

MTD Sales
122.84 L

Brand Share %
11.06 %

Information:

MTD : 01-05-2026 To 21-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.06 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	54.01	19.20 %
Air-Cool	32.48	10.19 %
W.Heater	18.54	22.05 %
Iron	7.36	39.48 %
W-Purifi	7.12	6.88 %
Small-Ap	2.35	7.43 %
Mixie	0.97	0.35 %
Total	122.84	11.06 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.20	12.57 %
SOUTH ARCOT	22.28	26.89 %
TRICHY-01	15.77	12.30 %
CHENNAI-01	15.51	8.64 %
SOUTH-03	15.18	10.52 %
CHENNAI-02	9.46	8.93 %
WEST-01	7.48	8.45 %
NORTH ARCOT	7.30	9.55 %
WEST-02	6.65	5.50 %
Total	122.84	11.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	13.34	26.35 %
Air-Cool	5.22	13.09 %
Iron	2.22	49.47 %
W-Purifi	0.82	3.65 %
W.Heater	0.77	8.27 %
Small-Ap	0.59	9.09 %
Mixie	0.24	0.47 %
Total	23.20	12.57 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.70	10.59 %
NGR1	0.68	6.17 %
TKS1	0.57	9.49 %
TCN1	0.51	9.47 %
ERL2	0.32	6.73 %
VLY1	0.30	5.96 %
VKM1	0.28	9.04 %
TKY1	0.28	10.42 %
SVK1	0.27	6.54 %
SDI1	0.25	10.86 %
PKD1	0.24	9.02 %
ARM1	0.23	10.51 %
SNL1	0.23	5.70 %
STU2	0.22	10.52 %
UDN1	0.19	10.01 %
ASM1	0.18	6.06 %
MMT1	0.18	5.27 %
RPM1	0.16	2.63 %
PDI1	0.16	5.13 %
APK1	0.10	3.05 %
COL1	0.06	3.52 %
SGT1	0.05	4.15 %
SKD1	0.05	1.73 %
S2SD		0.00 %
WHTV		0.00 %
Total	23.20	12.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	13.94	92.92 %
Fan	4.59	26.45 %
Air-Cool	2.66	10.95 %
Iron	0.60	38.12 %
W-Purifi	0.42	8.84 %
Mixie	0.07	0.36 %
Total	22.28	26.89 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.34	10.14 %
CDM1	0.32	7.31 %
NVL2	0.29	5.75 %
STP1	0.26	10.57 %
SJI2	0.24	6.29 %
KML1	0.21	8.96 %
VCM1	0.14	7.54 %
VPM1	0.10	8.81 %
KLM1	0.05	1.27 %
TVM1	0.03	1.78 %
TVM2	0.01	1.07 %
TDM1		0.00 %
Total	22.28	26.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	7.44	21.10 %
Air-Cool	6.73	15.59 %
Iron	0.65	39.02 %
W-Purifi	0.62	7.93 %
Small-Ap	0.15	5.11 %
Mixie	0.10	0.31 %
W.Heater	0.07	1.40 %
Total	15.77	12.30 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.79	9.77 %
TYR1	0.65	11.01 %
TNJ1	0.48	6.33 %
NGT1	0.44	9.60 %
PTK1	0.44	7.62 %
PBR1	0.33	10.01 %
ORU1	0.31	10.24 %
TRY4	0.27	8.66 %
JKM1	0.23	5.45 %
KRN1	0.17	6.66 %
PDK1	0.07	4.17 %
NMM1	0.04	0.95 %
APM1	0.03	1.49 %
AYR1	0.03	0.84 %
MSI1	0.01	0.74 %
TRY2	0.01	2.07 %
TZSD		0.00 %
Total	15.77	12.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	5.96	14.14 %
Air-Cool	5.05	10.06 %
W-Purifi	1.43	6.30 %
Iron	1.10	47.38 %
Small-Ap	0.91	14.26 %
W.Heater	0.77	3.89 %
Mixie	0.28	0.78 %
Total	15.51	8.64 %

