KRN1	0.17	6.87 %
PDK1	0.07	4.33 %
APM1	0.03	1.52 %
AYR1	0.03	0.93 %
MSI1	0.01	0.81 %
TRY2	0.01	2.07 %
NMM1		0.03 %
TZSD		0.00 %
WTRZ		0.00 %
Total	15.41	12.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	5.64	14.27 %
Air-Cool	4.66	11.06 %
W-Purifi	1.43	6.55 %
Iron	1.10	48.53 %
Small-Ap	0.91	14.42 %
W.Heater	0.77	11.67 %
Mixie	0.21	0.62 %
Total	14.73	9.61 %

Branch *	MTD Sales L	Brand Share %
CH42	1.01	10.74 %
CH47	0.91	10.80 %
CH08	0.60	5.96 %
GUD1	0.55	9.71 %
CH16	0.51	9.06 %
CH48	0.51	8.23 %
CH49	0.49	6.10 %
CH19	0.47	5.65 %
CH39	0.31	5.74 %
CH30	0.30	7.05 %
CH25	0.29	5.93 %
GUD2	0.27	9.34 %
MRM1	0.20	5.57 %
TKM1	0.18	7.25 %
CH28	0.18	3.58 %
CH35	0.12	3.12 %
KNR1	0.11	9.58 %
CH37	0.06	3.12 %
CH38	0.03	0.52 %
CH22	0.01	0.40 %
CH40	0.01	2.08 %
WHC3	0.01	0.10 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN	-0.04	10.28 %
Total	14.73	9.61 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	8.42	20.00 %
Air-Cool	3.51	11.64 %
Iron	0.88	33.32 %
W.Heater	0.43	13.76 %
W-Purifi	0.41	2.88 %
Small-Ap	0.32	5.96 %
Mixie	0.05	0.14 %
Total	14.02	10.66 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.59	8.98 %
TMM1	0.50	7.45 %
MDU5	0.48	9.76 %
TEN1	0.29	9.52 %
PNV2	0.25	9.61 %
KKD3	0.22	3.50 %
MLR1	0.21	7.77 %
MDU4	0.21	8.44 %
KPT1	0.17	6.12 %
DGL2	0.17	5.49 %
MPA1	0.16	4.70 %
PNI1	0.15	6.81 %
DKI1	0.14	5.45 %
TDI1	0.14	6.81 %
ADP1	0.12	8.73 %
SVG1	0.12	6.15 %
USL1	0.11	7.04 %
CBM1	0.08	2.83 %
BNR1	0.08	4.23 %
PKM1	0.06	4.23 %
PVI1	0.04	1.47 %
SGP1	0.04	2.31 %
KYK1	0.03	1.29 %
NTM1	0.02	2.01 %
ODM1	0.02	1.45 %
CMR1		0.00 %
SZSD		0.00 %
Total	14.02	10.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	4.28	17.23 %
Air-Cool	2.44	7.34 %
W.Heater	0.71	33.43 %
Iron	0.67	44.69 %
W-Purifi	0.59	5.39 %
Mixie	0.06	0.27 %
Small-Ap	0.04	1.55 %
Total	8.78	9.17 %

Branch *	MTD Sales L	Brand Share %
CH03	0.53	8.89 %
CH18	0.40	5.20 %
CH43	0.36	7.82 %
CH15	0.33	4.86 %
CH50	0.30	5.29 %
CH33	0.29	9.38 %
CH20	0.22	5.91 %
GPD1	0.20	7.99 %
CH23	0.20	8.49 %
CH34	0.19	4.61 %
CH17	0.15	3.56 %
CH46	0.15	5.88 %
CH44	0.06	1.88 %
CH27	0.02	0.80 %
CH36	0.01	0.54 %
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	8.78	9.17 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	3.78	19.94 %
W-Purifi	1.38	24.93 %
W.Heater	1.01	20.90 %
Air-Cool	0.79	3.81 %
Iron	0.27	22.03 %
Small-Ap	0.21	6.93 %
Mixie	0.07	0.24 %
Total	7.50	9.25 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.28	8.20 %
SUL1	0.26	6.58 %
PDM1	0.23	10.76 %
CBE5	0.21	8.27 %
TPR1	0.20	7.79 %
SYM2	0.11	5.10 %
TPR3	0.10	4.23 %
CBE3	0.09	7.81 %
AVI1	0.09	2.21 %
KMD1	0.09	7.53 %
KGI1	0.07	9.28 %
CBE4	0.06	2.37 %
SNR1	0.06	1.90 %
PPI1	0.06	3.18 %
DPM2	0.05	2.76 %
CBE6	0.04	1.16 %
UMP1	0.04	2.04 %
UAM1	0.03	1.30 %
GBM1	0.02	0.99 %
CNR1	0.02	1.05 %
CBE1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
ANR1		-0.35 %
WHCB	-0.04	6.70 %
Total	7.50	9.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.82	15.02 %
Air-Cool	2.63	10.91 %
W.Heater	0.48	18.25 %
W-Purifi	0.45	6.29 %
Iron	0.45	36.53 %
Mixie	0.09	0.57 %
Small-Ap	0.04	3.59 %
Total	6.95	9.83 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.52	6.50 %
VEL1	0.39	9.35 %
KPM1	0.27	10.99 %
TRR1	0.22	5.88 %
ABR1	0.16	6.04 %
SLG1	0.16	7.39 %
BGR1	0.07	2.72 %
WJD1	0.07	3.44 %
GDM1	0.04	1.57 %
VSI1	0.04	1.82 %
CGM1	0.03	1.40 %
PTU1	0.02	1.72 %
CYR1	0.02	1.22 %
UGI1	0.02	1.12 %
PLR1	0.01	0.76 %
ANI1	0.01	0.59 %
CPT1	0.01	0.60 %
TRT1		0.00 %
WJP1		0.00 %
Total	6.95	9.83 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.60	11.15 %
Air-Cool	2.15	5.53 %
W-Purifi	0.62	10.13 %
Iron	0.44	25.72 %
W.Heater	0.37	9.99 %
Small-Ap	0.09	5.26 %
Total	6.25	5.76 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.79	10.62 %
SLM1	0.64	11.04 %
HSR2	0.33	7.63 %
MTR1	0.24	6.89 %
BMD1	0.22	7.43 %
RSP1	0.21	7.64 %
KAM1	0.19	4.74 %
DPR2	0.18	6.63 %
OML1	0.17	10.44 %
MCR1	0.13	4.41 %
APN1	0.10	4.42 %
SLM2	0.09	3.38 %
SGI1	0.09	2.28 %
DPR1	0.08	2.63 %
TRM1	0.08	4.45 %
TCG1	0.07	5.59 %
PLC1	0.06	1.53 %
EPI1	0.05	1.89 %
KRI1	0.05	0.85 %
VPD1	0.05	2.44 %
EDP1	0.05	3.86 %
SGG1	0.03	2.39 %
VKL1	0.03	1.19 %
CMI1	0.02	1.18 %
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 %
WHKP		0.00 %
WZWH		0.00 %
Total	6.25	5.76 %