

MTD Sales  
**84.36 L**

Brand Share %  
**8.90 %**

Information:

MTD : 01-03-2026 To 21-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **8.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	26.76	10.80 %
Air-Cool	18.99	8.84 %
Iron	14.23	53.49 %
W.Heater	12.27	14.43 %
W-Purifi	10.16	9.84 %
Mixie	1.34	0.51 %
W-Disp	0.62	6.13 %
<b>Total</b>	<b>84.36</b>	<b>8.90 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	15.41	10.20 %
SOUTH-03	12.91	9.51 %
WEST-01	12.22	11.58 %
CHENNAI-01	10.09	6.87 %
TRICHY-01	8.92	9.63 %
NORTH ARCOT	7.10	9.55 %
WEST-02	7.04	6.04 %
CHENNAI-02	6.61	8.45 %
SOUTH ARCOT	4.07	8.69 %
<b>Total</b>	<b>84.36</b>	<b>8.90 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	6.38	19.53 %
Air-Cool	2.92	8.73 %
Iron	2.31	47.54 %
W-Purifi	2.02	8.30 %
W.Heater	1.33	13.26 %
Mixie	0.37	0.83 %
W-Disp	0.07	7.72 %
<b>Total</b>	<b>15.41</b>	<b>10.20 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	0.66	7.96 %
KYR1	0.38	8.27 %
VLY1	0.33	8.20 %
RPM1	0.32	6.41 %
ERL2	0.20	6.19 %
SVK1	0.19	4.57 %
NGR1	0.18	2.83 %
MMT1	0.18	7.20 %
ASM1	0.17	4.93 %
TCN1	0.17	5.48 %
TYI1	0.16	7.59 %
SDI1	0.15	3.60 %
VKM1	0.14	4.83 %
PDI1	0.12	4.25 %
SGT1	0.12	6.08 %
VNR1	0.10	2.89 %
UDN1	0.10	8.65 %
PKD1	0.09	3.49 %
KGL1	0.08	6.54 %
ARM1	0.07	3.92 %
SKD1	0.06	3.35 %
TKY1	0.05	2.54 %
KSM1	0.03	4.86 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>15.41</b>	<b>10.20 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	3.55	9.43 %
Air-Cool	3.19	9.81 %
Iron	2.58	52.97 %
W.Heater	2.14	24.72 %
W-Purifi	0.96	6.62 %
Mixie	0.33	0.92 %
W-Disp	0.16	12.08 %
<b>Total</b>	<b>12.91</b>	<b>9.51 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	0.68	5.87 %
TMM1	0.40	5.78 %
KKD3	0.37	6.69 %
MDU5	0.32	6.91 %
MDU4	0.24	7.70 %
CBM1	0.23	5.33 %
BTU1	0.19	7.50 %
PKM1	0.19	7.55 %
DGL2	0.18	5.38 %
TEN1	0.18	7.05 %
KPT1	0.18	5.39 %
MDU3	0.17	4.03 %
NKI1	0.16	7.19 %
MPA1	0.15	4.18 %
ADP1	0.14	5.74 %
SVG1	0.13	4.73 %
MLR1	0.12	5.02 %
USL1	0.12	3.80 %
PNV2	0.08	4.78 %
KRR1	0.06	1.91 %
NTM1	0.05	2.56 %
ODM1	0.04	2.17 %
PVI1	0.02	1.20 %
SZSD		0.00 %
<b>Total</b>	<b>12.91</b>	<b>9.51 %</b>

### WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.85	13.00 %
Fan	2.94	12.39 %
Iron	1.78	67.35 %
W-Purifi	1.28	19.76 %
W.Heater	1.23	12.94 %
Mixie	0.12	0.49 %
<b>Total</b>	<b>12.22</b>	<b>11.58 %</b>

Branch *	MTD Sales L	Brand Share %
SNR1	0.50	7.96 %
SUL1	0.35	6.67 %
PDM1	0.19	5.96 %
CBE6	0.19	4.70 %
UMP1	0.15	6.67 %
CBE1	0.15	3.23 %
MPM1	0.14	3.72 %
KMD1	0.11	7.71 %
PPI1	0.10	4.81 %
UAM1	0.09	5.36 %
DPM2	0.08	2.76 %
KGM1	0.07	4.26 %
CBE3	0.03	2.28 %
TPR4	0.03	1.43 %
KGI1	0.01	2.24 %
WZSD		0.00 %
<b>Total</b>	<b>12.22</b>	<b>11.58 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.11	5.00 %
W.Heater	2.28	12.00 %
W-Purifi	1.81	9.27 %
Air-Cool	1.36	11.35 %
Iron	1.20	48.48 %
W-Disp	0.22	9.67 %
Mixie	0.09	0.30 %
<b>Total</b>	<b>10.09</b>	<b>6.87 %</b>

Branch *	MTD Sales L	Brand Share %
CH08	0.36	6.93 %
CH42	0.33	4.96 %
CH25	0.26	5.06 %
CH49	0.25	4.01 %
CH16	0.24	4.50 %
CH39	0.22	8.59 %
AVD1	0.20	8.12 %
GUD2	0.17	8.15 %
MRM1	0.13	4.68 %
CH19	0.13	3.15 %
CH35	0.10	5.29 %
CH48	0.10	2.49 %
CH47	0.10	3.73 %
CH22	0.10	3.16 %
GUD1	0.06	1.38 %
KNR1	0.05	5.45 %
CH26	0.04	3.21 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>10.09</b>	<b>6.87 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Fan	2.78	14.30 %
Air-Cool	2.49	9.18 %
W-Purifi	1.54	16.60 %
Iron	1.43	49.93 %
W.Heater	0.35	7.27 %
Mixie	0.26	0.91 %
W-Disp	0.08	9.98 %
<b>Total</b>	<b>8.92</b>	<b>9.63 %</b>

