

MTD Sales
109.17 L

Brand Share %
10.31 %

Information:

MTD : 01-09-2026 To 21-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.31 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	47.96	21.34 %
W.Heater	18.11	14.60 %
Iron	15.50	56.88 %
W-Purifi	12.93	9.95 %
Chimney	9.13	14.14 %
Mixie	3.36	1.07 %
Small-Ap	1.57	4.21 %
Air-Cool	0.69	1.35 %
W-Disp	-0.08	-0.30 %
Total	109.17	10.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	19.34	10.10 %
CHENNAI-01	17.84	11.49 %
TRICHY-01	13.98	12.44 %
SOUTH-03	10.49	7.38 %
NORTH ARCOT	10.39	13.60 %
SOUTH ARCOT	9.78	14.12 %
CHENNAI-02	9.59	9.44 %
WEST-01	9.54	12.43 %
WEST-03	4.26	9.53 %
WEST-02	3.96	4.45 %
Total	109.17	10.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	9.65	20.09 %
Iron	3.50	58.41 %
W.Heater	1.95	13.44 %
W-Purifi	1.93	8.27 %
Chimney	1.54	19.30 %
Mixie	0.46	0.70 %
Small-Ap	0.27	4.69 %
Air-Cool	0.04	0.57 %
Total	19.34	10.10 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.15	8.85 %
KVT1	1.30	9.19 %
NGR1	0.97	9.08 %
RND2	0.71	9.62 %
TCN1	0.46	8.03 %
SNL1	0.42	9.91 %
TUT2	0.41	7.95 %
VLY1	0.38	6.84 %
SVK1	0.32	6.75 %
TKS1	0.29	3.76 %
KYR1	0.24	6.49 %
MMT1	0.22	7.24 %
PDI1	0.22	8.86 %
RPM1	0.19	3.07 %
MAR1	0.18	3.43 %
TKY1	0.17	5.80 %
ASM1	0.17	6.85 %
UDN1	0.16	8.22 %
STU2	0.13	5.46 %
KSM1	0.12	5.00 %
KGL1	0.11	6.50 %
VNR1	0.10	4.19 %
COL1	0.09	5.05 %
SKD1	0.08	3.47 %
SGT1	0.07	7.29 %
S2SD	0.05	2.14 %
WHTV		0.00 %
Total	19.34	10.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	8.09	29.30 %
W.Heater	4.36	16.75 %
W-Purifi	1.97	7.74 %
Iron	1.93	65.20 %
Chimney	0.80	11.42 %
Mixie	0.35	0.81 %
Small-Ap	0.20	2.44 %
Air-Cool	0.15	10.24 %
Total	17.84	11.49 %

Branch *	MTD Sales L	Brand Share %
CH16	0.91	9.33 %
CH49	0.63	6.32 %
CH42	0.60	7.51 %
CH48	0.50	6.21 %
CH22	0.43	6.77 %
GUD1	0.37	5.25 %
MRM1	0.32	8.69 %
SKL1	0.31	9.59 %
CH05	0.29	3.09 %
GUD2	0.24	7.44 %
CZWH	0.22	6.79 %
CH25	0.21	3.21 %
CH08	0.20	4.96 %
TKM1	0.17	9.77 %
CH30	0.16	3.74 %
CH39	0.14	4.35 %
CH26	0.12	6.59 %
CH38	0.11	2.52 %
CH40		0.00 %
Total	17.84	11.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	5.97	23.21 %
W.Heater	2.55	17.32 %
Chimney	1.67	25.90 %
W-Purifi	1.66	13.05 %
Iron	1.41	51.70 %
Mixie	0.58	1.72 %
Small-Ap	0.14	4.43 %
Total	13.98	12.44 %