Branch *	MTD Sales L	Brand Share %
CH42	1.01	9.86 %
CH47	0.91	9.79 %
CH08	0.60	5.79 %
CH45	0.59	10.52 %
GUD1	0.55	9.11 %
CH16	0.51	9.06 %
CH48	0.51	7.28 %
CH49	0.49	5.61 %
CH19	0.47	5.34 %
CH39	0.40	7.06 %
GUD2	0.33	10.29 %
CH25	0.31	6.10 %
CH30	0.30	6.18 %
CH28	0.29	5.23 %
MRM1	0.20	5.53 %
TKM1	0.18	7.25 %
CH35	0.12	3.03 %
CH37	0.06	2.93 %
CH38	0.03	0.46 %
CH22	0.01	0.38 %
CH40	0.01	2.08 %
WHC3	0.01	0.04 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN	-0.04	10.28 %
Total	15.51	8.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	8.76	19.79 %
Air-Cool	4.11	12.61 %
Iron	0.88	31.94 %
W-Purifi	0.60	4.10 %
W.Heater	0.43	4.96 %
Small-Ap	0.32	5.72 %
Mixie	0.08	0.22 %
Total	15.18	10.52 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.63	9.22 %
TPT1	0.53	10.94 %
TMM1	0.50	6.81 %
MDU5	0.50	9.79 %
KKD3	0.42	5.95 %
PNV2	0.29	10.04 %
TEN1	0.29	9.42 %
MDU4	0.23	8.99 %
MLR1	0.21	7.86 %
DKI1	0.21	7.10 %
KPT1	0.17	6.06 %
DGL2	0.17	5.20 %
MPA1	0.16	4.52 %
PNI1	0.15	6.65 %
TDI1	0.14	6.72 %
ADP1	0.12	7.54 %
SVG1	0.12	5.81 %
CBM1	0.08	2.79 %
BNR1	0.08	4.23 %
PKM1	0.06	3.97 %
PVI1	0.04	1.26 %
SGP1	0.04	2.18 %
KYK1	0.03	1.22 %
NTM1	0.02	2.01 %
ODM1	0.02	1.41 %
CMR1		0.00 %
SZSD		0.00 %
Total	15.18	10.52 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	4.58	16.74 %
Air-Cool	2.68	6.79 %
Iron	0.72	45.68 %
W.Heater	0.71	32.53 %
W-Purifi	0.68	6.10 %
Mixie	0.06	0.26 %
Small-Ap	0.04	1.48 %
Total	9.46	8.93 %

Branch *	MTD Sales L	Brand Share %
CH03	0.53	7.99 %
CH18	0.40	4.81 %
CH50	0.36	5.32 %
CH43	0.36	7.04 %
CH15	0.33	4.69 %
CH33	0.29	8.59 %
CH20	0.26	6.48 %
CH23	0.20	7.87 %
CH34	0.19	3.88 %
CH46	0.18	6.47 %
CH17	0.15	3.19 %
CH44	0.06	1.67 %
CH27	0.02	0.75 %
CH36	0.01	0.47 %
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	9.46	8.93 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	3.81	19.68 %
W-Purifi	1.38	24.93 %
W.Heater	0.96	8.77 %
Air-Cool	0.79	3.80 %
Iron	0.27	21.86 %
Small-Ap	0.21	6.79 %
Mixie	0.07	0.24 %
Total	7.48	8.45 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.28	8.09 %
SUL1	0.26	6.37 %
PDM1	0.23	10.57 %
CBE5	0.21	7.89 %
TPR1	0.12	4.37 %
SYM2	0.11	4.98 %
TPR3	0.10	4.23 %
CBE4	0.09	3.49 %
CBE3	0.09	7.81 %
AVI1	0.09	2.21 %
KMD1	0.09	7.39 %
KGI1	0.07	9.28 %
SNR1	0.06	1.83 %
PPI1	0.06	3.15 %
DPM2	0.05	2.76 %
CBE6	0.04	1.10 %
UMP1	0.04	2.04 %
UAM1	0.03	1.26 %
GBM1	0.02	0.99 %
CNR1	0.02	1.00 %
CBE1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
ANR1		-0.35 %
WHCB	-0.04	5.41 %
Total	7.48	8.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	2.90	10.59 %
Fan	2.85	14.24 %
W.Heater	0.51	18.24 %
Iron	0.46	36.18 %
W-Purifi	0.45	5.98 %
Mixie	0.09	0.55 %
Small-Ap	0.04	3.45 %
Total	7.30	9.55 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.70	8.19 %
VEL1	0.39	9.13 %
TRR1	0.30	7.90 %
KPM1	0.27	9.73 %
ABR1	0.16	5.72 %
SLG1	0.16	6.51 %
BGR1	0.07	2.69 %
WJD1	0.07	3.18 %
GDM1	0.04	1.30 %
VSI1	0.04	1.80 %
CGM1	0.03	1.32 %
PTU1	0.02	1.48 %
CYR1	0.02	1.09 %
UGI1	0.02	1.12 %
PLR1	0.01	0.60 %
ANI1	0.01	0.53 %
CPT1	0.01	0.53 %
TRT1		0.00 %
WJP1		0.00 %
Total	7.30	9.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.67	10.76 %
Air-Cool	2.34	5.71 %
W-Purifi	0.71	10.55 %
Iron	0.47	26.25 %
W.Heater	0.37	3.63 %
Small-Ap	0.09	5.11 %
Total	6.65	5.50 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.79	10.11 %
HSR2	0.33	7.06 %
MTR1	0.24	6.85 %
BMD1	0.22	7.00 %
RSP1	0.21	7.06 %
KAM1	0.21	4.88 %
TRM1	0.18	9.02 %
DPR2	0.18	6.63 %
OML1	0.17	10.24 %
MCR1	0.13	4.41 %
APN1	0.12	5.12 %
SGI1	0.11	2.83 %
SLM2	0.09	3.08 %
DPR1	0.08	2.28 %
TCG1	0.07	5.34 %
EDP1	0.06	4.78 %
PLC1	0.06	1.51 %
EPI1	0.05	1.79 %
KRI1	0.05	0.85 %
VPD1	0.05	2.28 %
CMI1	0.04	2.08 %
SGG1	0.03	2.39 %
VKL1	0.03	1.18 %
HSR1	0.02	0.33 %
SLM3	0.01	0.23 %
PDR1	0.01	0.55 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	6.65	5.50 %