

MTD Sales
106.03 L

Brand Share %
10.35 %

Information:

MTD : 01-09-2026 To 20-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	47.36	21.62 %
W.Heater	17.49	14.64 %
Iron	14.94	57.01 %
W-Purifi	11.95	9.49 %
Chimney	8.98	14.40 %
Mixie	3.12	1.03 %
Small-Ap	1.57	4.34 %
Air-Cool	0.69	1.36 %
W-Disp	-0.08	-0.31 %
Total	106.03	10.35 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	18.73	10.15 %
CHENNAI-01	17.45	11.68 %
TRICHY-01	13.44	12.42 %
SOUTH-03	10.35	7.48 %
NORTH ARCOT	10.16	13.64 %
SOUTH ARCOT	9.43	14.02 %
WEST-01	9.41	12.71 %
CHENNAI-02	9.26	9.32 %
WEST-02	3.91	4.51 %
WEST-03	3.90	9.15 %
Total	106.03	10.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	9.51	20.37 %
Iron	3.36	58.25 %
W.Heater	1.80	13.14 %
W-Purifi	1.80	8.23 %
Chimney	1.54	19.88 %
Mixie	0.41	0.64 %
Small-Ap	0.27	4.87 %
Air-Cool	0.04	0.57 %
Total	18.73	10.15 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.14	8.93 %
KVT1	1.23	9.20 %
NGR1	0.93	9.16 %
RND2	0.63	8.93 %
TCN1	0.46	8.17 %
TUT2	0.41	8.33 %
VLY1	0.38	6.91 %
SNL1	0.38	9.35 %
SVK1	0.32	6.98 %
TKS1	0.29	4.12 %
KYR1	0.22	6.11 %
MMT1	0.22	8.24 %
PDI1	0.22	9.14 %
RPM1	0.19	3.18 %
MAR1	0.18	3.60 %
TKY1	0.17	5.99 %
ASM1	0.17	7.05 %
UDN1	0.16	8.73 %
STU2	0.13	5.56 %
VNR1	0.10	4.32 %
KSM1	0.09	4.24 %
KGL1	0.09	5.86 %
COL1	0.09	5.23 %
SKD1	0.08	3.49 %
SGT1	0.07	7.59 %
S2SD	0.04	2.07 %
WHTV		0.00 %
Total	18.73	10.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	8.04	30.16 %
W.Heater	4.22	16.73 %
Iron	1.86	66.03 %
W-Purifi	1.82	7.38 %
Chimney	0.80	11.66 %
Mixie	0.35	0.85 %
Small-Ap	0.20	2.58 %
Air-Cool	0.15	10.99 %
Total	17.45	11.68 %

Branch *	MTD Sales L	Brand Share %
CH16	0.91	9.66 %
CH49	0.63	6.56 %
CH42	0.58	7.50 %
CH48	0.46	5.94 %
CH22	0.40	7.01 %
GUD1	0.37	5.29 %
MRM1	0.32	9.17 %
SKL1	0.31	9.72 %
CH05	0.29	3.20 %
GUD2	0.24	7.53 %
CZWH	0.22	6.79 %
CH25	0.21	3.35 %
CH08	0.20	4.96 %
CH30	0.16	4.29 %
CH39	0.14	4.59 %
CH26	0.11	6.28 %
CH38	0.11	2.54 %
CH40		0.00 %
Total	17.45	11.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	5.85	23.24 %
W.Heater	2.55	18.35 %
Chimney	1.53	24.24 %
W-Purifi	1.47	12.13 %
Iron	1.31	50.66 %
Mixie	0.58	1.79 %
Small-Ap	0.14	4.52 %
Total	13.44	12.42 %

