

MTD Sales
284.16 L

Brand Share %
12.35 %

Information:

MTD : 01-04-2026 To 22-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	155.95	13.70 %
Fan	96.58	17.93 %
Iron	12.04	50.42 %
W-Purifi	8.76	7.47 %
W.Heater	7.10	16.47 %
Small-Ap	1.75	4.61 %
Mixie	1.40	0.45 %
W-Disp	0.41	1.71 %
Chimney	0.18	0.25 %
Total	284.16	12.35 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	55.04	14.40 %
SOUTH-03	45.76	13.30 %
TRICHY-01	38.06	14.18 %
CHENNAI-01	31.93	13.18 %
WEST-02	31.84	9.11 %
WEST-01	26.37	9.84 %
CHENNAI-02	20.61	13.53 %
SOUTH ARCOT	18.19	13.40 %
NORTH ARCOT	16.36	10.29 %
Total	284.16	12.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	28.86	17.31 %
Fan	19.53	18.50 %
Iron	2.92	56.81 %
W-Purifi	2.22	8.41 %
W.Heater	0.66	11.11 %
Small-Ap	0.43	5.88 %
Mixie	0.29	0.54 %
W-Disp	0.13	7.11 %
Total	55.04	14.40 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.65	10.74 %
NGR1	2.59	12.33 %
SVK1	1.31	10.78 %
TUT2	0.97	6.72 %
RPM1	0.93	8.35 %
TCN1	0.90	8.88 %
PDI1	0.73	11.28 %
MMT1	0.69	10.55 %
ASM1	0.65	10.76 %
SGT1	0.62	12.00 %
KYR1	0.59	6.95 %
SDI1	0.44	6.78 %
KSM1	0.42	11.31 %
PKD1	0.38	7.01 %
ERL2	0.37	7.74 %
TKY1	0.37	6.78 %
STU2	0.36	6.04 %
COL1	0.25	8.11 %
SKD1	0.18	3.62 %
UDN1	0.13	4.48 %
WHTV	-0.05	7.95 %
Total	55.04	14.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	22.14	13.51 %
Fan	18.20	19.03 %
Iron	2.33	57.74 %
W-Purifi	1.65	9.54 %
W.Heater	0.81	20.04 %
Small-Ap	0.34	5.67 %
Mixie	0.16	0.39 %
W-Disp	0.13	6.98 %
Total	45.76	13.30 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.17	7.87 %
MDU6	1.71	9.56 %
KKD3	1.15	8.34 %
MDU4	0.97	9.92 %
MDU5	0.88	8.09 %
MDU7	0.78	9.15 %
TEN1	0.75	7.37 %
BNR1	0.70	11.69 %
DGL2	0.61	8.44 %
MPA1	0.56	6.42 %
USL1	0.50	8.37 %
ADP1	0.43	6.17 %
SVG1	0.42	9.07 %
PNV2	0.39	8.17 %
TDI1	0.38	7.23 %
PVI1	0.35	9.24 %
BTU1	0.34	9.85 %
KYK1	0.29	5.92 %
ATG1	0.29	4.44 %
KPT1	0.25	2.95 %
MLR1	0.25	5.30 %
NTM1	0.14	3.54 %
SGP1	0.13	3.39 %
PKM1	0.09	2.56 %
CMR1	0.07	1.71 %
KRR1	0.07	0.83 %
WHMD	-0.01	2.58 %
Total	45.76	13.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	23.60	16.27 %
Fan	12.03	19.15 %
W-Purifi	1.05	13.05 %
Iron	1.03	40.19 %
W.Heater	0.25	12.57 %
Small-Ap	0.09	2.32 %
Total	38.06	14.18 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.66	6.62 %
KIK1	0.57	8.95 %
PDK1	0.54	10.99 %
TVR1	0.53	11.78 %
ORU1	0.45	6.12 %
JKM1	0.44	4.84 %
NCK1	0.43	7.05 %
KRN1	0.42	5.83 %
TTP1	0.39	10.54 %
TNJ1	0.34	2.37 %
TRY3	0.33	3.82 %
NMM1	0.06	0.89 %
APM1	0.05	1.32 %
AYR1	0.03	0.45 %
MSI1	0.01	0.09 %
TRY2		0.00 %
WTRZ		0.00 %
Total	38.06	14.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	15.66	19.10 %
Fan	10.75	19.46 %
W.Heater	1.75	18.17 %
Iron	1.48	49.93 %
W-Purifi	1.31	5.16 %
Small-Ap	0.46	5.65 %
Mixie	0.20	0.48 %
Chimney	0.18	1.75 %
W-Disp	0.14	1.85 %
Total	31.93	13.18 %