Branch *	MTD Sales L	Brand Share %
TRY4	0.34	7.94 %
MVM1	0.34	6.74 %
ORU1	0.21	8.02 %
JKM1	0.20	7.45 %
KUM1	0.20	3.97 %
TYR1	0.17	3.17 %
MDI1	0.15	4.39 %
KIK1	0.15	7.31 %
TRY3	0.12	3.78 %
TVR2	0.11	2.15 %
KRN1	0.09	2.69 %
PTK1	0.09	3.17 %
TVR1	0.08	4.06 %
MSI1	0.08	3.33 %
TNJ1	0.06	1.09 %
PDK1	0.06	4.75 %
TTP1	0.04	1.84 %
TRY2	0.02	8.30 %
NMM1	0.02	0.88 %
APM1	0.02	1.20 %
AYR1	0.02	0.59 %
TZSD		0.00 %
<b>Total</b>	<b>8.92</b>	<b>9.63 %</b>

**NORTH ARCOT**

Property	MTD Sales L	Brand Share %
Fan	2.76	14.51 %
W.Heater	1.27	11.15 %
Air-Cool	1.18	9.06 %
Iron	1.03	51.34 %
W-Purifi	0.82	10.35 %
Mixie	0.04	0.22 %
<b>Total</b>	<b>7.10</b>	<b>9.55 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.28	6.69 %
AKM1	0.22	7.36 %
VNB1	0.21	8.61 %
WJP1	0.17	4.72 %
ABR1	0.14	5.41 %
VEL1	0.13	2.94 %
VSI1	0.11	7.16 %
UGI1	0.11	4.70 %
SLG1	0.10	5.44 %
BGR1	0.09	3.09 %
WJD1	0.07	2.99 %
PTU1	0.06	4.34 %
GDM1	0.06	2.28 %
CPT1	0.03	1.44 %
CGM1	0.02	0.84 %
ANI1		0.00 %
<b>Total</b>	<b>7.10</b>	<b>9.55 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Fan	1.92	7.88 %
Iron	1.89	61.52 %
Air-Cool	1.71	4.04 %
W.Heater	0.84	13.26 %
W-Purifi	0.54	9.15 %
W-Disp	0.09	15.95 %
Mixie	0.05	0.16 %
<b>Total</b>	<b>7.04</b>	<b>6.04 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.57	8.28 %
SLM2	0.23	5.72 %
TRM1	0.23	5.99 %
ERD1	0.21	5.00 %
OML1	0.20	5.28 %
KRI1	0.20	4.62 %
SLM3	0.19	4.21 %
APN1	0.19	5.73 %
EPI1	0.19	3.83 %
PLC1	0.16	4.58 %
EDP1	0.12	5.36 %
VKL1	0.11	4.14 %
KMM1	0.10	3.94 %
HRR1	0.09	4.61 %
SGG1	0.09	5.28 %
TCG1	0.08	4.03 %
KAM1	0.07	3.44 %
ATU1	0.07	1.89 %
VPD1	0.07	2.46 %
SGI1	0.07	2.38 %
HSR1	0.05	1.01 %
KVP1	0.04	2.06 %
PMP1	0.04	2.64 %
CMI1	0.04	1.72 %
RSP1	0.04	1.21 %
MCR1	0.04	0.93 %
PDR1	0.03	1.96 %
DPR1	0.03	1.71 %
MTR1	0.03	1.08 %
DPR2	0.03	1.40 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>7.04</b>	<b>6.04 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	2.19	21.37 %
Fan	1.99	12.27 %
Iron	0.97	52.81 %
W-Purifi	0.73	5.66 %
Air-Cool	0.65	7.24 %
Mixie	0.07	0.25 %
<b>Total</b>	<b>6.61</b>	<b>8.45 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	0.86	8.77 %
CH12	0.42	7.72 %
CH43	0.25	5.29 %
CH15	0.24	3.81 %
CH41	0.16	6.39 %
CH33	0.14	7.79 %
CH46	0.12	7.43 %
CH18	0.12	2.71 %
PON1	0.11	7.19 %
CH44	0.07	3.70 %
CH06	0.06	2.34 %
CH31	0.04	3.65 %
CH36	0.03	1.28 %
CH23	0.02	1.93 %
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>6.61</b>	<b>8.45 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.33	10.73 %
Iron	1.04	52.63 %
Air-Cool	0.64	7.80 %
W.Heater	0.62	12.69 %
W-Purifi	0.45	19.62 %
<b>Total</b>	<b>4.07</b>	<b>8.69 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.23	6.62 %
ULP1	0.15	5.49 %
PRT1	0.14	5.48 %
NVL2	0.13	3.90 %
TRK1	0.13	5.78 %
POY2	0.11	3.79 %
VCM1	0.10	6.08 %
CDM1	0.09	2.34 %
MKM1	0.08	7.46 %
TDM1	0.06	3.03 %
KLM1	0.06	4.13 %
KML1	0.04	2.32 %
VPM1	0.04	5.92 %
STP1	0.04	2.50 %
TVM1	0.03	3.96 %
TVM2	0.02	1.60 %
<b>Total</b>	<b>4.07</b>	<b>8.69 %</b>