Branch *	MTD Sales L	Brand Share %
NGT1	0.39	9.78 %
KIK1	0.36	9.02 %
TRY4	0.36	9.18 %
MVM1	0.34	4.28 %
KUM2	0.23	6.48 %
TNJ1	0.21	4.44 %
ORU1	0.17	7.05 %
PDK2	0.15	4.41 %
TYR1	0.15	4.78 %
PBR1	0.14	6.78 %
PDK1	0.13	8.06 %
TRY3	0.13	5.56 %
TTP1	0.12	5.95 %
PTK1	0.09	1.57 %
KRN1	0.09	4.69 %
MSI1	0.05	4.49 %
NMM1	0.03	1.39 %
AYR1	0.02	1.12 %
TZSD		0.17 %
APM1		0.00 %
Total	13.44	12.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	5.19	13.02 %
Iron	2.04	54.04 %
W.Heater	1.34	10.94 %
W-Purifi	0.87	5.47 %
Chimney	0.42	4.92 %
Mixie	0.33	0.88 %
Small-Ap	0.23	6.55 %
Air-Cool	0.01	0.14 %
W-Disp	-0.08	-1.98 %
Total	10.35	7.48 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.10	9.98 %
DGL1	0.88	8.17 %
KKD3	0.31	4.87 %
PVI1	0.30	7.49 %
MDU5	0.27	5.16 %
DKI1	0.27	7.92 %
ATG1	0.27	8.79 %
BNR1	0.22	8.57 %
TMM1	0.22	4.09 %
TPT1	0.21	5.74 %
NKI1	0.21	7.00 %
KRR1	0.20	5.89 %
TEN1	0.18	5.97 %
MDU6	0.18	2.95 %
BTU1	0.15	5.32 %
NTM1	0.14	9.21 %
CBM1	0.14	4.30 %
MDU7	0.14	3.39 %
PKM1	0.13	4.46 %
MDU3	0.12	3.96 %
MPA1	0.11	4.50 %
USL1	0.11	5.28 %
SVG1	0.11	6.25 %
MLR1	0.11	4.91 %
MDU4	0.09	4.46 %
TDI1	0.09	5.16 %
PNV2	0.09	4.48 %
ADP1	0.09	3.17 %
PNI1	0.07	2.95 %
CMR1	0.06	3.92 %
SGP1	0.03	2.39 %
KYK1	0.03	1.83 %
ODM1	0.01	0.50 %
SZSD	0.01	0.38 %
WHMD		0.00 %
Total	10.35	7.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.50	33.05 %
Iron	1.04	55.52 %
W.Heater	1.04	10.48 %
Chimney	1.02	17.05 %
W-Purifi	1.01	9.63 %
Mixie	0.44	2.31 %
Small-Ap	0.11	3.29 %
Total	10.16	13.64 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.68	10.30 %
VEL2	0.40	8.25 %
AKM1	0.31	10.07 %
KPM2	0.29	4.85 %
PLR1	0.13	8.64 %
VEL1	0.12	3.78 %
CPT1	0.10	5.75 %
VSI1	0.06	3.73 %
WJD1	0.05	2.28 %
CYR1	0.04	2.60 %
GDM1	0.04	2.01 %
ANI1	0.03	2.15 %
UGI1	0.02	1.46 %
KPM1	0.02	1.92 %
PTU1	0.01	2.17 %
TRT1	0.01	0.78 %
BGR1	0.01	0.39 %
WJP1		0.00 %
Total	10.16	13.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.04	36.70 %
W.Heater	1.52	16.23 %
Iron	1.37	60.54 %
W-Purifi	0.58	7.35 %
Chimney	0.43	14.79 %
Mixie	0.40	1.84 %
Small-Ap	0.09	3.52 %
Total	9.43	14.02 %

