

MTD Sales  
93.68 L

Brand Share %  
9.26 %

Information:

MTD : 01-03-2026 To 22-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **9.26 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	30.24	11.41 %
Air-Cool	23.13	9.90 %
Iron	15.02	53.06 %
W.Heater	12.88	14.59 %
W-Purifi	10.39	9.46 %
Mixie	1.40	0.51 %
W-Disp	0.62	6.04 %
Total	93.68	9.26 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	17.32	10.78 %
SOUTH-03	14.61	10.10 %
WEST-01	14.10	12.12 %
CHENNAI-01	10.60	6.89 %
TRICHY-01	9.85	10.00 %
WEST-02	8.08	6.44 %
NORTH ARCOT	7.64	9.62 %
CHENNAI-02	7.07	8.44 %
SOUTH ARCOT	4.42	8.98 %
Total	93.68	9.26 %

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	7.29	20.01 %
Air-Cool	3.72	10.28 %
Iron	2.48	48.07 %
W-Purifi	2.02	8.09 %
W.Heater	1.36	13.46 %
Mixie	0.37	0.79 %
W-Disp	0.07	8.38 %
Total	17.32	10.78 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.85	9.06 %
KYR1	0.38	8.26 %
RPM1	0.36	6.61 %
SVK1	0.27	5.83 %
NGR1	0.26	3.79 %
ERL2	0.23	6.86 %
ASM1	0.22	6.24 %
MMT1	0.18	6.60 %
TCN1	0.17	4.88 %
SDI1	0.15	3.53 %
ARM1	0.15	7.24 %
VKM1	0.14	4.48 %
PDI1	0.12	4.21 %
SGT1	0.12	5.82 %
VNR1	0.10	2.79 %
PKD1	0.09	3.38 %
KGL1	0.08	6.42 %
SKD1	0.06	3.20 %
TKY1	0.05	2.46 %
KSM1	0.03	4.52 %
S2SD		0.00 %
WHTV		0.00 %
Total	17.32	10.78 %

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Fan	4.19	10.29 %
Air-Cool	4.02	11.31 %
Iron	2.67	51.94 %
W.Heater	2.28	25.93 %
W-Purifi	0.96	6.35 %
Mixie	0.33	0.88 %
W-Disp	0.16	12.08 %
<b>Total</b>	<b>14.61</b>	<b>10.10 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	0.70	5.87 %
TMM1	0.66	8.28 %
MDU6	0.58	8.89 %
MDU3	0.42	8.89 %
MDU5	0.36	7.40 %
CBM1	0.30	6.74 %
ATG1	0.30	9.16 %
MDU4	0.29	8.91 %
TDI1	0.24	9.06 %
PKM1	0.22	8.18 %
BTU1	0.21	8.05 %
DGL2	0.18	5.16 %
TEN1	0.18	6.41 %
KPT1	0.18	5.19 %
NKI1	0.16	7.19 %
MPA1	0.15	4.14 %
ADP1	0.14	5.46 %
KYK1	0.14	9.10 %
USL1	0.13	4.17 %
SVG1	0.13	4.22 %
MLR1	0.12	4.73 %
PNV2	0.08	4.46 %
PVI1	0.08	5.12 %
KRR1	0.06	1.73 %
NTM1	0.05	2.52 %
ODM1	0.04	1.93 %
SZSD		0.00 %
<b>Total</b>	<b>14.61</b>	<b>10.10 %</b>

### WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	5.85	14.11 %
Fan	3.66	13.87 %
Iron	1.89	66.40 %
W.Heater	1.30	13.09 %
W-Purifi	1.28	17.44 %
Mixie	0.12	0.45 %
Total	14.10	12.12 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.58	8.32 %
CBE4	0.56	8.12 %
SUL1	0.35	6.25 %
CBE6	0.29	6.88 %
PDM1	0.27	7.43 %
CBE1	0.20	3.96 %
UMP1	0.16	6.30 %
MPM1	0.15	3.64 %
KMD1	0.11	7.20 %
PPI1	0.10	4.05 %
UAM1	0.09	5.23 %
DPM2	0.08	2.70 %
KGM1	0.07	3.73 %
CBE3	0.03	2.28 %
TPR4	0.03	1.33 %
KGI1	0.01	2.24 %
WZSD		0.00 %
Total	14.10	12.12 %

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.35	5.29 %
W.Heater	2.28	11.44 %
W-Purifi	1.91	8.95 %
Air-Cool	1.46	11.55 %
Iron	1.28	47.99 %
W-Disp	0.22	9.68 %
Mixie	0.09	0.28 %
Total	10.60	6.89 %

Branch *	MTD Sales L	Brand Share %
CH45	0.36	9.21 %
CH42	0.36	5.33 %
CH08	0.36	6.23 %
CH49	0.35	5.07 %
CH25	0.30	5.53 %
CH16	0.24	4.33 %
AVD1	0.23	8.56 %
CH39	0.22	8.41 %
CH19	0.22	4.61 %
CH47	0.19	6.53 %
GUD2	0.17	7.79 %
MRM1	0.13	4.29 %
CH35	0.11	5.22 %
CH48	0.10	2.37 %
CH22	0.10	2.89 %
GUD1	0.06	1.30 %
KNR1	0.05	5.00 %
CH26	0.04	3.11 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	10.60	6.89 %

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cool	3.07	10.57 %
Fan	2.99	14.56 %
W-Purifi	1.54	15.77 %
Iron	1.49	49.32 %
W.Heater	0.42	8.16 %
Mixie	0.26	0.86 %
W-Disp	0.08	9.15 %
<b>Total</b>	<b>9.85</b>	<b>10.00 %</b>