Branch *	MTD Sales L	Brand Share %
NGT1	0.41	10.19 %
MVM1	0.37	4.40 %
KIK1	0.36	8.55 %
TRY4	0.36	8.89 %
KUM2	0.24	6.62 %
TNJ1	0.21	4.36 %
PDK2	0.19	5.17 %
ORU1	0.17	6.93 %
TYR1	0.16	4.52 %
PBR1	0.15	6.39 %
PDK1	0.13	7.72 %
TRY3	0.13	5.15 %
TTP1	0.12	5.68 %
PTK1	0.11	1.77 %
KRN1	0.09	4.53 %
MSI1	0.05	4.49 %
AYR1	0.03	1.38 %
NMM1	0.03	1.38 %
TZSD		0.17 %
APM1		0.00 %
Total	13.98	12.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	5.20	12.74 %
Iron	2.11	53.79 %
W.Heater	1.40	11.17 %
W-Purifi	0.87	5.35 %
Chimney	0.42	4.92 %
Mixie	0.33	0.85 %
Small-Ap	0.23	6.49 %
Air-Cool	0.01	0.14 %
W-Disp	-0.08	-1.67 %
Total	10.49	7.38 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.10	9.33 %
DGL1	0.88	8.10 %
KKD3	0.31	4.79 %
PVI1	0.30	7.49 %
MDU5	0.27	4.89 %
DKI1	0.27	7.92 %
ATG1	0.27	8.68 %
MDU6	0.25	3.86 %
BNR1	0.24	9.22 %
NKI1	0.22	7.28 %
TMM1	0.22	4.01 %
KRR1	0.20	5.76 %
TEN1	0.18	5.85 %
TPT1	0.18	4.61 %
BTU1	0.15	5.07 %
MPA1	0.15	5.76 %
NTM1	0.14	9.08 %
CBM1	0.14	4.25 %
MDU7	0.14	3.19 %
PKM1	0.13	4.37 %
USL1	0.12	5.65 %
SVG1	0.12	6.43 %
MDU3	0.12	3.88 %
MLR1	0.11	4.68 %
ADP1	0.11	3.69 %
MDU4	0.09	4.14 %
TDI1	0.09	5.11 %
PNV2	0.09	4.43 %
PNI1	0.07	2.92 %
CMR1	0.06	3.92 %
SGP1	0.03	2.30 %
KYK1	0.03	1.83 %
ODM1	0.01	0.50 %
SZSD	0.01	0.38 %
WHMD		0.00 %
Total	10.49	7.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.60	32.98 %
W.Heater	1.11	10.85 %
Iron	1.05	55.33 %
Chimney	1.02	16.16 %
W-Purifi	1.01	9.60 %
Mixie	0.49	2.49 %
Small-Ap	0.11	3.21 %
Total	10.39	13.60 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.68	10.05 %
KPM2	0.41	6.52 %
VEL2	0.40	7.97 %
AKM1	0.31	9.84 %
PLR1	0.13	8.45 %
VEL1	0.12	3.70 %
CPT1	0.11	5.85 %
VSI1	0.06	3.67 %
WJD1	0.05	2.16 %
CYR1	0.04	2.60 %
GDM1	0.04	2.00 %
ANI1	0.03	2.15 %
UGI1	0.02	1.46 %
KPM1	0.02	1.88 %
PTU1	0.01	2.04 %
TRT1	0.01	0.74 %
BGR1	0.01	0.39 %
WJP1		0.00 %
Total	10.39	13.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.11	36.73 %
W.Heater	1.60	16.49 %
Iron	1.39	60.82 %
W-Purifi	0.71	8.91 %
Mixie	0.45	1.99 %
Chimney	0.43	14.02 %
Small-Ap	0.09	3.41 %
Total	9.78	14.12 %

Branch *	MTD Sales L	Brand Share %
POY1	0.61	8.48 %
CDM1	0.39	7.91 %
TRK1	0.34	6.14 %
NVL2	0.33	7.84 %
KML1	0.26	7.13 %
KLM1	0.13	3.83 %
ULP1	0.13	6.08 %
PRT1	0.11	4.27 %
TVM1	0.05	4.90 %
TDM1	0.03	1.16 %
TVM2	0.02	2.28 %
WHUT		0.00 %
Total	9.78	14.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.88	21.66 %
W.Heater	1.61	10.79 %
W-Purifi	1.45	11.33 %
Iron	1.36	59.99 %
Chimney	0.93	18.66 %
Small-Ap	0.17	3.57 %
Mixie	0.14	0.51 %
Air-Cool	0.04	0.42 %
Total	9.59	9.44 %

