

MTD Sales
112.15 L

Brand Share %
10.30 %

Information:

MTD : 01-09-2026 To 22-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	49.17	21.40 %
W.Heater	18.68	14.43 %
Iron	16.00	56.69 %
W-Purifi	13.55	10.18 %
Chimney	9.13	13.90 %
Mixie	3.53	1.09 %
Small-Ap	1.57	4.07 %
Air-Cool	0.59	1.15 %
W-Disp	-0.08	-0.29 %
Total	112.15	10.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	19.72	10.07 %
CHENNAI-01	18.07	11.37 %
TRICHY-01	14.35	12.34 %
NORTH ARCOT	11.07	14.01 %
SOUTH-03	10.59	7.23 %
SOUTH ARCOT	10.02	14.06 %
CHENNAI-02	9.95	9.44 %
WEST-01	9.85	12.42 %
WEST-03	4.51	9.76 %
WEST-02	4.01	4.44 %
Total	112.15	10.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	9.99	20.35 %
Iron	3.63	58.12 %
W.Heater	1.95	12.99 %
W-Purifi	1.93	8.18 %
Chimney	1.54	19.30 %
Mixie	0.46	0.68 %
Small-Ap	0.27	4.58 %
Air-Cool	-0.05	-0.66 %
Total	19.72	10.07 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.18	8.81 %
KVT1	1.30	9.09 %
NGR1	1.01	9.16 %
RND2	0.71	9.57 %
TCN1	0.51	8.59 %
TUT2	0.41	7.63 %
VLY1	0.38	6.73 %
SVK1	0.32	6.72 %
TKS1	0.29	3.65 %
KYR1	0.24	6.43 %
MMT1	0.22	7.19 %
PDI1	0.22	8.66 %
RPM1	0.19	3.05 %
MAR1	0.18	3.34 %
TKY1	0.17	5.53 %
ASM1	0.17	6.77 %
UDN1	0.16	7.97 %
STU2	0.13	5.36 %
KSM1	0.13	5.31 %
COL1	0.11	5.50 %
KGL1	0.11	6.27 %
VNR1	0.10	4.12 %
SKD1	0.08	3.37 %
SGT1	0.07	7.18 %
S2SD	0.05	2.14 %
WHTV		0.00 %
Total	19.72	10.07 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	8.24	29.24 %
W.Heater	4.39	16.42 %
W-Purifi	1.97	7.59 %
Iron	1.97	65.14 %
Chimney	0.80	11.42 %
Mixie	0.35	0.79 %
Small-Ap	0.20	2.39 %
Air-Cool	0.15	10.60 %
Total	18.07	11.37 %

Branch *	MTD Sales L	Brand Share %
CH16	0.91	9.10 %
CH49	0.68	6.56 %
CH42	0.60	7.51 %
CH48	0.50	5.94 %
CH22	0.43	6.77 %
MRM1	0.38	9.35 %
GUD1	0.37	5.11 %
SKL1	0.31	9.27 %
CH05	0.29	2.94 %
GUD2	0.24	7.44 %
CH25	0.24	3.47 %
CZWH	0.22	6.72 %
CH08	0.20	4.96 %
TKM1	0.17	9.62 %
CH30	0.16	3.74 %
CH39	0.14	4.18 %
CH26	0.12	6.41 %
CH38	0.11	2.50 %
CH40		0.00 %
Total	18.07	11.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	6.10	23.33 %
W.Heater	2.59	16.43 %
W-Purifi	1.75	13.10 %
Chimney	1.67	25.14 %
Iron	1.47	51.84 %
Mixie	0.63	1.80 %
Small-Ap	0.14	4.37 %
Total	14.35	12.34 %