Branch *	MTD Sales L	Brand Share %
CH47	2.02	12.10 %
CH42	1.27	8.75 %
CH07	1.10	9.56 %
CH08	0.94	8.09 %
GUD1	0.85	10.90 %
CH16	0.73	7.56 %
CH19	0.52	4.44 %
MRM1	0.42	6.17 %
CH25	0.35	4.77 %
CH35	0.30	4.85 %
GUD2	0.30	4.98 %
CH30	0.14	2.58 %
CH29	0.09	8.71 %
CH22	0.09	1.42 %
CH38	0.04	0.61 %
KNR1	0.03	1.48 %
CH26	0.01	0.44 %
CH37	0.01	0.46 %
CZWH		0.00 %
MC09		0.00 %
Total	31.93	13.18 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	21.17	9.90 %
Fan	8.79	13.26 %
Iron	1.12	51.96 %
W.Heater	0.55	14.13 %
W-Purifi	0.17	1.97 %
Mixie	0.03	0.08 %
Total	31.84	9.11 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.55	10.52 %
ERD1	1.28	9.74 %
SLM3	1.15	7.22 %
KRI1	1.05	5.83 %
DPR1	0.72	9.87 %
KVP1	0.64	7.45 %
EPI1	0.52	5.61 %
MCR1	0.51	6.89 %
BMD1	0.49	8.44 %
RSP1	0.37	3.51 %
PLC1	0.30	2.89 %
KAM1	0.30	2.65 %
EDP1	0.26	3.71 %
VPD1	0.26	2.43 %
SGG1	0.16	2.70 %
OML1	0.14	1.57 %
APN1	0.13	1.55 %
TCG1	0.11	1.63 %
HSR1	0.10	0.85 %
MTR1	0.10	1.78 %
KMM1	0.07	1.08 %
CMI1	0.05	0.76 %
SGI1	0.04	0.74 %
PMP1	0.03	0.42 %
HRR1	0.02	0.41 %
PDR1	0.02	0.36 %
VKL1	0.02	0.31 %
WHKP		0.00 %
WHPD		0.00 %
Total	31.84	9.11 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	15.58	9.48 %
Fan	8.74	20.27 %
W.Heater	0.71	11.84 %
Iron	0.70	49.47 %
W-Purifi	0.33	3.75 %
Mixie	0.21	0.70 %
Small-Ap	0.10	3.01 %
Total	26.37	9.84 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.16	8.40 %
PLI1	1.10	10.98 %
CBE6	1.01	10.35 %
AVI1	0.86	7.11 %
MPM1	0.84	7.68 %
UMP1	0.83	9.89 %
TPR3	0.79	9.07 %
CBE4	0.58	4.35 %
SUL1	0.52	4.52 %
CBE1	0.41	3.85 %
CBE5	0.38	4.90 %
PPI1	0.26	3.34 %
KMD1	0.15	3.03 %
GBM1	0.11	1.67 %
TPR4	0.09	1.36 %
PDM1	0.09	1.18 %
ANR1	0.06	0.98 %
KGM1	0.04	0.53 %
CNR1	0.04	3.14 %
UAM1	0.02	0.79 %
CBE3	0.02	0.51 %
GDR1	0.02	3.48 %
DPM2	0.01	0.28 %
KGI1	0.01	1.56 %
WHCB		0.00 %
Total	26.37	9.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	10.94	18.79 %
Fan	5.83	16.00 %
W.Heater	1.54	28.62 %
Iron	0.91	45.80 %
W-Purifi	0.76	6.68 %
Mixie	0.34	1.19 %
Small-Ap	0.30	7.65 %
Total	20.61	13.53 %

Branch *	MTD Sales L	Brand Share %
CH18	1.08	9.95 %
CH17	0.76	9.15 %
CH15	0.75	6.35 %
PON1	0.35	10.71 %
CH34	0.31	4.92 %
CH33	0.30	5.13 %
CH20	0.22	3.76 %
CH44	0.15	3.17 %
CH41	0.14	3.97 %
CH46	0.10	3.10 %
CH31	0.04	1.41 %
CH36	0.04	0.83 %
CH06	0.03	0.72 %
CH27	0.03	0.99 %
UKI1	0.03	0.85 %
CH01	0.01	4.96 %
CH23	0.01	0.41 %
CH51		0.00 %
MC06		0.00 %
Total	20.61	13.53 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	9.54	14.14 %
Fan	7.31	21.00 %
Iron	0.49	28.70 %
W-Purifi	0.46	12.47 %
W.Heater	0.34	15.61 %
Mixie	0.04	0.21 %
Total	18.19	13.40 %

Branch *	MTD Sales L	Brand Share %
STP1	0.44	9.63 %
TRK1	0.41	5.10 %
KML1	0.41	6.35 %
SJI2	0.34	5.87 %
VPM1	0.34	10.93 %
MKM1	0.22	9.55 %
CDM1	0.19	3.11 %
PRT1	0.13	1.37 %
VCM1	0.08	2.00 %
TDM1	0.05	0.95 %
TVM2	0.03	1.28 %
KLM1	0.03	0.66 %
TVM1	0.02	0.64 %
WHUT		0.00 %
Total	18.19	13.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	8.46	10.97 %
Fan	5.39	13.97 %
Iron	1.04	55.71 %
W-Purifi	0.81	10.49 %
W.Heater	0.47	12.01 %
Mixie	0.14	0.73 %
Small-Ap	0.04	1.81 %
Total	16.36	10.29 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.58	10.91 %
VEL2	1.23	8.41 %
ABR1	0.77	8.63 %
VNB1	0.75	10.32 %
ARC2	0.43	7.09 %
VEL1	0.39	4.22 %
KPM1	0.37	8.18 %
SLG1	0.33	6.86 %
BGR1	0.26	4.33 %
WJP1	0.24	3.39 %
WJD1	0.15	3.42 %
UGI1	0.14	6.25 %
CPT1	0.07	2.15 %
ANI1	0.07	2.50 %
GDM1	0.06	1.21 %
CGM1	0.05	1.15 %
TRT1	0.05	1.15 %
PLR1	0.04	0.87 %
CYR1	0.02	0.56 %
VSI1	0.01	0.39 %
PTU1		0.00 %
WHVL		0.00 %
Total	16.36	10.29 %