Branch *	MTD Sales L	Brand Share %
CH15	0.58	8.05 %
CH18	0.52	6.28 %
CH50	0.27	5.20 %
CH20	0.24	7.91 %
CH43	0.20	4.31 %
GPD1	0.20	9.75 %
PON1	0.19	7.24 %
CH36	0.17	7.83 %
CH35	0.17	4.60 %
CH03	0.16	2.06 %
CH27	0.14	7.19 %
CH46	0.12	6.36 %
CH06	0.07	2.58 %
CH12	0.06	1.74 %
CH31	0.05	7.91 %
CH37	0.04	1.90 %
CH23	0.03	4.46 %
UKI1	0.02	1.28 %
CH44	0.02	0.73 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-0.10	6.89 %
Total	9.59	9.44 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	2.59	26.80 %
W-Purifi	2.00	25.95 %
Fan	1.66	16.94 %
Chimney	1.60	19.18 %
Iron	1.07	59.98 %
Mixie	0.30	1.26 %
Small-Ap	0.30	9.32 %
Air-Cool	0.03	0.42 %
Total	9.54	12.43 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.34	7.97 %
CBE4	0.25	4.92 %
MPM1	0.24	5.21 %
CBE1	0.21	5.42 %
SUL1	0.12	3.06 %
KMD1	0.11	8.86 %
PPI1	0.10	6.41 %
PDM1	0.09	5.81 %
CBE5	0.07	2.95 %
UAM1	0.06	2.25 %
UMP1	0.05	1.69 %
KGI1	0.04	3.14 %
DPM2	0.03	1.09 %
WZSD	0.03	0.57 %
ANR1	0.02	2.20 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	9.54	12.43 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	1.14	22.96 %
Fan	0.83	11.22 %
Iron	0.79	71.32 %
W.Heater	0.41	9.55 %
Air-Cool	0.41	9.71 %
Chimney	0.39	10.14 %
Mixie	0.23	1.58 %
Small-Ap	0.07	6.57 %
Total	4.26	9.53 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.24	6.77 %
ERD1	0.19	3.98 %
TPR1	0.14	3.12 %
CMI1	0.12	5.99 %
AVI1	0.11	3.86 %
SYM2	0.09	7.55 %
RSP1	0.08	4.54 %
TPR3	0.06	7.11 %
KGM1	0.06	2.89 %
VKL1	0.04	3.28 %
PDR1	0.03	1.86 %
TCG1	0.02	1.53 %
KMM1	0.02	1.37 %
SGG1	0.02	1.76 %
GBM1	0.02	1.56 %
Total	4.26	9.53 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.98	11.90 %
Iron	0.89	38.58 %
W.Heater	0.53	7.16 %
Chimney	0.33	4.07 %
W-Purifi	0.17	2.17 %
Mixie	0.05	0.19 %
Air-Cool	0.02	0.15 %
Total	3.96	4.45 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.60	9.41 %
MCR1	0.27	6.30 %
TRM1	0.22	4.08 %
SLM2	0.15	6.21 %
ATU1	0.15	3.73 %
BMD1	0.15	6.77 %
KVP1	0.13	5.55 %
VPD1	0.13	4.43 %
SLM3	0.12	2.82 %
APN1	0.11	4.46 %
OML1	0.10	4.07 %
EPI1	0.10	3.41 %
DPR2	0.10	4.84 %
DPR1	0.09	3.57 %
EDP1	0.09	4.37 %
PNG1	0.08	3.73 %
KAM1	0.07	2.36 %
HRR1	0.05	1.85 %
KRI1	0.04	0.93 %
PLC1	0.03	0.81 %
SGI1	0.02	1.38 %
HSR1	0.02	0.50 %
WZWH	0.02	0.40 %
PMP1	0.02	1.02 %
MTR1	0.01	0.44 %
WHKP		0.00 %
Total	3.96	4.45 %