Branch *	MTD Sales L	Brand Share %
NGT1	0.41	9.84 %
MVM1	0.41	4.68 %
KIK1	0.36	7.79 %
TRY4	0.36	8.60 %
KUM2	0.24	6.44 %
TNJ1	0.21	4.31 %
PDK2	0.19	5.17 %
ORU1	0.17	6.93 %
TYR1	0.16	4.43 %
PBR1	0.15	6.24 %
PDK1	0.13	7.43 %
TRY3	0.13	4.94 %
TTP1	0.12	5.56 %
PTK1	0.11	1.68 %
KRN1	0.09	4.32 %
MSI1	0.08	6.66 %
AYR1	0.03	1.38 %
NMM1	0.03	1.27 %
TZSD		0.17 %
APM1		0.00 %
Total	14.35	12.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.89	33.91 %
W-Purifi	1.23	11.27 %
W.Heater	1.20	11.14 %
Iron	1.10	55.41 %
Chimney	1.02	16.16 %
Mixie	0.53	2.57 %
Small-Ap	0.11	3.15 %
Total	11.07	14.01 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.68	10.05 %
VEL2	0.48	9.39 %
KPM2	0.41	6.42 %
AKM1	0.31	9.34 %
PLR1	0.13	7.56 %
VEL1	0.12	3.58 %
CPT1	0.11	5.85 %
VSI1	0.06	3.27 %
WJD1	0.05	2.10 %
CYR1	0.04	2.60 %
GDM1	0.04	1.97 %
ANI1	0.03	2.12 %
UGI1	0.02	1.45 %
KPM1	0.02	1.75 %
WJP1	0.02	1.37 %
PTU1	0.01	1.97 %
TRT1	0.01	0.74 %
BGR1	0.01	0.38 %
Total	11.07	14.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	5.28	12.60 %
Iron	2.13	53.16 %
W.Heater	1.40	10.55 %
W-Purifi	0.87	5.17 %
Chimney	0.42	4.92 %
Mixie	0.33	0.83 %
Small-Ap	0.23	6.08 %
Air-Cool	0.01	0.14 %
W-Disp	-0.08	-1.64 %
Total	10.59	7.23 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.10	9.05 %
DGL1	0.88	7.94 %
KKD3	0.32	4.59 %
ATG1	0.30	9.37 %
PVI1	0.30	7.44 %
MDU5	0.27	4.55 %
DKI1	0.27	7.86 %
NKI1	0.25	7.74 %
MDU6	0.25	3.77 %
BNR1	0.24	8.98 %
DGL2	0.22	9.55 %
TMM1	0.22	3.94 %
KRR1	0.20	5.62 %
TEN1	0.18	5.85 %
TPT1	0.18	4.50 %
BTU1	0.15	4.97 %
MPA1	0.15	5.73 %
NTM1	0.14	9.08 %
CBM1	0.14	4.03 %
MDU7	0.14	3.19 %
PKM1	0.13	4.19 %
USL1	0.12	5.63 %
SVG1	0.12	6.08 %
MDU3	0.12	3.78 %
MLR1	0.11	4.47 %
ADP1	0.11	3.64 %
MDU4	0.09	3.83 %
TDI1	0.09	5.01 %
PNV2	0.09	4.23 %
PNI1	0.07	2.81 %
CMR1	0.06	3.89 %
SGP1	0.03	2.30 %
KYK1	0.03	1.66 %
ODM1	0.01	0.49 %
SZSD	0.01	0.38 %
WHMD		0.00 %
Total	10.59	7.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.18	36.89 %
W.Heater	1.68	16.43 %
Iron	1.43	61.49 %
W-Purifi	0.71	8.91 %
Mixie	0.50	2.13 %
Chimney	0.43	13.20 %
Small-Ap	0.09	3.20 %
Total	10.02	14.06 %

Branch *	MTD Sales L	Brand Share %
POY1	0.61	8.38 %
CDM1	0.39	7.90 %
TRK1	0.34	6.00 %
NVL2	0.33	7.43 %
KML1	0.26	6.89 %
KLM1	0.13	3.72 %
ULP1	0.13	5.98 %
PRT1	0.11	4.17 %
TVM1	0.05	4.90 %
TDM1	0.03	1.08 %
TVM2	0.02	2.28 %
WHUT		0.00 %
Total	10.02	14.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.96	21.22 %
W-Purifi	1.69	12.65 %
W.Heater	1.61	10.52 %
Iron	1.41	59.72 %
Chimney	0.93	18.20 %
Small-Ap	0.17	3.37 %
Mixie	0.14	0.49 %
Air-Cool	0.04	0.42 %
Total	9.95	9.44 %

