

MTD Sales
128.13 L

Brand Share %
10.90 %

Information:

MTD : 01-05-2026 To 22-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	56.86	19.00 %
Air-Cool	34.07	9.94 %
W.Heater	18.87	21.90 %
Iron	7.62	39.34 %
W-Purifi	7.23	6.65 %
Small-Ap	2.42	7.27 %
Mixie	1.06	0.37 %
Total	128.13	10.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	24.12	12.51 %
SOUTH ARCOT	23.07	26.10 %
SOUTH-03	16.47	10.58 %
TRICHY-01	16.21	11.85 %
CHENNAI-01	15.75	8.31 %
CHENNAI-02	10.14	8.92 %
WEST-01	7.94	8.71 %
NORTH ARCOT	7.61	9.42 %
WEST-02	6.82	5.39 %
Total	128.13	10.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	13.64	25.88 %
Air-Cool	5.64	13.64 %
Iron	2.31	50.04 %
W-Purifi	0.93	3.97 %
W.Heater	0.77	7.73 %
Small-Ap	0.59	8.64 %
Mixie	0.24	0.44 %
Total	24.12	12.51 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.70	10.03 %
NGR1	0.65	5.62 %
TKS1	0.58	9.51 %
TCN1	0.51	9.13 %
SVK1	0.40	8.42 %
VLY1	0.35	6.54 %
ERL2	0.34	7.10 %
VKM1	0.28	8.24 %
TKY1	0.28	10.08 %
PKD1	0.25	9.05 %
SDI1	0.25	9.72 %
ARM1	0.23	10.33 %
SNL1	0.23	5.69 %
STU2	0.22	10.05 %
ASM1	0.20	6.38 %
PDI1	0.19	6.11 %
UDN1	0.19	9.37 %
RPM1	0.18	2.75 %
MMT1	0.18	5.16 %
APK1	0.14	3.71 %
COL1	0.09	4.60 %
SGT1	0.05	3.16 %
SKD1	0.05	1.66 %
S2SD		0.00 %
WHTV		0.00 %
Total	24.12	12.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	13.94	92.18 %
Fan	4.82	25.50 %
Air-Cool	3.21	12.16 %
Iron	0.61	36.99 %
W-Purifi	0.42	8.64 %
Mixie	0.07	0.33 %
Total	23.07	26.10 %

Branch *	MTD Sales L	Brand Share %
VCM2	0.52	10.88 %
TRK1	0.34	9.61 %
CDM1	0.32	6.55 %
NVL2	0.29	5.63 %
STP1	0.27	10.02 %
SJI2	0.24	5.70 %
KML1	0.23	9.20 %
VCM1	0.17	8.68 %
VPM1	0.10	8.33 %
KLM1	0.05	1.23 %
TVM1	0.03	1.71 %
TVM2	0.01	0.86 %
TDM1		0.00 %
Total	23.07	26.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	9.48	19.75 %
Air-Cool	4.49	12.43 %
Iron	0.93	31.55 %
W-Purifi	0.60	3.83 %
W.Heater	0.51	5.75 %
Small-Ap	0.32	5.46 %
Mixie	0.14	0.37 %
Total	16.47	10.58 %

Branch *	MTD Sales L	Brand Share %
TPT1	0.53	10.28 %
TMM1	0.51	6.56 %
MDU5	0.50	8.75 %
KKD3	0.42	5.48 %
TEN1	0.30	9.30 %
PNV2	0.29	9.42 %
DKI1	0.24	7.83 %
SVG1	0.23	10.17 %
MDU4	0.23	8.09 %
MLR1	0.21	7.66 %
USL1	0.19	10.18 %
KPT1	0.19	6.00 %
PNI1	0.19	7.12 %
DGL2	0.17	4.99 %
MPA1	0.16	4.04 %
TDI1	0.14	5.92 %
ADP1	0.12	6.60 %
BNR1	0.09	4.51 %
CBM1	0.08	2.63 %
PVI1	0.06	1.65 %
PKM1	0.06	3.87 %
NTM1	0.04	3.79 %
SGP1	0.04	2.10 %
KYK1	0.03	1.21 %
ODM1	0.02	1.32 %
CMR1	0.01	0.67 %
SZSD		0.00 %
Total	16.47	10.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	7.86	20.59 %
Air-Cool	6.73	14.43 %
Iron	0.68	39.04 %
W-Purifi	0.62	7.80 %
Small-Ap	0.15	4.82 %
Mixie	0.10	0.29 %
W.Heater	0.07	1.29 %
Total	16.21	11.85 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.81	9.84 %
TYR1	0.65	10.57 %
PTK1	0.49	7.87 %
TNJ1	0.48	5.95 %
NGT1	0.46	9.46 %
PBR1	0.35	9.15 %
ORU1	0.31	9.70 %
NCK1	0.29	10.42 %
TRY4	0.27	8.36 %
JKM1	0.23	4.83 %
KRN1	0.17	6.39 %
PDK1	0.07	3.82 %
NMM1	0.04	0.93 %
APM1	0.03	1.35 %
AYR1	0.03	0.73 %
MSI1	0.01	0.73 %
TRY2	0.01	1.80 %
TZSD		0.00 %
Total	16.21	11.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	6.13	13.63 %
Air-Cool	5.05	9.20 %
W-Purifi	1.43	5.95 %
Iron	1.12	47.12 %
Small-Ap	0.91	13.74 %
W.Heater	0.84	4.18 %
Mixie	0.28	0.76 %
Total	15.75	8.31 %