Branch *	MTD Sales L	Brand Share %
POY1	0.61	8.73 %
CDM1	0.39	7.95 %
TRK1	0.34	6.29 %
NVL2	0.30	7.51 %
KML1	0.26	7.46 %
KLM1	0.13	4.01 %
ULP1	0.13	6.08 %
PRT1	0.11	4.43 %
TVM1	0.05	4.90 %
TDM1	0.03	1.18 %
TVM2	0.02	2.28 %
WHUT		0.00 %
Total	9.43	14.02 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	2.50	26.43 %
W-Purifi	2.00	26.51 %
Fan	1.64	17.48 %
Chimney	1.60	19.91 %
Iron	1.05	61.51 %
Mixie	0.30	1.33 %
Small-Ap	0.30	9.39 %
Air-Cool	0.03	0.43 %
Total	9.41	12.71 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.34	8.14 %
MPM1	0.24	5.26 %
CBE4	0.23	4.63 %
CBE1	0.19	5.12 %
SUL1	0.12	3.12 %
KMD1	0.11	9.36 %
PPI1	0.10	6.76 %
PDM1	0.09	6.55 %
CBE5	0.07	2.95 %
UAM1	0.06	2.35 %
UMP1	0.05	1.72 %
KGI1	0.04	3.14 %
DPM2	0.03	1.13 %
WZSD	0.03	0.57 %
ANR1	0.02	2.20 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	9.41	12.71 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.81	21.76 %
W.Heater	1.61	11.35 %
Iron	1.31	60.10 %
W-Purifi	1.30	10.14 %
Chimney	0.93	18.66 %
Small-Ap	0.17	3.68 %
Mixie	0.09	0.34 %
Air-Cool	0.04	0.42 %
Total	9.26	9.32 %

Branch *	MTD Sales L	Brand Share %
CH15	0.58	8.10 %
CH18	0.52	6.57 %
CH50	0.27	5.24 %
CH20	0.24	8.10 %
CH43	0.20	4.47 %
GPD1	0.20	10.23 %
PON1	0.19	7.34 %
CH35	0.17	4.62 %
CH03	0.16	2.12 %
CH27	0.14	7.19 %
CH36	0.13	6.49 %
CH46	0.12	7.47 %
CH12	0.06	1.79 %
CH06	0.06	2.17 %
CH31	0.04	6.64 %
CH23	0.03	4.46 %
CH37	0.03	1.36 %
CH44	0.02	0.74 %
UKI1	0.01	0.63 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-0.10	7.70 %
Total	9.26	9.32 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.99	12.20 %
Iron	0.83	37.94 %
W.Heater	0.53	7.28 %
Chimney	0.33	4.43 %
W-Purifi	0.17	2.18 %
Mixie	0.05	0.20 %
Air-Cool	0.02	0.15 %
Total	3.91	4.51 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.58	9.84 %
MCR1	0.27	6.35 %
TRM1	0.24	4.39 %
ATU1	0.15	3.91 %
BMD1	0.15	6.84 %
SLM2	0.14	5.56 %
KVP1	0.13	5.62 %
VPD1	0.13	4.43 %
APN1	0.11	4.48 %
SLM3	0.10	2.44 %
OML1	0.10	4.27 %
EPI1	0.10	3.57 %
DPR2	0.10	5.29 %
DPR1	0.09	3.57 %
EDP1	0.09	4.45 %
PNG1	0.08	3.99 %
KAM1	0.07	2.36 %
HRR1	0.05	1.89 %
KRI1	0.04	1.01 %
PLC1	0.03	0.84 %
SGI1	0.02	1.38 %
HSR1	0.02	0.52 %
WZWH	0.02	0.40 %
PMP1	0.02	1.05 %
MTR1	0.01	0.46 %
WHKP		0.00 %
Total	3.91	4.51 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	0.92	20.09 %
Fan	0.80	11.13 %
Iron	0.77	73.51 %
Air-Cool	0.41	9.71 %
Chimney	0.39	10.61 %
W.Heater	0.38	9.13 %
Mixie	0.17	1.28 %
Small-Ap	0.07	6.93 %
Total	3.90	9.15 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.24	7.05 %
ERD1	0.19	4.09 %
TPR1	0.14	3.28 %
AVI1	0.11	4.07 %
SYM2	0.09	7.55 %
RSP1	0.06	4.17 %
TPR3	0.06	7.96 %
CMI1	0.06	3.20 %
KGM1	0.06	3.01 %
VKL1	0.04	3.58 %
PDR1	0.03	1.86 %
TCG1	0.02	1.55 %
KMM1	0.02	1.36 %
SGG1	0.02	1.80 %
GBM1	0.02	1.56 %
Total	3.90	9.15 %