Branch *	MTD Sales L	Brand Share %
CH15	0.58	7.61 %
CH18	0.52	6.12 %
CH34	0.49	10.14 %
CH03	0.32	3.94 %
CH50	0.27	5.10 %
CH20	0.24	7.80 %
CH43	0.20	4.06 %
GPD1	0.20	9.64 %
PON1	0.19	6.79 %
CH36	0.17	7.60 %
CH35	0.17	4.52 %
CH27	0.14	6.84 %
CH37	0.13	6.33 %
CH46	0.12	6.36 %
CH12	0.10	2.28 %
CH06	0.07	2.51 %
CH31	0.05	7.34 %
CH23	0.03	4.46 %
UKI1	0.02	1.28 %
CH44	0.02	0.70 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-0.10	6.54 %
Total	9.95	9.44 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	2.76	27.13 %
W-Purifi	2.00	25.43 %
Fan	1.70	17.08 %
Chimney	1.60	18.39 %
Iron	1.14	59.68 %
Mixie	0.33	1.35 %
Small-Ap	0.30	9.16 %
Air-Cool	0.03	0.42 %
Total	9.85	12.42 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.34	7.82 %
CBE4	0.27	4.95 %
MPM1	0.25	5.44 %
CBE1	0.23	5.76 %
SUL1	0.12	2.85 %
CBE5	0.11	3.92 %
KMD1	0.11	8.20 %
PPI1	0.10	6.41 %
PDM1	0.09	5.60 %
UAM1	0.06	2.13 %
UMP1	0.05	1.58 %
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	9.85	12.42 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	1.22	24.18 %
Fan	0.83	11.08 %
Iron	0.80	71.56 %
W.Heater	0.57	12.33 %
Air-Cool	0.41	9.34 %
Chimney	0.39	9.51 %
Mixie	0.23	1.54 %
Small-Ap	0.07	6.28 %
Total	4.51	9.76 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.24	6.77 %
ERD1	0.19	3.96 %
TPR1	0.14	2.99 %
CM11	0.12	5.99 %
AVI1	0.11	3.73 %
SYM2	0.09	7.08 %
RSP1	0.08	4.40 %
TPR3	0.06	7.05 %
KGM1	0.06	2.78 %
VKL1	0.04	3.28 %
PDR1	0.03	1.77 %
TCG1	0.02	1.49 %
KMM1	0.02	1.37 %
SGG1	0.02	1.76 %
GBM1	0.02	1.44 %
Total	4.51	9.76 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	1.99	11.82 %
Iron	0.93	38.26 %
W.Heater	0.53	6.99 %
Chimney	0.33	4.07 %
W-Purifi	0.17	2.15 %
Mixie	0.05	0.19 %
Air-Cool	0.02	0.15 %
Total	4.01	4.44 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.60	9.41 %
MCR1	0.27	6.19 %
TRM1	0.22	3.94 %
ATU1	0.17	4.21 %
SLM2	0.15	6.21 %
BMD1	0.15	6.63 %
SLM3	0.14	3.05 %
KVP1	0.13	5.55 %
VPD1	0.13	4.43 %
APN1	0.11	4.31 %
OML1	0.10	3.95 %
EPI1	0.10	3.37 %
DPR2	0.10	4.81 %
DPR1	0.09	3.57 %
EDP1	0.09	4.37 %
PNG1	0.08	3.73 %
KAM1	0.07	2.29 %
HRR1	0.05	1.83 %
KRI1	0.04	0.89 %
HSR1	0.03	0.62 %
PLC1	0.03	0.81 %
SGI1	0.02	1.38 %
MTR1	0.02	0.72 %
WZWH	0.02	0.40 %
PMP1	0.02	0.93 %
WHKP		0.00 %
Total	4.01	4.44 %