Branch *	MTD Sales L	Brand Share %
CH42	1.01	9.45 %
CH47	0.91	9.25 %
CH08	0.63	6.01 %
CH45	0.60	9.96 %
GUD1	0.57	8.62 %
CH48	0.54	7.66 %
CH16	0.51	8.27 %
CH49	0.49	5.50 %
CH19	0.47	5.07 %
CH39	0.44	7.15 %
GUD2	0.36	10.51 %
CH25	0.33	5.67 %
CH30	0.30	5.78 %
CH28	0.29	4.91 %
SKL1	0.24	10.21 %
MRM1	0.20	5.05 %
TKM1	0.18	6.71 %
KNR1	0.15	10.16 %
CH35	0.12	2.77 %
CH37	0.06	2.64 %
CH38	0.03	0.44 %
CH22	0.01	0.38 %
CH40	0.01	1.84 %
WHC3	0.01	0.04 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN	-0.04	10.28 %
Total	15.75	8.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	5.10	17.44 %
Air-Cool	2.77	6.30 %
W.Heater	0.74	33.56 %
Iron	0.73	44.94 %
W-Purifi	0.68	5.82 %
Mixie	0.08	0.37 %
Small-Ap	0.04	1.38 %
Total	10.14	8.92 %

Branch *	MTD Sales L	Brand Share %
CH03	0.64	8.73 %
CH18	0.51	5.69 %
CH50	0.36	4.99 %
CH43	0.35	6.47 %
CH15	0.33	4.57 %
CH33	0.29	8.00 %
CH46	0.27	8.75 %
CH20	0.26	5.73 %
CH34	0.23	4.04 %
CH23	0.20	7.21 %
CH17	0.18	3.47 %
CH44	0.06	1.56 %
CH27	0.02	0.69 %
CH06	0.02	0.53 %
CH36	0.01	0.44 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	10.14	8.92 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	4.04	20.12 %
W-Purifi	1.38	24.93 %
W.Heater	1.12	9.84 %
Air-Cool	0.85	4.05 %
Iron	0.27	21.09 %
Small-Ap	0.21	6.56 %
Mixie	0.07	0.23 %
Total	7.94	8.71 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.28	8.04 %
SUL1	0.26	6.37 %
PDM1	0.24	10.75 %
CBE5	0.21	7.82 %
TPR1	0.12	4.21 %
SYM2	0.11	4.98 %
TPR3	0.10	4.06 %
CBE4	0.09	3.36 %
CBE3	0.09	7.40 %
AVI1	0.09	2.18 %
KMD1	0.09	6.98 %
KGI1	0.07	8.90 %
SNR1	0.06	1.82 %
PPI1	0.06	3.04 %
DPM2	0.05	2.73 %
CBE6	0.04	1.08 %
UMP1	0.04	1.93 %
ANR1	0.03	2.81 %
UAM1	0.03	1.25 %
GBM1	0.02	0.98 %
CNR1	0.02	0.97 %
CBE1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
WHCB	-0.04	5.41 %
Total	7.94	8.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	2.99	10.25 %
Fan	2.97	13.94 %
W.Heater	0.51	18.24 %
Iron	0.49	36.92 %
W-Purifi	0.45	5.49 %
Small-Ap	0.10	8.02 %
Mixie	0.09	0.53 %
Total	7.61	9.42 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.70	7.98 %
TRR1	0.40	9.71 %
VEL1	0.40	9.27 %
KPM1	0.30	10.71 %
ABR1	0.16	5.63 %
SLG1	0.16	6.09 %
CGM1	0.09	4.31 %
BGR1	0.07	2.56 %
WJD1	0.07	3.16 %
GDM1	0.04	1.22 %
VSI1	0.04	1.64 %
PTU1	0.02	1.40 %
CPT1	0.02	0.81 %
CYR1	0.02	0.94 %
UGI1	0.02	1.04 %
TRT1	0.01	0.77 %
PLR1	0.01	0.56 %
ANI1	0.01	0.49 %
WJP1		0.00 %
Total	7.61	9.42 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.82	10.92 %
Air-Cool	2.34	5.41 %
W-Purifi	0.71	9.83 %
Iron	0.48	26.45 %
W.Heater	0.37	3.59 %
Small-Ap	0.09	4.88 %
Total	6.82	5.39 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.79	9.59 %
HSR2	0.33	6.94 %
BMD1	0.25	7.43 %
MTR1	0.24	6.50 %
RSP1	0.21	6.62 %
KAM1	0.21	4.56 %
OML1	0.20	10.57 %
TRM1	0.18	8.84 %
DPR2	0.18	6.63 %
MCR1	0.15	5.14 %
APN1	0.12	4.00 %
SLM2	0.12	3.22 %
SGI1	0.11	2.73 %
EDP1	0.08	6.06 %
DPR1	0.08	2.28 %
TCG1	0.07	5.15 %
PLC1	0.06	1.47 %
EPI1	0.05	1.67 %
KRI1	0.05	0.84 %
VPD1	0.05	2.12 %
CMI1	0.04	1.92 %
SGG1	0.03	2.28 %
VKL1	0.03	1.16 %
HSR1	0.02	0.32 %
SLM3	0.01	0.23 %
PDR1	0.01	0.55 %
KMM1	0.01	0.32 %
HRR1		0.00 %
KVP1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	6.82	5.39 %