Branch *	MTD Sales L	Brand Share %
TRY4	0.38	8.01 %
ORU1	0.23	8.53 %
TYR1	0.23	4.06 %
KUM1	0.21	3.94 %
JKM1	0.20	7.06 %
KIK1	0.17	8.30 %
MDI1	0.15	4.07 %
TVR2	0.12	2.32 %
TRY3	0.12	3.58 %
PTK1	0.10	3.40 %
KRN1	0.09	2.64 %
TVR1	0.08	3.89 %
MSI1	0.08	3.23 %
TNJ1	0.06	1.08 %
PDK1	0.06	4.49 %
TTP1	0.04	1.71 %
TRY2	0.02	8.30 %
NMM1	0.02	0.81 %
APM1	0.02	1.17 %
AYR1	0.02	0.57 %
TZSD		0.00 %
<b>Total</b>	<b>9.85</b>	<b>10.00 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Air-Cool	2.35	5.16 %
Fan	2.06	7.63 %
Iron	1.97	60.91 %
W.Heater	0.95	13.88 %
W-Purifi	0.54	8.64 %
Mixie	0.12	0.33 %
W-Disp	0.09	15.95 %
<b>Total</b>	<b>8.08</b>	<b>6.44 %</b>

Branch *	MTD Sales L	Brand Share %
KRI1	0.35	6.85 %
SLM2	0.23	5.38 %
TRM1	0.23	5.52 %
EPI1	0.22	4.37 %
APN1	0.21	5.77 %
ERD1	0.21	4.62 %
OML1	0.20	4.95 %
SLM3	0.19	4.00 %
ATU1	0.16	3.76 %
PLC1	0.16	4.52 %
EDP1	0.14	5.89 %
VKL1	0.11	4.03 %
KMM1	0.10	3.80 %
HRR1	0.09	4.35 %
SGG1	0.09	4.86 %
KAM1	0.09	3.95 %
TCG1	0.08	3.61 %
VPD1	0.07	2.42 %
SGI1	0.07	2.29 %
RSP1	0.05	1.42 %
CMI1	0.05	2.00 %
HSR1	0.05	0.96 %
KVP1	0.04	1.74 %
PMP1	0.04	2.30 %
MCR1	0.04	0.85 %
PDR1	0.03	1.88 %
DPR1	0.03	1.61 %
MTR1	0.03	1.02 %
DPR2	0.03	1.37 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>8.08</b>	<b>6.44 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.93	14.52 %
Air-Cool	1.31	9.05 %
W.Heater	1.27	10.95 %
Iron	1.13	51.10 %
W-Purifi	0.96	11.10 %
Mixie	0.04	0.21 %
<b>Total</b>	<b>7.64</b>	<b>9.62 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.41	8.44 %
AKM1	0.24	7.40 %
VNB1	0.22	8.49 %
TRT1	0.22	8.51 %
WJP1	0.18	5.02 %
ABR1	0.15	5.18 %
VEL1	0.13	2.82 %
VSI1	0.13	7.18 %
SLG1	0.11	5.67 %
UGI1	0.11	4.70 %
BGR1	0.09	2.87 %
WJD1	0.07	2.71 %
GDM1	0.07	2.38 %
PTU1	0.06	4.12 %
CPT1	0.03	1.42 %
CGM1	0.02	0.81 %
ANI1		0.00 %
<b>Total</b>	<b>7.64</b>	<b>9.62 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
W.Heater	2.30	21.44 %
Fan	2.27	12.92 %
Iron	1.04	53.32 %
W-Purifi	0.73	5.19 %
Air-Cool	0.65	6.65 %
Mixie	0.07	0.23 %
<b>Total</b>	<b>7.07</b>	<b>8.44 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	0.86	8.21 %
CH12	0.54	9.14 %
CH50	0.41	8.74 %
CH34	0.37	8.43 %
CH43	0.25	4.79 %
CH15	0.24	3.50 %
CH41	0.16	6.13 %
CH46	0.15	8.65 %
CH33	0.14	6.87 %
CH18	0.13	2.87 %
CH44	0.07	3.54 %
CH06	0.06	2.30 %
CH36	0.05	1.85 %
CH31	0.04	3.23 %
CH23	0.02	1.62 %
CH01	0.01	7.23 %
CH27	0.01	0.67 %
CH20		0.00 %
CH32		0.00 %
CH51		0.00 %
<b>Total</b>	<b>7.07</b>	<b>8.44 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.50	11.68 %
Iron	1.07	51.49 %
Air-Cool	0.70	7.90 %
W.Heater	0.70	13.85 %
W-Purifi	0.45	19.14 %
<b>Total</b>	<b>4.42</b>	<b>8.98 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.28	7.54 %
ULP1	0.15	5.33 %
PRT1	0.14	5.11 %
NVL2	0.13	3.90 %
TRK1	0.13	5.75 %
POY2	0.13	4.07 %
VCM1	0.10	5.80 %
CDM1	0.09	2.28 %
MKM1	0.08	6.81 %
TDM1	0.06	2.86 %
KLM1	0.06	3.81 %
KML1	0.04	2.32 %
VPM1	0.04	5.55 %
STP1	0.04	2.26 %
TVM1	0.03	3.96 %
TVM2	0.02	1.54 %
<b>Total</b>	<b>4.42</b>	<b>8.98 %</b>